

Sam Hemingway

Solutions Consultant

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PRESALES SUMMARY

5+ years of experience in sales, front-end engineering, and technical consulting, specializing in custom demos, API integrations, and GTM strategies. Key achievements include:

- **Sales Impact:** Achieved top SDR and AE performance, with quarterly quota attainment of 147%, 91%, and 131%. Implemented data-driven outbound campaigns, increasing engagement and 6x WAUs for early-stage products.
- **Custom Demos:** Built custom demos using HTML/CSS/JS for enterprise opportunities, contributing to over \$1M in closed-won revenue.
- **API Development:** Developed a custom waitlist solution using the HubSpot API and Zapier, saving 2 hours per week and reducing vendor spend. Shipped code to production codebases by internal and external REST APIs.
- **GTM Strategy:** Developed a demo cadence for cross-selling acting as a Sales Engineer, increasing ACV by 38.7%.
- **Technical Expertise:** Self-taught TypeScript to contribute to production codebases, fixing critical bugs and developing modular components. Optimized app performance, reducing Total Blocking Time by 20% and improving DX for engineering teams.

EXPERIENCE

Consultant / Front-end Engineer

Skillstore | Remote | *Contract/Freelance Position*

Sep 2024 - Present

- Brought in to help develop the front-end in NextJS/TypeScript, achieving a goal of shipping MVP within 8 weeks.
- Analyzed app performance, identifying and eliminating unnecessary work to reduce Total Blocking Time by ~20%.
- Developed a custom waitlist solution using the HubSpot API and Zapier, saving 2 hours a week and \$828 p.a.
- Collaborated with backend lead to consume in-house REST APIs, providing feedback to improve DX.
- Launched a HubSpot instance to track investor conversations, slashing founder time spent on admin by 50% and tripling outbound activity levels.

Solutions Consultant / Front-end Engineer

Piper | Remote | *Contract/Freelance Position*

Jun 2023 - Apr 2024

- Increased WAUs by 6x through demoing, onboarding, and owning the post-sales support motion for early users.
- Held over 50 discovery calls with early adopters, sharing feedback with founder to help determine PMF.
- Diagnosed over a dozen bugs on live troubleshooting calls with early adopters, and shipped code to fix them.
- Self-taught new programming language (TypeScript) and implemented new features on the production app.
- Facilitated direct feedback sessions between early adopters & Product Lead to steer UX/UI decisions.
- Reduced product drop-off in the first week by 67% by engaging early adopters through their preferred channels.

Account Executive

Hopin | Remote

Sep 2020 - Feb 2022

- Regularly exceeded quota, with an average attainment rate of 124%.
- Helped win over \$1m in revenue by building custom demos with HTML/CSS/JS for enterprise deals.
- Developed an internal API cheat-sheet and custom demo skeleton project, and helped onboard the SE team.
- Saved critical customer events with 7 figure budgets from breaking, by working with the engineering team to better communicate breaking changes to our API to our CSMs.

- Part of a committee that ran live group demos to 100+ prospects 3x a week, enabling self-service plans to account for just under 50% of company revenue.
- Refined a consultative approach to discovery calls and demos, resulting in disco → next steps conversion rate of 70%+ and an overall closed-won rate of ~40%.

Sales Development Representative

Poka | Montreal, QC

Dec 2018 - Feb 2020

- Generated new leads via cold outbound prospecting and acted as first point of contact for inbound enquiries.
- Ran 100+ discovery and demo calls with prospects, using learning to develop a values based approach to demos.
- Developed a playbook for different verticals and personas in the manufacturing sector.
- Collaborated with 2 AEs to build and implement a strategy to grow existing accounts at global CPG companies like Mars and Nestle, resulting in closing 10+ additional sites.
- Built outbound sequences, call guidance, email templates and discovery guidance materials that were adopted org-wide and used to onboard new members of the sales team.

Mortgage Consultant

Nationwide Building Society | Wakefield, England

May 2014 - Jun 2017

- Offered certified financial advice on mortgage and home insurance needs for the UK's biggest building society.
- Enhanced and adapted my strong customer service skills to a new sales driven environment with high pressure to meet monthly sales goals.
- Carried out discovery calls with customers, establishing their needs and using my expert knowledge of the mortgage market to find them a suitable product.

SKILLS

Technical: Web Development (HTML/CSS/JavaScript), TypeScript, React, NextJS, REST APIs

Sales: Project Management, Technical Demos, Cross-team Collaboration, Deep Discovery, Relationship Building, Consultative Selling, Value Selling, BANT

Platforms: Salesforce, Outreach, Gong, Apollo, JIRA, Hubspot (Admin), Zapier

PROJECTS

Self-taught Front-end Engineering

Self | September 2022 - May 2023

- Self-taught HTML, CSS, JS and React to strengthen my foundational web technology knowledge.
- Built over a dozen small projects to learn how to structure and manage them using Git.
- Learned how modern React projects are built and best practices for clean, scalable codebases.

EDUCATION

Bachelor of Arts in Landscape Architecture

University of Sheffield | Sheffield, UK | 2013

ENDORSEMENT

Sam's technical skills are impressive - he consistently ships production code and integrates complex APIs at a high level. His background as a successful AE combined with strong technical capabilities makes him stand out - he understands what our customers want and how to build the solutions they need.

- **Matt Kay (Founder, Skillstore)**