

Abishek Allaranda

INSIDE SALES REPRESENTATIVE– CRM Tools, Customer Centric, Prospecting

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📍 [Vancouver](#)

in [LinkedIn](#)

SKILLS

- **Sales Functions:** Prospecting, cold calling, lead qualification (BANT, MEDDIC), demos, closing, and upselling.
- **CRM Systems & Tools:** Salesforce, HubSpot, Zoho CRM, Outreach, Salesloft, Gong, and Aircall dialers.
- **Sales Automation & Data:** Campaign sequencing, CRM workflows, data reporting & Excel dashboards.
- **Sales Funnel Execution:** B2B lead generation, email outreach, appointment setting, and market segmentation.
- **Technical Stack:** Zoom, Teams (video); leveraged RingCentral and VoIP tools for daily outbound tasks.

WORK EXPERIENCE

Lead Generation Specialist (Freelance)

May 2024 – May 2025

Self

Remote – Vancouver

- Launched 3 omnichannel campaigns/month via LinkedIn, email & cold calls; booked 50+ meetings quarterly, drove 25% lead-to-meeting conversions; lifted MQL volume by 40% YoY across SaaS, fintech & B2B lead funnels.
- Generated over 300 SQLs annually using Apollo.io, ZoomInfo, and CRM enrichment; improved conversion velocity by 18% with life-cycle tracking, SDR-to-AE routing, and real-time pipeline acceleration workflows.
- Boosted open rates 15% via A/B tests on 20+ subject lines; cleaned CRM records, raising accuracy by 30%.

Sales Development Representative

December 2024 – May 2024

Spring Financial

On-site – Vancouver

- Engaged with 80–90 calls, 50–60 emails, and 200+ texts daily to process 120+ loan applications/week and attained 95% eligibility accuracy via credit bureau analysis, DTI ratio checks, and income verification workflows.
- Streamlined workflows by deploying custom doc templates and pre-fill automation, reducing client on-boarding time from 2 days to 3 hours across 100+ monthly submissions and enhancing CRM-stage alignment by 95%.
- Achieved 98% compliance on 500+ monthly loan files by standardizing approval logic and documenting workflows.

Sales Development Representative

December 2022 – December 2023

BitMove Exchange Solutions

Remote – Vancouver

- Engaged 185+ leads via phone & email daily using outreach tools; qualified 400+ prospects/month & achieved 22% conversion through ICP mapping and cold funnel optimization across fintech, blockchain, and B2B markets.
- Secured 35+ client deals and boosted revenue by 60% YoY using CRM-driven lifecycle selling; aligned 100+ quotes with buyer personas, budget constraints, and product-fit metrics across consultative B2B sales processes.
- Supervised 7 reps, triaged 500+ monthly tickets & cut response time 20% via SLA filters, dashboards & queues.

Inside Sales Representative

June 2022 – December 2022

Renewal by Anderson

Hybrid – Vancouver

- Managed 170+ inbound/outbound calls daily & scheduled 15+ consultations/week; attained 98% order accuracy by leveraging CRM-integrated quoting tools and workflow automation for high-volume customer engagements.
- Increased monthly revenue by 30% for 6 consecutive months by optimizing call scripts, refining 100+ scenario responses, and reactivating 40+ dormant accounts using sales enablement tools and historical trend analysis.
- Logged 300+ call notes, segmented by intent, and drove 20% Q1 reactivation via tailored follow-ups and callbacks.

Customer Service Representative

August 2021 – May 2022

Breka Cafe

On-site (Part-time) – Vancouver

- Connected with 225+ customers per shift, operated Square POS terminals, reconciled cash drawers & trained 5 new hires in inventory software, compliance checklists & shift scheduling platforms for frontline operations.
- Reconciled 3 POS registers daily and resolved 20+ discrepancies/month using inventory software, real-time stock monitoring, and cash reconciliation logs; coordinated vendor restocks to ensure SKU accuracy and supply flow.
- Completed 500+ weekly transactions, upsold 3 product lines, and cut wait times by 22% during peak hours.

EDUCATION

Master of Business Administration in Digital Marketing

January 2020 – November 2021

University Canada West, Vancouver

Bachelor of Science in Hospitality and Tourism Management

January 2012 – December 2016

HTMi Switzerland (Accredited by University of Ulster, UK), Switzerland

CERTIFICATIONS

- **Palette Skills**– SalesCamp
- **Sales Navigator Advanced**– LinkedIn
- **CRM Basics**, Salesforce
- **Inbound Marketing Certificate**– HubSpot
- **Data Analytics Certificate**– BrainStation