

Marcus Campbell

Junior Business Development Associate

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BA Entrepreneurship graduate from the University of Sunderland with practical experience in sales outreach, prospecting, and pipeline management. Completed a 10-week sales internship at a SaaS startup where I booked 23 discovery calls through cold outreach. Also ran a trainers reselling business that generated over £11,000 in revenue across 18 months. I am comfortable with high-volume outreach, handling objections, and working to targets. Looking for a junior business development role in a fast-paced company where I can contribute from day one.

Experience

Sales Intern, Pulsion Technology, Newcastle upon Tyne

Jun 2025 – Aug 2025

Joined the outbound sales team at a B2B SaaS startup selling IT monitoring software to SMEs across the North East.

- Sent **60 to 80 personalised cold emails and LinkedIn messages per week** using Apollo and LinkedIn Sales Navigator
- Booked **23 discovery calls** for the senior account executive over 10 weeks, contributing to **£18,000 in pipeline value**
- Achieved a cold email response rate of **14%**, compared to the team average of 9%
- Logged all activity in **HubSpot CRM** and participated in weekly pipeline review meetings

Founder, Sole Trader (Trainers Reselling), Self-Employed, Sunderland

Oct 2023 – May 2025

Ran a part-time reselling business buying limited-edition trainers and selling them on eBay and Depop.

- Generated **£11,400 in total revenue** over 18 months with an average margin of **34%**
- Managed **160+ product listings**, including photography, descriptions, and pricing strategy
- Maintained a **4.9 star seller rating** on eBay with 98% positive feedback from 210 transactions
- Handled all customer queries, disputes, and returns, keeping the refund rate below **2%**

Education

BA (Hons) Entrepreneurship in Entrepreneurship, University of Sunderland, Sunderland

Sep 2022 – Jul 2025

Graduated with Upper Second Class Honours (**60% average**). Dissertation on *customer acquisition costs in early-stage UK SaaS companies*, graded **66%**.

- Relevant modules: Sales Strategy, Negotiation, Venture Finance, Digital Marketing, New Venture Creation
- Selected for the **Sunderland Enterprise Challenge** final, pitching a subscription box concept to a panel of investors

Skills

Cold Email Outreach • LinkedIn Sales Navigator • HubSpot CRM • Apollo.io • Lead Research & Qualification • Pipeline Management • Objection Handling • Presentation Skills
• Microsoft Excel • Google Workspace • Social Selling • Negotiation

Certifications

HubSpot Sales Software Certification, HubSpot Academy

May 2025 – May 2025

LinkedIn Sales Navigator Certification, LinkedIn Learning

Jun 2025 – Jun 2025

Languages

English - Native

Projects

Dissertation: Customer Acquisition Costs in UK SaaS Startups

Sep 2024 – Apr 2025

Researched customer acquisition costs (CAC) across 8 early-stage UK SaaS companies to identify patterns and benchmarks.

- Conducted **8 semi-structured interviews** with founders and sales leads at companies with ARR between £100K and £2M
- Found that companies using outbound sales had a **40% lower CAC** than those relying solely on inbound marketing
- Recommended a blended acquisition model for startups at the £500K ARR stage

Enterprise Challenge: Subscription Box Pitch

Nov 2024 – Dec 2024

Developed and pitched a subscription box concept for locally sourced snacks from North East producers.

- Conducted market research with **85 survey respondents** to validate demand and pricing
- Built a financial model projecting **breakeven at 220 subscribers** within 6 months
- Delivered a **10-minute pitch** to a panel of 4 investors and was selected as one of 3 finalists from 18 teams

References

Tom Fairley

Pulsion Technology, available upon request

Extra Curricular Activity

Vice President, Sunderland University Business Society

Sep 2024 – Jun 2025

Helped run the university's business society, organising networking events and speaker sessions.

- Organised **6 speaker events** with local entrepreneurs, with an average attendance of **35 students**
- Increased society membership from **45 to 92** through social media campaigns and freshers' fair outreach

Volunteer Fundraiser, St Oswald's Hospice

Mar 2023 – Sep 2023

Volunteered as a fundraiser for a local hospice, organising collection events and sponsored activities.

- Personally raised **£680** through a sponsored 10K run and bucket collections at 3 community events
- Recruited **8 fellow students** to volunteer at the annual charity gala