

## Nandini Srivastava

M: +1 514 973 2202 | E: nandini.srivastava22@gmail.com | [LinkedIn](#)

### WORK EXPERIENCE

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#### **Sprout Social**

**April 2024 - Present**

*Social media management software*

#### **Senior Account Executive, Mid-Market**

- Managed and expanded the business pipeline through regular prospecting into a book of business.
- Built customer relationships by educating customers about digital marketing trends to strengthen alignment with Sprout Social's products.
- Acquired business by delivering data-driven presentations, showcasing the benefits of Sprout Social's comprehensive product suite compared to competitors.

#### **Salesforce**

**September 2021 - March 2024**

*Industry-leading CRM Software*

#### **Account Executive - Marketing Cloud & (AI) Data Cloud, Financial Services**

- Achieved 100% pipeline generation participation quota in 2023 through consistent prospecting efforts.
- Generated over USD 300,000 in revenue for the Marketing Cloud business by educating customers about the value of Salesforce's digital marketing capabilities.
- Ranked within the top 4 out of 20 sellers in the first half of 2023 by spearheading sales cycles with a focus on developing long-term relationships with customers and assisting them in achieving their goals.
- Collaborated with Solution Engineers, Customer Success Managers, and Support Representatives to expand opportunity size by 20%.

#### **Kira Systems**

**January 2020 - August 2021**

*Fastest-growing AI legal technology provider since 2014 and was acquired by Litera in 2021*

#### **Account Executive, Mid-market law firms**

- Drove market expansion and client acquisition by delivering tailored AI technology solutions with an emphasis on cloud deployment strategies, significantly increasing cloud service adoption among mid-market law firms.
- Expanded the Northeast and Midwest territories in North America by acquiring seven new clients within 12 months, surpassing the average of three clients signed by peers.
- Established the largest pipeline on the team, totaling USD 455,000, by strategically cultivating relationships with C-level prospects at mid-market law firms and companies, outpacing the average pipeline size of peers.

#### **Kira Systems**

**July 2019 - December 2020**

#### **Team Lead, Business Development**

- Recruited and successfully onboarded five new Business Development Representatives.
- Formulated a comprehensive onboarding plan centered on augmenting product knowledge and basic sales skills, guaranteeing the generation of high-quality leads from key accounts.
- Provided coaching to my team through cold calling and messaging workshops, resulting in an average quota attainment of 90% quarter over quarter by the team.

#### **Kira Systems**

**August 2017 - June 2019**

#### **Business Development Representative**

- Qualified and helped close USD 500,000 of revenue from the top 50% of the largest law firms (by revenue) in the United States by developing relationships with key senior partners.
- Exceeded Sales Qualified Lead (SQL) quota by 180% Quarter over Quarter by surpassing KPIs for calls and emails by 50%, and strategically focusing on executive engagement.
- Trained an Artificial Intelligence model by providing the algorithm examples of legal clauses, helping explain the benefits of a technical solution to non-technical users like lawyers.

### EDUCATION

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**McGill University** | Bachelor of Arts (2014-2017)

### CERTIFICATIONS & TECHNOLOGY PROFICIENCY

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- Experience using Salesforce, Hubspot, Gong, Outreach, Hootsuite, Google Ads, ZoomInfo, LinkedIn Sales Navigator
- Certifications: Google Ads Display Certification, Google Ads Search Certification, Google Analytics for Beginners