

Ivan du Plessis

Inbound Appointment Setter | Lead Conversion | 📍 Southeast Asia-based | Available For Global Remote Roles
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PROFESSIONAL SUMMARY

Sales-driven professional specializing in inbound lead qualification, conversion, and appointment setting. Skilled at responding quickly to new leads, building rapport, identifying buying intent, handling objections, and moving qualified prospects toward booked appointments. Seeking a long-term inbound appointment-setting role where I can apply my communication, qualification, follow-up, and relationship-building skills to maximize qualified appointments and contribute to overall sales performance.

WORK EXPERIENCE

Digital Biz Leads

Atlanta, GA + Miami, FL

Lead Generation | Conversion Support Specialist

Jan 2023 – Present

- Communicated daily with agency clients to review campaign needs, creative feedback, lead-generation goals, and new directives, keeping deliverables aligned with client expectations.
- Supported inbound lead-generation campaigns by creating conversion-focused ad creatives, landing pages, and lead forms designed to attract qualified prospects and generate appointment opportunities.
- Maintained detailed client briefs and account notes in Slack and Google Workspace, documenting feedback and changes while reporting daily to the CEO to ensure timely follow-through.

She Reigns Creative

New York, NY + California, CA

Lead Generation | Appointment Setting Specialist

Jul 2022 - Dec 2022

- Responded to leads generated through cold email campaigns, using response frameworks to engage prospects, answer questions, overcome objections, and move qualified leads toward appointments.
- Executed A/B split testing on email sequences and response messaging, helping improve conversion rates while developing stronger communication and objection-handling skills with prospects.
- Followed up with interested prospects, using tailored messaging to build rapport, address questions, and convert qualified leads into booked appointments, contributing to \$72K in sales within six weeks.

Whatagraph

Vilnius, Europe

Account Executive | SaaS Sales & Client Acquisition

Jan 2022 - June 2022

- Conducted 5+ daily demo sales calls with agency owners across APAC, building rapport, identifying needs, presenting solutions, and converting qualified prospects into sales opportunities.
- Managed a calendar filled by SDR-generated appointments, following up consistently with prospects through free trials and sales conversations to drive full-payment conversions and meet weekly KPIs.
- Tracked prospect activity, follow-ups, and sales opportunities in Salesforce CRM while collaborating with SDRs and an international sales team to maintain a consistent appointment-to-close process.

Kitchen Bedroom Gallery (family business)

Johannesburg, South Africa

Sales Manager | Marketing Operations Specialist

Jan 2010- Dec 2021

- Conducted 7–10 daily client consultations and kitchen presentations, identifying needs, budgets, and preferences while building rapport and guiding clients toward purchase decisions.
- Presented tailored kitchen designs, pricing options, and solutions while answering questions, handling objections, and helping clients confidently move forward with their projects.
- Trained and managed 15+ sales consultants across multiple showrooms, developing sales scripts and communication processes to improve client engagement, consistency, and overall sales performance.

SKILLS & SYSTEMS

- **Sales & Appointment Setting:** Lead Qualification • Appointment Setting • Consultative Selling • Rapport Building • Active Listening • Objection Handling • Prospect Follow-Up • Lead Nurturing • Needs Discovery
- **CRM & Sales Systems:** GoHighLevel CRM (Basic) • Salesforce • Google Workspace • Slack • Zoom • Lead & Pipeline Management • CRM Data Entry • Call & Prospect Notes • Calendar Management
- **Lead Response & Communication:** Inbound Lead Response • Email Outreach • Sales Scripts • Response Frameworks • Prospect Communication • A/B Testing • Conversion Optimization
- **Core Strengths:** Professional Communication • Relationship Building • Detail-Oriented • Time Management • Organization • Persistence • Adaptability • Problem Solving • Self-Motivated • Target & KPI Driven

CAREER GOAL

To become a top-performing Inbound Appointment Setter while building a long-term career with a company where I can settle in, contribute consistently, and become a valuable member of the team.