

ADEMOYE ABDULQUDUS ADEDOLAPO

GTM Engineer | Sales Development | Revenue Operations | CRM & Automation

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PROFESSIONAL SUMMARY

GTM Engineering and Sales Development professional with hands-on experience across B2B prospecting, account management, CRM operations, lead enrichment, outbound sales and workflow automation. Skilled in building structured prospect lists, researching target accounts, identifying and qualifying decision-makers, personalizing outbound messaging, managing CRM records and supporting pipeline generation. Experienced with Clay and HubSpot, with a strong understanding of sales development workflows, account segmentation, prospecting, follow-up, pipeline management and revenue operations. Comfortable combining research, data, automation and communication to improve the efficiency of B2B sales teams.

CORE SKILLS

GTM Strategy ■ Sales Development ■ B2B Prospecting ■ Lead Generation ■ Account Management ■ Lead Qualification ■ Outbound Sales ■ CRM Management ■ Pipeline Management ■ Prospect Research ■ Account Research ■ Lead Enrichment ■ Workflow Automation ■ AI Personalization ■ Clay ■ HubSpot Sales Hub ■ Excel ■ Google Sheets ■ ChatGPT ■ Loom ■ Communication ■ Follow-up & Relationship Management

GTM PROJECT

AI-Powered Outbound Prospecting Workflow for U.S. B2B SaaS Companies

- Built a Clay workflow targeting U.S. B2B SaaS companies with 10–500 employees.
- Researched and enriched company and prospect data to create structured, outbound-ready datasets.
- Segmented accounts and prospects to support more targeted B2B outreach and sales development.
- Applied AI personalization to improve relevance across prospecting workflows and outbound messaging.
- Organized enriched data for CRM and sales execution, and documented the workflow with Loom.

PROFESSIONAL EXPERIENCE

Sales Development Representative (SDR) – Revtraction

- Prospected and researched B2B companies and key decision-makers to identify qualified sales opportunities.
- Built and maintained targeted prospect lists using account research, lead qualification and segmentation.
- Conducted outbound prospecting across relevant channels to initiate conversations with potential customers.
- Qualified leads based on business needs, fit, decision-making authority, timing and potential value.
- Managed prospect follow-ups and maintained consistent communication throughout the early sales cycle.
- Updated and maintained CRM records, ensuring prospect information, activities, statuses and next steps were accurate.
- Supported pipeline generation by identifying new accounts, prioritizing high-fit prospects and moving qualified opportunities forward.
- Personalized outreach based on company information, prospect roles, business context and identified pain points.
- Collaborated around account research, prospect qualification and handoff of sales-ready opportunities.
- Tracked outreach activity and used prospecting insights to improve targeting, messaging and follow-up.

Sales Development Representative (SDR) – RevTraction | 2023–2026

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B2B & Account Management

- Managed B2B account relationships by maintaining regular communication, understanding client needs and supporting ongoing engagement.
- Researched accounts to understand company structure, business priorities, stakeholders and potential opportunities.
- Supported account growth through relationship management, follow-ups, opportunity identification and structured client communication.
- Maintained accurate account and contact information within CRM systems to support visibility across the sales process.
- Monitored account activity and coordinated next steps to ensure prospects and clients received timely follow-up.
- Built professional relationships with stakeholders while maintaining a customer-focused approach to communication and problem solving.

CERTIFICATION

HubSpot Sales Hub Software Certification – HubSpot Academy

EDUCATION

B.Sc. Economics Education – Olabisi Onabanjo University (2021)