

Robor Okpu

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SUMMARY OF QUALIFICATIONS

- York University graduate with 5+ years in high performance sales, built from the ground up with grit, hunger, and a relentless drive to win.
- Senior BDR at HONK Mobile, promoted for becoming top performer company wide within 3 months, exceeding quota by 160%.
- Generated \$350K in qualified pipeline in Q1 2026, a 34% conversion rate that nearly doubled quarter over quarter, built entirely from outbound with no existing brand to lean on.
- Built pipeline from zero in a market with no inbound demand by identifying decision makers directly, leading with the reason for each call, and disarming resistance before qualifying fit.
- BA in Information Technology from York University enables credible, technical discovery with engineering and IT stakeholders, translating product architecture into business value instead of relying on a scripted pitch.

EMPLOYMENT EXPERIENCE

HONK Mobile | Senior Business Development Representative

Oct 2025 to Present

- Became the top performer company wide within 3 months by executing 85+ daily outbound dials with disciplined follow up, exceeding quota by 160%.
- Generated \$350K in qualified pipeline in Q1 2026 (34% conversion, up from \$190K the prior quarter) by shifting outreach toward high intent accounts identified through Salesforce activity signals.
- Converted cold outbound into qualified meetings by leading calls with the specific reason for reaching out instead of a permission based opener, lifting connect rate to 70%.
- Built direct familiarity with full cycle qualification and objection handling by shadowing AE led discovery calls and applying the same disarm and question structure on my own outreach.
- Maintained 90%+ forecast accuracy by logging every call outcome in Salesforce same day and standardizing follow up cadences across the pipeline.
- Prioritized high value accounts and surfaced buying intent earlier in the cycle by layering AI assisted personalization and LinkedIn Sales Navigator signals onto multi touch sequences.

MCM Worldwide | Sales Team Lead

Sep 2022 to Sep 2025

- Drove 15% growth in repeat client spend by building long term relationships with high value customers and following up consistently through phone, email, and video call, not just in person.
- Handled the full consultative sales conversation independently, from understanding what a client actually needed to presenting the product and closing the sale, without relying on a scripted pitch.
- Earned top performer status 10 of 12 months by treating every client interaction as a relationship to build, not a single transaction, which turned first time buyers into repeat business.
- Coached incoming team members on consultative selling and objection handling on the floor, translating personal technique into a repeatable approach for the wider team.

TNI The Network Inc. | Outreach Coordinator

Sep 2021 to Aug 2022

- Exceeded quota by 65% by running disciplined outbound prospecting across cold calls, email, and targeted research, maintaining a 90% call to follow up conversion rate.
- Increased revenue by 12.5% and drove 33% client retention by qualifying leads more precisely and layering upsell strategies into existing client conversations.

COS (H&M Group) | Sales Advisor

Sep 2020 to Aug 2022

- Consistently exceeded daily targets through consultative selling and confident closing, boosting repeat customer retention by 10% via CRM tracked engagement insights.

Brand Momentum | Brand Ambassador

Aug 2018 to Feb 2020

- Represented the brand at events, engaging crowds with passion and charm, boosting visibility, and collaborating with marketing teams to align efforts and drive interest.

SKILLS

Sales: Outbound Prospecting, Cold Calling, Discovery and Qualification, Objection Handling, Pipeline Management, Forecast Accuracy, Relationship Building, Territory and Account Management, Quota Achievement

Technical Proficiency: Salesforce CRM, Gong, LinkedIn Sales Navigator, HubSpot, ZoomInfo, AI Prospecting Tools, Data Analysis (Python, SQL), Market Research

EDUCATION

York University, Toronto, ON | Bachelor of Commerce in Information Technology