

# Ryan Mitchell

JUNIOR SALES REPRESENTATIVE



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Business studies graduate from the University of Portsmouth with a natural ability to build relationships and close deals. Combined 2 years of retail sales experience at Currys with a B2B sales internship at a tech company, consistently hitting or exceeding targets. Won the university's annual sales competition and organised a networking event that attracted 120 attendees. Looking for a junior sales role where I can develop a career in B2B or SaaS sales.

## EXPERIENCE

**Sales Development Intern**, Vertical Structure, Portsmouth Jun 2025 – Aug 2025

3-month summer internship at a B2B digital marketing agency, responsible for outbound lead generation and appointment setting.

- Made an average of **45 cold calls per day** and sent 30 personalised LinkedIn outreach messages, booking 3–4 discovery calls per week
- Generated **28 qualified leads** over 12 weeks, contributing to £42,000 in pipeline value for the sales team
- Booked **14 discovery meetings** with marketing directors at mid-market companies (50–500 employees)
- Created a **prospecting email template** that achieved a 24% open rate and 6% reply rate – adopted by the wider SDR team

**Sales Advisor**, Currys, Portsmouth Sep 2023 – May 2025

Part-time retail sales role in the computing and smart tech department during university studies.

- Achieved **118% of monthly sales target** on average over 20 months, ranking in the top 3 of a 14-person team
- Sold an average of **£8,200 per month** in computing products, accessories, and service plans
- Maintained a **care plan attachment rate of 42%** against a store target of 30%
- Received **4 customer commendations** on the Currys feedback platform for product knowledge and helpfulness

## EDUCATION

**BA (Hons) in Business Studies**, University of Portsmouth, Portsmouth Sep 2022 – Jun 2025

Upper Second Class Honours (2:1). Broad business programme with elective focus on sales, marketing, and entrepreneurship.

- Dissertation: "**The Role of Social Selling in B2B Sales: A Study of LinkedIn Usage Among UK Tech Startups**" – interviewed 14 sales professionals and found that those using LinkedIn for prospecting generated 28% more meetings than those relying solely on cold calling
- Relevant modules: Sales Management, Consumer Behaviour, Digital Marketing, Business Strategy, Entrepreneurship & Innovation
- Completed a **live consultancy project** for a local SME – recommended a CRM implementation that projected 15% time savings for the sales team

**A-Levels in Business Studies (A), Psychology (B), Media Studies (B)**, Portsmouth College, Portsmouth Sep 2020 – Jun 2022

Achieved ABB. Won the college's Young Enterprise competition as team sales director.

## SKILLS

B2B Prospecting & Cold Calling • Consultative Selling • CRM Software (HubSpot, Salesforce basics) • LinkedIn Sales Navigator • Email Outreach & Sequencing • Objection Handling • Presentation & Pitching • Pipeline Management • Customer Relationship Building • Target-Driven Mindset

## CERTIFICATIONS

**HubSpot Inbound Sales Certification**, HubSpot Academy Mar 2025 – Mar 2025

**LinkedIn Sales Navigator Certified**, LinkedIn Learning Apr 2025 – Apr 2025

## LANGUAGES

English (native)

## PROJECTS

**University Sales Competition – Winner** Feb 2025 – Mar 2025

Won the annual University of Portsmouth Sales Competition, a role-play event simulating B2B sales scenarios.

- Competed against **32 students** across 3 rounds – qualifying call, discovery meeting, and final pitch
- Delivered a **15-minute consultative pitch** to sell a SaaS product to a simulated CFO, judged by sales directors from Vodafone and SAP
- Scored **highest marks in objection handling** and rapport building across all competitors
- Received a **£250 prize** and was invited to present at the Business School's employer engagement evening

### Student Networking Event – "Connect Portsmouth"

Oct 2024 – Nov 2024

Organised a networking event connecting business students with local employers and alumni.

- Secured **8 company sponsors** including IBM, Enterprise Rent-A-Car, and local tech startups, raising £1,400 in sponsorship
- Attracted **120 attendees** – 80 students and 40 professionals – making it the best-attended student business event of the year
- Collected post-event feedback showing **92% of student attendees** found it useful for their career development

### EXTRA CURRICULAR ACTIVITY

#### Portsmouth University Entrepreneurs Society – Vice President

Sep 2024 – Jun 2025

Helped run the university's entrepreneurship society, organising pitch nights and business plan workshops.

- Organised **6 "Dragon's Den" pitch evenings** where students pitched business ideas to a panel of local entrepreneurs
- Grew membership from **60 to 135 students** by promoting events on Instagram and partnering with the Business School

#### Volunteer Fundraiser – Solent Mind

Nov 2023 – Jun 2024

Volunteered as a community fundraiser for the local mental health charity.

- Organised a **charity football tournament** with 12 teams and 96 players, raising £2,100 for Solent Mind
- Collected donations at **4 public events** in Gunwharf Quays, engaging with an average of 80 people per session