



KUNAL KUMAR

Sales & Business Development Professional

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PROFILE

Sales development professional with 3+ years of outbound prospecting, lead qualification, and CRM experience, currently generating qualified pipeline at GigCX Marketplace with a 75% lead-to-booking conversion rate and 60+ bookings/month. Completed employer-backed B2B technology sales training (SalesCamp, Palette Skills) with hands-on Salesforce and HubSpot execution, plus Salesforce Trailhead certification. Founder of FADED, a self-built barber booking app on the App Store, Google Play and the web, proof of the ability to create outbound motion, messaging, and pipeline from zero with no playbook. Coachable, metrics-driven, and hungry to bring consistent pipeline energy to a growth-focused sales team.

CORE SKILLS

- ▶ Outbound Prospecting & Cold Calling
- ▶ Consultative & Discovery Selling
- ▶ Team Coaching & Leadership
- ▶ Brand & Creative Direction
- ▶ Lead Qualification & Appointment Setting
- ▶ Pipeline Development
- ▶ Strategic Planning & Growth Strategy
- ▶ CRM: Salesforce, HubSpot, Vonigo
- ▶ LinkedIn Sales Navigator
- ▶ Content Creation & Social Media Marketing

EXPERIENCE

Lead Qualification & Appointment Specialist | GigCX Marketplace

Feb 2026 – Present · Remote

- ▶ Execute daily outbound cold calls and phone outreach to qualify inbound/outbound leads, maintaining a 75% lead-to-booking conversion rate.
- ▶ Set 60+ qualified appointments per month, consistently hitting and exceeding monthly booking targets.
- ▶ Manage and maintain accurate client records in Vonigo CRM, supporting field crews with complete, real-time pipeline data.
- ▶ Build rapport with prospects through consultative discovery conversations, identifying pain points and aligning solutions to drive pipeline throughput.
- ▶ Collaborate with the operations team to optimize booking flow and improve team-wide throughput efficiency.

Founder | FADED ([letsgetfaded.com](#))

2026 – Present · Picton, ON

- ▶ Built and launched a zero-commission barber booking marketplace from concept to live product, now on the App Store, Google Play and the web, with about ten barbers signed up in Brampton and Belleville.
- ▶ Own outbound, positioning, and messaging end-to-end: designed the acquisition strategy, brand, launch flyers and print, and ran a first pop-up at a barber expo three days after finishing the app.
- ▶ Use AI tools daily to eliminate busywork across research, content, and outreach sequencing, freeing up time for judgment-driven decisions on positioning and customer conversations.

Founder | OTR Collective (sole proprietorship)

2026 – Present · Picton, ON

- ▶ Built and published Book Xchange, a free neighbourhood book-sharing app on the App Store, and designed the website for Tanjore North Indian Cuisine and the logo and website for Jatt & Barbers.
- ▶ Run seven Instagram pages across restaurant, books, quotes, photography and film niches, planning content and creating the visuals.

Customer Experience Specialist | Tanjore North Indian Cuisine

Sep 2022 – Present · Belleville, ON

- ▶ Led a team of 4 frontline staff; implemented new service protocols that increased repeat customer rate by 18% within 12 months.
- ▶ Introduced a new menu and upsell program that drove a 20% sales lift; tracked results via weekly sales reports.
- ▶ Established a KPI dashboard (CSAT, avg. ticket resolution time, retention) and reduced customer complaints by 30% through targeted training.

EARLIER EXPERIENCE

- ▶ **Machine Operator, Nestlé Professional** — Sep 2018 – Jun 2022, Trenton, ON: Monitored robotic systems and operated packaging machinery, maintaining high production standards and building attention-to-detail habits transferable to CRM data accuracy.
- ▶ **Customer Service Representative, Greenwich Associates** — Apr 2016 – May 2017, Scarborough, ON: Handled 40+ daily outbound escalations and 50+ inbound inquiries; ran client surveys to inform service improvements.
- ▶ **Sales/Service Representative, Canadian Property Stars** — May 2008 – Aug 2008, Scarborough, ON: Canvassed 100+ prospects a day, consistently surpassing weekly sales targets.

EDUCATION & TRAINING

SalesCamp — Palette Skills (Employer-Backed B2B Technology Sales Training Program) · Completed Oct 2025

- ▶ Hands-on execution with Salesforce, HubSpot, outbound prospecting sequences, and consultative sales frameworks; created pitch decks and videos showcasing creative and sales skills together.

Salesforce Trailhead — Salesforce CRM Certification · Completed Sep 2025

Ontario Tech University — B.A., Criminology and Justice · Feb 2016

- ▶ Founder & President, UOIT North American Culture Show Team — led team to 1st Place Hip-Hop award (leadership and project coordination).

ADDITIONAL INFORMATION

Languages: English, Hindi | **Interests:** Public Speaking & Networking, Business Podcasts & Tech Trends, Fitness & Sports, Reading, Event Planning