

ARMAN HAJI ZEINALI

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PROFESSIONAL SUMMARY

Sales development professional with 7+ years of self-directed outbound and client-facing sales, an Industrial Engineering background, and AWS Solutions Architect Associate certification. Experienced in account research, stakeholder mapping, discovery, and qualification across multi-party sales cycles, with \$30M+ in closed transaction volume and 1,000+ leads managed through CRM workflows. Comfortable leading discovery with senior decision-makers and discussing data products and technical workflows in plain business terms.

CERTIFICATIONS

- HubSpot Inbound Sales Certified | HubSpot Sales Hub Software Certified
- AWS Solutions Architect Associate | AWS Certified Cloud Practitioner

CORE SALES COMPETENCIES

Account Research & Account-Based Prospecting, Stakeholder Mapping, Outbound Sales (Phone, Email, LinkedIn), Discovery & Qualification, Pipeline Generation & Reporting, CRM Management, Multi-Touch Campaigns, Market & Competitive Research, B2B Sales, Data & Cloud Technologies

TOOLS & TECHNOLOGY

CRM: HubSpot, Follow Up Boss, Salesforce (Trailhead) | Prospecting: LinkedIn Sales Navigator, Apollo.io, ZoomInfo | AI & Automation: ChatGPT, Claude, Gemini, n8n, Make.com, Airtable, Apify | Cloud & Code: AWS (EC2), Python

EXPERIENCE

Sales Representative (Real Estate) - Century 21 In Town Realty, Vancouver, BC *Mar 2019 – Present*

- Built and managed a self-sourced pipeline through outbound calls, email, LinkedIn, referrals, and inbound follow-up, contributing to \$30M+ in career transaction volume.
- Made 50-60 outbound calls on active prospecting days and researched 20-30 target prospects weekly, identifying decision-makers, needs, timing, and potential opportunities.
- Ran multi-touch follow-up campaigns across phone, email, and social using Follow Up Boss, Mailchimp, and LinkedIn.
- Managed 1,000+ leads through CRM workflows, maintaining accurate records, follow-up schedules, qualification notes, and pipeline stages.
- Led discovery conversations to understand client objectives, constraints, timelines, financing, decision criteria, and who was involved in the decision before advancing qualified opportunities.
- Mapped and coordinated multi-stakeholder deals involving buyers, sellers, developers, lenders, lawyers, notaries, and inspectors, keeping every party aligned through closing.
- Tracked local market data, pricing trends, and competing listings to prioritize outreach and advise clients.
- Received the Century 21 Canada Masters Ruby Award; mentor newer agents on outbound prospecting and structuring discovery.

Founder - Valyo (AI PropTech Startup), Vancouver, BC *Jan 2025 – Nov 2025*

- Founded an AI-powered PropTech startup delivering broker-branded property valuation reports for the Vancouver market, with AI-written report narratives built on the Claude API.
- Ran customer discovery interviews and GTM outreach to real estate brokers and agents to recruit beta users and refine positioning.
- Validated data-access constraints that ultimately prevented commercialization.

Sales Associate - Holt Renfrew (Luxury Fashion Retailer), Vancouver, BC *Oct 2016 – Oct 2018*

- Consistently hit monthly and annual sales targets through consultative selling and high-trust client relationships.
- Rated on customer satisfaction as a core KPI, recognized for going above and beyond in customer interactions.

TECHNICAL PROJECTS

- Built and deployed a Python monitoring service on AWS EC2 that tracks real-time product data changes across variants and sends automated multi-recipient alerts, running in production.
- Built AI-powered automation workflows using LLM APIs (Claude, OpenAI) with Make.com and Apify to automate prospect research and personalize outreach at scale.

EDUCATION

Master of Engineering Business Management - University Technology Malaysia

Bachelor of Industrial Engineering - Qazvin Islamic Azad University