Laura Ferreira

(510) 367-0774 | ferreiraalaura@gmail.com | New York, NY

SUMMARY

Full-cycle SaaS sales professional with 7+ years of quota-carrying experience across new business and expansion at monday.com, Shopify, and Zendesk. Track record closing $25K to $120K+ ARR mid-market deals through self-sourced prospecting, discovery, demos, negotiation, and ROI-driven business cases. Experienced translating technical and AI-powered products into clear business value, with an interest in how AI is making software creation more accessible. Active Lovable user, including building and launching a portfolio website from scratch for a freelance copywriting business.

EXPERIENCE

monday.com — New York, NY
Senior Account Manager, Mid-Market | Jan 2025 – Mar 2026

- Attainment: Q1 2025 – 106%, Q2 2025 – 110%, following promotion to Senior Account Manager.
- Owned a $1.2M annual quota across 80+ accounts, running concurrent expansion opportunities through 30–90+ day sales cycles.
- Closed $25K–$120K+ ARR deals across mid-market and enterprise accounts through complex, multi-stakeholder sales cycles.
- Self-sourced expansion pipeline by prospecting into untapped departments and Enterprise-tier accounts, re-establishing executive sponsorship and rebuilding business cases as organizational priorities and leadership changed.
- Led C-suite and VP-level discovery on AI adoption and workflow automation, translating technical product capabilities into ROI-driven business cases for business users and executive buyers.
- Partnered with Solutions Engineering, Professional Services, Legal, and Customer Success to navigate complex stakeholders and accelerate deal cycles.

Account Manager, Mid-Market | Jun 2023 – Dec 2024

- Promoted to Senior Account Manager in January 2025 following strong performance.
- Attainment: Q3 2023 – 174%, Q4 2023 – 118%; Q1 2024 – 100%, Q2 2024 – 98%, Q3 2024 – 125%, Q4 2024 – 113%.
- Closed the segment's first six-figure expansion ($120K ARR) by leading a complex, multi-stakeholder sales process and repositioning the account to Enterprise.
- Applied MEDDPICC and Command of the Message to structure discovery, map decision-makers, qualify opportunities, and improve forecast accuracy.

Shopify — New York, NY
Account Executive | Jan 2022 – Apr 2023

- Exceeded quota across multiple product lines, including 217% attainment in 2022, and closed the largest deal in the segment.
- Ran full-cycle, outbound-led sales across 350+ eCommerce, retail, and consumer brands, identifying expansion opportunities and selling Shopify's broader commerce product suite.

- Built ROI-driven business cases and partnered with technical resources to navigate product evaluations, negotiate commercial terms, and close complex opportunities.
- Used merchant analytics and KPIs including conversion rate, repeat purchase rate, and return on ad spend to identify high-growth accounts and prioritize sales opportunities.

Realm — New York, NY
Account Executive | Jul 2021 – Nov 2021

- Joined an early-stage startup and worked directly with the CEO to build foundational sales processes, including pricing, service plans, messaging, and outreach strategy.
- Reported pipeline, conversion, committed revenue, and customer insights to leadership to help refine the company's early go-to-market motion.

Zendesk — San Francisco, CA
Account Executive | Feb 2020 – Jun 2021

- Attainment: 2020 – 119%; H1 2021 – 102%.
- Ran full-cycle new business sales across a territory of 1,000+ SMB and startup accounts, selling Zendesk's CX suite across ticketing, chat, knowledge base, voice, and support automation.
- Sold Zendesk's CX suite across ticketing, chat, knowledge base, voice, and support automation, developing deep familiarity with customer support challenges including ticket volume, response times, self-service gaps, and agent productivity.

Sales Development Representative | Feb 2019 – Jan 2020

- Attainment: 2019 – 105%. Sourced new business opportunities across SMB, mid-market, and enterprise accounts.
- Selected for a hybrid SDR/AE role supporting Brazil, running full sales cycles for newly acquired Zendesk Sell and closing $60K in revenue.
- Designed and led sales enablement training for SDRs and AEs in São Paulo, Brazil.

CORE SKILLS

Full-Cycle Sales • Outbound Prospecting • Pipeline Generation • Executive Discovery • Multi-Stakeholder Selling • Deal Negotiation • Forecasting • MEDDPICC • Command of the Message • ROI Modeling • AI & Workflow Automation

Languages: English (native), Portuguese (native), Spanish (proficient)

EDUCATION

University of California, Davis
Coursework in Economics