

FARHAN LATIF

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Business Development Professional with Cyber Security and Artificial Intelligence (AI) sales experience who loves the challenge of exceeding quota and building a customer base from scratch.

Skills

- Sales Tools: Salesforce, ZenProspect, EverString, SalesLoft, Outreach.io, Groove, SimiarWeb, Yesware, ZoomInfo, Lusha, Google Analytics, Constant Contact, Zoom, Proleads, Sendbloom, Sales and Marketing Management & Microsoft Office.

EXPERIENCE

Senior Account Development

San Mateo, CA

Netomi

September 2019-May 2020

- Engaged in account planning, call preparation, and frequently led discovery calls alongside Account Executives.
- Built a strategy for prospecting new industries: Fitness & Beauty, Retail, Meal-Kit, Food Delivery and Telework.
- Averaged 100+ outbound touches a day including calls, emails, LinkedIn messages and relevant Social Media Channels.
- Achieved 150% of quota of qualified meetings a month from prospecting.
- Prospected using Outreach.io. to create a Pipeline of \$4.1 Million.

SDR (Sales Development Representative)

San Mateo, CA

PerimeterX

October 2018-May 2019

- Completed an average of 200 outbound touches a day including calls, emails and LinkedIn messages.
- Achieved 100% of quota of qualified meetings a month from prospecting. Tracked prospects with Groove.
- Sustained deal sizes of \$170,000 to \$240,000.

SDR (Sales Development Representative)

San Francisco, CA

LimeLight

November 2017-May 2018

- Worked with marketing to create and refine outbound sequences and scripts based on prospect responses for a new vertical, DNVB (Digitally Native Vertical Brand).
- Complied highly targeted prospect lists using Prospect Searcher and EverString. Used Lusha to find contact details.
- Obtained 125% of quota of qualified opportunities a month from prospecting. Used ZenProspect to keep track of prospects.

Sales Internship

San Francisco, CA

Nasdaq Entrepreneurial Center

February 2017-April 2017

- Created targeted campaigns for Education and Corporate sectors with two highly personalized outreach sequences and strategies for target accounts resulting in exceeding quota by 150% of meetings with university contacts after 2nd emails.
- Accelerated conversion rates by leveraging Outreach.io to create an A/B tested sequence of 5 e-mails which resulted in stat lines of 97/37/37 and 100/17/30 for Open, Clicks and Responses for Universities and 61/7/14 and 56/8/4 for Corporations.
- Performed extensive research for cold calls and e-mails using Google, Owler, Feed.ly, LinkedIn Sales Navigator, 10Ks, etc.

Marketing Associate

San Jose, CA

CloudFlow, Inc.

January 2014-January 2017

- Developed a multi-channel social media campaign to increase company awareness and captured 1,000+ qualified leads.
- Conducted lead generation through e-mails, demo delivery and converted to proof of concept.
- Assisted in developing market analysis to determine competitive advantage, weaknesses and opportunities [SWOT].
- Produced marketing materials such as pamphlets, brochures for customers.
- Assisted in acquiring new customers, business partnerships and strategic alliances.
- Performed miscellaneous office manager tasks including setting up and installing servers, QA, procurement and accounting.

SDR (Sales Development Representative)

San Jose, CA

CloudFlow, Inc.

January 2012-January 2014

- Executed e-mail marketing campaigns using Constant Contact leveraging Data.com to build an e-mail list of thousands of prospects and assisted in developing company website to create awareness to the company.
- Achieved 5% success rate of e-mails being opened and website clicked after 3rd e-mails in campaigns.
- Sustained quota of 6 demos per month.

EDUCATION

GrowthX Academy

San Francisco, CA

12 week immersive training program, Sales & Business Development

Relevant Coursework: Lean Startup Methodology, Sales Cycles, Business Model Canvas, Identifying ICP & Market Segments, Sales Learning Curve, SaaS Unit Economics, SPIN & BANT Selling, Market Messaging & The Buying Process.

San Jose State University

San Jose, CA

Bachelor of Science in Business Administration & Concentration in Management

Relevant Coursework: Sales Management, Business Plans for New Ventures & Marketing High Technology.