

Evan Kauk

B2B Sales & Revenue Operations

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Summary

B2B sales and revenue operations professional with 8+ years managing client relationships, building outreach processes, and running the playbooks sales teams work from. Background spans field sales, sales operations, and go-to-market advisory work across SaaS, technology, and professional services. Completed five HubSpot Academy certifications in Revenue Operations, Sales Hub Software, Sales Enablement, Service Hub Software, and Marketing Hub Software. Experienced with Gong, Chorus, and CRM-native recording tools.

Education

Kennesaw State University	Bachelor of Business Administration in Professional Sales
Professional Sales	January 2011 - January 2016

Experience

EmployBridge	September 2025 - March 2026
Business Development Manager	

- Drove regional growth through 25+ daily outreach activities across in-person visits, phone, and email.
- Managed full sales cycle from prospecting to post-sale support, delivering consultative solutions and ongoing account management.
- Used CRM tools and market data to tailor outreach and identify where clients had room to grow.
- Generated 8+ new decision-maker appointments weekly.

The Martal Group	April 2024 - May 2025
Sales Operations Manager	

- Managed onboarding for B2B SaaS clients, overseeing implementation and early value delivery to drive retention and satisfaction.
- Maintained more than 80% monthly client retention through consistent communication and engagement cadences.
- Aligned sales strategy with client priorities to grow average account revenue 15%.
- Led SDR and AE teams to generate 12 Sales Qualified Leads and 15 Marketing Qualified Leads per client per month.

Science Interactive Group	January 2023 - October 2023
Business Development Representative	

- Prospected new accounts and scheduled 12+ qualified meetings per month using CRM, Gong, and data analytics.
- Collaborated with senior sales reps to identify expansion opportunities, contributing to an 18% increase in cross-sell revenue.
- Conducted outbound outreach and strategic follow-up aligned with territory targets.

The Pipeline Group	June 2020 - December 2022
Business Development Team Lead Go-to-Market Advisor	

- Generated \$1.4M in pipeline personally at Watermark Insights through outbound campaigns I designed and ran, including a \$400K account expansion, surpassing the team's combined \$1.25M target.
- Led onboarding and strategic planning for clients in SaaS, healthcare, and technology sectors.
- Supported outbound campaigns that produced 12+ qualified meetings per SDR per month, using Chorus and dialer-native call recording to coach reps and refine talk tracks.
- Set a record of 5 meetings booked in a single day.

Comcast Business	September 2017 - November 2019
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Business Account Executive

- Conducted field sales across the Atlanta territory, managing cold stops, door-to-door visits, and on-site meetings.
- Consistently exceeded sales quota, achieving 150% of target.

AT&T B2B Sales Training Program

January 2017 - August 2017

Sales Trainee

- Completed intensive training in consultative sales, pipeline development, and outreach strategy.
- Achieved 200% of quota while completing program milestones.
- Served as Toastmasters Chapter President, mentoring peers and developing communication skills.

Skills

Sales & GTM

Full-Cycle Sales, Account Expansion, Pipeline Development, B2B Outreach, Client Acquisition, Territory Management, Consultative Selling, Go-to-Market Strategy

Revenue Operations

CRM Management, Process Design, SLA Management, Sales Enablement, HubSpot, Gong, Chorus, Salesforce, Talk Track Development, Onboarding

Certifications

HubSpot Revenue Operations

HubSpot Academy

HubSpot Sales Enablement

HubSpot Academy

HubSpot Sales Hub Software

HubSpot Academy

HubSpot Marketing Hub Software Certified

HubSpot Academy

HubSpot Service Hub

HubSpot Academy