

# WALTER ARMIJOS

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## EDUCATION

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New York University, Leonard N. Stern School of Business, New York, NY  
Bachelor of Science, Business

Dec. 2024

## EXPERIENCE

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Sales Development Representative, *Lev*

Feb. 2026 – Present

*AI-powered platform for commercial real estate SMBs - Enterprise*

- Own a **\$4k MRR** revenue target, consistently achieving **100% attainment** while qualifying and setting 21+ *qualified* demos per month for the account executive team
- Run high-volume outbound to mortgage brokers, CRE sponsors, and operators, averaging **60-70 cold calls** and **40-60+ emails** per day, adding **20-40 new contacts** to cadences daily
- Conduct discovery calls and product demos, developing deep familiarity with broker workflows, lender dynamics, and CRE financing pain points across both the sponsor and broker sides
- Built and deployed an SDR performance tracker using Claude, Vercel, and Supabase, which calculates commissions, tracks meetings set and demo counts, and provides historical analysis to surface performance trends and coaching insights
- Built custom AI tooling using the Claude API and ChatGPT to automate research workflows, analyze prospect websites, and accelerate high-volume personalized outreach

SMB Account Executive / BDR, *Topline Pro (YC W21)*

Feb. 2025 – Feb, 2026

*AI-powered marketing SaaS platform for home-service SMBs*

- Owned the full sales cycle, consistently generating pipeline and closing monthly revenue in line with a **\$3.2K MRR quota**, meeting quarterly sales goals
- Made **100+ cold calls per day**, generating an average of **31 qualified leads per week**, managing **85+ active opportunities** simultaneously with strong CRM hygiene
- Closed SMB SaaS deals averaging \$234 MRR / \$2.8K ACV, with sales cycles ranging from same-day to multi-month
- Led a follow-up training session for new and existing reps, improving speed-to-contact and deal progression
- Collaborated with leadership on objection handling, competitive positioning, and GTM iteration during growth from Series A to Series B

Sales / Marketing Manager, *Esthela's Cleaning Service*

Sept. 2019 – Mar. 2025

- Built the original company website and implemented a CRM before migrating to Topline Pro
- Generated **500+ leads**, secured ~100 quote requests, and helped close 50+ service clients

## SKILLS

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**Sales:** Cold Calling, Prospecting, Demo Delivery, Objection Handling, Pipeline Management

**Tools:** HubSpot, Salesloft, Orum, LinkedIn Sales Navigator, ZoomInfo, Vercel, Supabase, GitHub

**AI and Automation:** Claude Code, Claude API, ChatGPT, prompt engineering, custom tool building

## PROJECTS

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**Hospitality OS:** Website and operations system for a hospitality business. Lovable.

**Roadrunner:** Operations optimization tool for service businesses. Twilio, Vercel, Supabase,

**Buddy:** Pet care hub for tracking medical history, medications, and appointments. Claude Code.

**Personal Website:** <https://walter-armijos-portfolio.vercel.app/>