

# Daniel S. Im

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## PROFESSIONAL SUMMARY

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Sales Operations professional with experience building Salesforce automation, CRM governance frameworks, reporting infrastructure, and workflow processes that improve data quality, operational efficiency, and SDR productivity. Skilled in Salesforce, Google Apps Script, reporting, and process optimization.

## CORE SKILLS & TOOLS

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**Salesforce & CRM:** Flow Builder, Record-Triggered Flows, Reports & Dashboards, user administration, lead & opportunity management, data hygiene

**Sales Operations:** Process optimization, pipeline reporting, account allocation, Rules of Engagement

**Data & Automation:** Google Sheets, Apps Script, Excel, reporting & KPI dashboards, data enrichment, workflow automation

## EXPERIENCE

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**Sales Development Team Lead** | *YuJa, Inc.* June 2024 - Present

*Focus areas: Salesforce administration, CRM governance, sales process optimization*

- Designed Salesforce reporting infrastructure that eliminated approximately 3 hours of manual account qualification work per SDR per day across a 14-person team.
- Built Salesforce Record-Triggered Flows automating notifications on new meetings booked and opportunity data population, improving CRM data consistency.
- Established CRM governance standards and Rules of Engagement across four product lines, reducing ownership conflicts and improving pipeline integrity.
- Led a 9,000-account Salesforce data enrichment initiative, improving segmentation accuracy and reporting reliability.
- Developed account routing and ownership automation using Google Sheets and Apps Script, preventing duplicate outreach and improving operational efficiency.

**Founding SDR** | *Miarec* July 2023 - June 2024

- Sole SDR responsible for all top-of-funnel activity, executing 150+ manual dials per day while independently sourcing leads through LinkedIn and ZoomInfo.
- Drove a management-approved auto-dialer trial after identifying manual dialing as an operational bottleneck, then refocused on prospect list quality and targeting precision to consistently generate qualified pipeline.

**Senior SDR** | *Arkose Labs* Nov 2022 - Apr 2023

- Ramped to full productivity within 30 days in a complex enterprise cybersecurity sales cycle, booking qualified meetings by end of month one.
- Self-initiated a Korean market expansion into untapped territory with no internal Korean-speaking coverage: translated pitch materials, built a prospecting playbook, and booked 2 qualified meetings before the SDR team was cut in a restructure.

**Founding SDR** | *SpecTrust* July 2021 - Nov 2022

- Built outbound sequences, cadences, and Salesforce CRM standards from scratch as one of two founding SDRs, owning the prospecting infrastructure for the team
- Designed a C-level email program writing outbound under the CEO and COO names to leverage executive credibility and lift meeting volume; averaged 105% of quota (20 meetings/month) across tenure.

**Account Executive** | *Xerox Corporation* Jan 2019 - June 2021

- Managed the full B2B sales cycle from prospecting through close while maintaining Salesforce pipeline accuracy and account records.