

# ALEXANDRA CHEN

Senior Account Executive | Enterprise SaaS Sales

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## PROFESSIONAL SUMMARY

Results-driven Senior Account Executive with 9+ years of experience selling enterprise SaaS solutions to Fortune 500 companies. Consistent top performer with a track record of exceeding quota by 120%+ annually and building strategic relationships at the C-suite level. Specializes in complex, multi-stakeholder sales cycles and consultative solution selling. Proven ability to penetrate new markets, grow existing accounts, and lead cross-functional teams to close seven-figure deals.

**\$18.4M**

Total Revenue (2023)

**127%**

Average Quota  
Attainment

**94**

Accounts Closed  
(Career)

**4.8/5**

Client Satisfaction  
Score

## PROFESSIONAL EXPERIENCE

### Senior Account Executive | Nexus Cloud Solutions

Jan 2021 – Present Tampa, FL

Enterprise SaaS platform provider specializing in AI-driven workflow automation for mid-market and enterprise clients.

- Consistently exceeded annual quota of \$12M, achieving 134% attainment in 2023 and 128% in 2022, ranking #1 on a 24-person enterprise sales team both years.
- Closed the company's largest-ever deal — a \$4.2M, 3-year contract with a Fortune 100 financial services firm — by orchestrating a 6-month consultative sales cycle involving 12 stakeholders across IT, Finance, and Legal.
- Grew existing enterprise accounts by an average of 38% year-over-year through strategic upsell and cross-sell motions, adding \$2.1M in net expansion revenue in 2023.
- Spearheaded entry into the healthcare vertical, building a pipeline of \$8.5M from scratch and converting \$3.6M in the first 18 months.
- Mentored 4 junior AEs, 2 of whom were promoted to Senior AE within 18 months; developed an onboarding playbook now used company-wide.
- Collaborated with Product and Marketing to refine the enterprise ICP, reducing average sales cycle from 9.2 to 6.7 months.

### Account Executive | DataPulse Inc.

Mar 2018 – Dec 2020 Orlando, FL

B2B data analytics and business intelligence platform serving retail, logistics, and healthcare industries.

- Surpassed \$6M annual quota by 118% in 2020 and 122% in 2019; ranked Top 3 AE nationally each year.
- Acquired 31 net-new logo accounts including 8 enterprise clients, generating \$9.2M in total contract value over 3 years.
- Led complex RFP processes for 6 competitive takeaways from incumbent vendors, winning deals worth \$4.7M combined.
- Built and managed a territory pipeline of \$15M+ using Salesforce CRM; maintained 4x quota coverage at all times.
- Partnered with Solutions Engineering to deliver tailored product demonstrations, improving demo-to-proposal conversion rate from 41% to 63%.

### Business Development Representative | SalesBridge

Jun 2016 – Feb 2018 Tampa, FL

## **Corp.**

*SaaS CRM provider focused on SMB and mid-market professional services firms.*

- Generated \$3.8M in qualified pipeline annually, exceeding BDR quota by 142% in FY2017.
- Promoted to Account Executive after 14 months — the fastest advancement in company history at the time.
- Conducted 80+ outbound calls and 40+ personalized email sequences weekly, achieving a 22% meeting booking rate.
- Won President's Club Award in 2017 as the top-performing BDR on a team of 18.

## **Sales Development Representative | MarketEdge Solutions**

*Aug 2015 – May 2016 Tampa, FL*

- Sourced 420+ qualified leads via cold outreach, LinkedIn prospecting, and trade show follow-up, contributing to \$2.1M in closed revenue.
- Maintained CRM hygiene across 600+ accounts and supported 5 AEs with pipeline reporting and proposal preparation.

## CORE COMPETENCIES & SKILLS

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<b>Sales Methodology</b>	MEDDIC, Challenger Sale, SPIN Selling, Solution Selling, Command of the Message
<b>CRM &amp; Tools</b>	Salesforce (Advanced), HubSpot, Outreach, ZoomInfo, LinkedIn Sales Navigator, Gong, Clari
<b>Deal Management</b>	Complex multi-stakeholder sales cycles, RFP/RFI responses, contract negotiation, legal redlines
<b>Prospecting</b>	Cold outreach, executive-level prospecting, event-based selling, partner channel development
<b>Verticals</b>	Financial Services, Healthcare/Life Sciences, Retail & CPG, Logistics, Professional Services
<b>Leadership</b>	Sales coaching, onboarding program development, territory strategy, cross-functional collaboration

## EDUCATION

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**Bachelor of Science in Marketing** — University of South Florida

Minor: Psychology | GPA: 3.7 | Dean's List (6 semesters)

May 2015 | Tampa, FL

## CERTIFICATIONS & TRAINING

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**Salesforce Certified Sales Cloud Consultant**  
Salesforce | 2022

**Challenger Sale Certification**  
Challenger Inc. | 2021

**MEDDIC Sales Methodology**  
MEDDIC Group | 2019

**HubSpot Sales Software Certification**  
HubSpot Academy | 2023

**Negotiation Mastery**  
Harvard Business School Online | 2020

**LinkedIn Sales Navigator Certification**  
LinkedIn | 2022

## AWARDS & RECOGNITION

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**President's Club** — Nexus Cloud Solutions — 2021, 2022, 2023 (3 consecutive years)

**#1 Enterprise AE** — Nexus Cloud Solutions — FY2022 & FY2023 out of 24 AEs

**Top Performer Award** — DataPulse Inc. — 2019 & 2020

**President's Club Award** — SalesBridge Corp. BDR Team — FY2017

**Sales Excellence Award** — University of South Florida Marketing Program — 2015

## PROFESSIONAL AFFILIATIONS & COMMUNITY

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- Member, American Association of Inside Sales Professionals (AA-ISP) — Tampa Chapter, since 2018
- Volunteer Sales Coach, Dress for Success Tampa Bay — quarterly workshop facilitator since 2020
- Speaker, SaaStr Annual 2023 — "Breaking Into Healthcare: A Vertical Expansion Playbook"
- Founding member, Women in B2B Sales Tampa meetup group (120+ members)

## ADDITIONAL INFORMATION

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**Languages:** English (Native), Mandarin (Conversational)

**Interests:** Distance running, behavioral economics, competitive tennis

**Travel:** Willing to travel up to 40%

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*References available upon request • Portfolio of case studies and deal summaries available*