

Nezel S.

Admin & Sales Development Specialist

Primary: Admin · Secondary: Sales · Level: Senior · Experience: 10+ years



Scan here to book a strategy call with one of our Business Development Experts

5/5

COMMUNICATION
ASSESSED BY TOP

SUMMARY

Lead generation and appointment-setting professional working since 2019 across Medicare insurance, debt relief, real estate and home services. Currently a part-time SDR and contract lead generation specialist, booking appointments and handing warm leads to sales. Earlier spent over three years in retail-account customer service and sales.

COMMUNICATION

Assessed by the TOP team through a recorded voice screening.

SKILL TRACKS

Admin		5/5 · Expert	Score set by TOP assessment. Resume shows data entry and administrative support tasks within the SDR role.
Creative		0/5 · Not evidenced	Not evidenced in experience provided
Tech		0/5 · Not evidenced	Not evidenced in experience provided
Support		3/5 · Capable	Retail-account CSR, Mar 2016-Nov 2019 (orders, returns, refunds, shipment tracking); Medicare plan concerns 2020-2021.
Sales		4/5 · Strong	Lead generation and appointment setting since 2019: SDR (2021-present), outbound lead gen (2023-present), Medicare and debt relief opener/closer.

BEST-FIT ROLES

Admin VA · Appointment setter · Sales development representative (SDR) · Outbound lead generation / cold caller

KEY STRENGTHS

- Data entry and administrative support alongside sales work
- Appointment scheduling with Calendly, Acuity, Google Calendar and Outlook
- Outbound calling and online outreach to qualify prospects and book appointments
- Works with Salesforce, HubSpot, GoHighLevel, Dialpad, RingCentral

TOOLS

- Salesforce
- HubSpot
- GoHighLevel (GHL)
- Monday.com
- Dialpad
- RingCentral
- Calendly
- Acuity
- Google Calendar
- Outlook
- Slack
- Zoom
- Microsoft Teams
- Google Meet

DEVELOPMENT AREAS

- No booking, conversion or quota numbers stated
- Current SDR role is part-time

PROFESSIONAL SUMMARY

Customer support and sales professional with lead generation, appointment setting and customer relationship experience. Generates and nurtures leads, qualifies prospects by need and service fit, schedules appointments and hands warm leads to sales. Has worked on Medicare insurance enrollment and lead generation, debt relief qualification as an opener/closer, and real estate and home-services outreach, after more than three years in retail-account customer service and sales.

CORE COMPETENCIES

- Outbound calling and online outreach
- Lead qualification and nurturing
- Appointment setting and calendar booking
- Customer relationship management
- Order, return and refund support
- CRM and dialer use

EXPERIENCE

Sales Development Representative (Part-Time) Independent contractor	Aug 2021 - Present
• Generates and nurtures leads to create qualified opportunities. • Provides customer service to prospects and clients. • Handles data entry and administrative support tasks.	
Lead Generation Specialist (Real Estate, Garbage Disposal, Cleaning Services) Independent contractor	2023 - Present
• Conducts outbound calls and online outreach to identify potential clients. • Qualifies prospects based on needs and service match. • Schedules appointments and hands warm leads to sales.	
Medicare Insurance Specialist / Lead Generation Specialist	Mar 2020 - Jul 2021
• Assisted clients with enrollment, upgrades and plan concerns. • Performed lead nurturing and follow-up, and qualified prospects for sales opportunities.	
Debt Relief Specialist (Opener/Closer) National Debt Insurance Relief	Aug 2019 - Feb 2020
• Contacted prospects needing financial assistance and debt solutions. • Evaluated financial situations and pre-qualified leads for debt relief programs. • Guided clients through available options and scheduled follow-up consultations.	
Customer Service Representative / Sales Representative (Retail Accounts)	Mar 2016 - Nov 2019
• Assisted customers with orders, returns and refunds; handled inquiries and shipment tracking. • Met sales targets through product recommendations and sent promotions.	