

Hayden Rozario

Business Development Representative · B2B SaaS Outbound Sales

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Stamp 1 — Critical Skills Employment Permit

\$900K+ QUALIFIED PIPELINE	\$160K+ CLOSED-WON REVENUE	70–90% DEMO → QUALIFIED	Top BDR CHEMISHIELD · TOP 10% USERPILOT
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Founding BDR who built Chemishield's outbound engine from scratch — a process still core to the company's GTM strategy — after ranking in the top 10% of Userpilot's outbound team. 2+ years in B2B SaaS generating \$900K+ in qualified pipeline and \$160K+ in closed-won revenue, with demo-to-qualified conversion of 70–90%. Deep command of the full outbound stack (HubSpot, Apollo, Outreach, Cognism, Sales Navigator) and experienced designing inbound-led outbound motions.

EXPERIENCE

Chemishield — Founding BDR & Growth StrategistApr 2025 – Jul 2026 · Dublin, Ireland

- Generated **\$500K+ in qualified pipeline** and **\$110K+ in closed-won revenue** as the company's first — and top-performing — BDR.
- Built the entire outbound process from scratch, including the Apollo→HubSpot migration; it remains core to Chemishield's GTM strategy today.
- Booked **10 qualified meetings per month** on average (peak of 15) at a **70%+ demo-to-qualified** conversion rate.
- Sustained 70–80 cold calls a day plus matching email and LinkedIn touches, running personalised multichannel outreach from self-written scripts.
- Launched an inbound-led outbound motion using LinkedIn Ads with an ad agency, and partnered with the VP of Marketing on inbound lead flows and supporting HubSpot processes.
- Sourced qualified pipeline at enterprise accounts including **AbbVie, GE Healthcare, Charles River, Haleon, PCI Pharma** and **Piramal**.

Userpilot — Business Development RepresentativeJan 2024 – Mar 2025 · Dublin, Ireland

- Generated **\$400K+ in qualified pipeline**; consistently ranked in the **top 10%** of the outbound team.
- Converted demos to qualified opportunities at a **90%+ rate**.
- Ran customised multichannel cold outbound via Outreach, Apollo and ZoomInfo — 40–50 calls a day plus matching email and LinkedIn touches.
- Personalised campaigns by prospect role and buying triggers, improving scripts and outreach lists with the department head.
- Owned CRM hygiene (HubSpot), AE handovers and monthly prospect reporting.
- Sourced qualified pipeline at companies including **Twilio, PandaDoc, Mimecast** and **Elsevier**.

GoPlugable — Digital Marketing ExecutiveSep 2022 – Dec 2023 · Drogheda, Ireland

- Drove organic and paid lead generation through SEO, web pages, blogs and campaigns across Google, LinkedIn, Facebook and Instagram.
- Represented the company at exhibitions and networking events; won the **Enterprise Ireland Student Entrepreneur Award** — High Achieving Merit.

Phonewatch — Field Sales RepresentativeFeb 2023 – Mar 2023 · Dundalk, Ireland

- Sold home-security solutions in the field, building customer relationships and delivering against monthly sales targets.

SKILLS

Sales: Outbound Prospecting · Cold Calling · Multichannel Sequencing · Pipeline Generation & Qualification · Inbound-Led Outbound · Trigger-Based Outreach · ICP Research · Sales Process Design · Workflow Automation · HubSpot Configuration for Outbound

Marketing: Digital Marketing · Market & User Research · Brand Management · User Adoption · SEO

Tools: HubSpot · Apollo · Outreach · ZoomInfo · Cognism · Lusha · Clay · LinkedIn Sales Navigator · LinkedIn Ads · Meta Ads · Userpilot · Freshworks · Trello · Slite · Squarespace

EDUCATION

Dundalk Institute of Technology — BA (Hons), Global Marketing 2022 – 2023 · Dundalk, Ireland

Rajagiri College of Management and Applied Sciences — BBA 2019 – 2022 · Kerala, India

AWARDS

Enterprise Ireland Student Entrepreneur Award — High Achieving Merit (GoPlugable)

REFERENCE

Kevin Walsh — Managing Director, Chemishield Ltd · info@chemishield.com · Written reference available on request