

Cheyenne Noelle Scheetz

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Top-performing XDR seeking to join an inclusive, winning culture as an Account Executive. Former enterprise SaaS marketing professional with 3+ years of experience in brand, content strategy, and copywriting.

Full-time Professional Experience

Sales Development Representative | [UpKeep](#) | Remote Jan 6 2021 - Current

- Currently No. 1 top-performing SDR, creating 48 SAOs for month of April
- Using Salesforce and Salesloft to prospect and qualify inbound marketing leads
- Overachieve on expected 100+ outbound dials a day and help improve XDR best practices

Business Development Representative | [REVGEN](#) Sales Accelerator | Raleigh, NC Sept 1 - Dec 30 2020

- Overperformed at 200% of quota for Month 3 and 150% for Month 4
- Maintained No. 1 position for top-performing BDR on dedicated campaign throughout 4-mo program
- Overachieved 120% on expected 115 outbound dials a day using ZoomInfo (prospected into C-suite)
- Contributed to creating better XDR qualification processes

Product Marketing Specialist | [ProcessMaker](#) | Durham, NC July 2019 - Jan 2020

- Helped our dept generate over \$258K in revenue (\$1M in value counting open prospects)
- Completed 23 case studies within 7 months, working with global stakeholders exclusively
- Created the Partner Marketing Toolkit for ProcessMaker, enabling partners to download brand assets and access PR and marketing-related collateral to aid in marketing initiatives
- Successfully launched a brand new website alongside dept and managed company blog
- Typed solution briefs, brochures, whitepapers, and email copy for product marketing campaigns

Freelance & Independent Contractor Experience

Content Strategist and Design Researcher | [Paradigm Innovation](#) | Raleigh, NC Sept 2017 - June 2019

- Spearheading the Discovery Phase of research for [GrammarFlip](#)'s product marketing strategy
- Conducted user research via SurveyMonkey and Google Forms to collect data for buyer personas
- Founded [The Catalyst](#), the firm's public journal featuring 15+ self-made Founders/executives
- Implemented Asana and Hubspot to improve productivity and streamline biz dev pipeline

Brand Director | Theophylus Apparel | Los Angeles, CA Apr - Dec 2018

- Designed and delivered a 3-day brand workshop to unify vision among the team in LA
- Rebranded editorial language and built a cohesive brand language along designers on site

Head of Content | [ScholarMe Co.](#) | Remote Apr - June 2018

- Raised \$200,000 in pre-seed revenue with the team between Feb & June 2018
- Secured written press in Forbes and Business Insider while on the team

Technical Proficiencies & Skills

Software: Salesforce, Salesloft, ZoomInfo, Hubspot, Pardot, Jira, Google Analytics, Tableau, Adobe Photoshop, GSuite, Asana, Hootsuite, Drupal, Wordpress, Buffer, Trello, ActiveCampaign, SurveyMonkey,

Skills: SPIN selling, outbound cold-calling, inside sales, customer service, agile project management, brand strategy, product marketing, copywriting, B2C sales, content strategy, UX research, sprint and workshop delivery, public speaking