

TRAVIS SCOTT

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PROFESSIONAL SUMMARY

Top-performing outbound sales professional with 4+ years of experience generating pipeline at scale. Proven track record of exceeding quota through high-volume cold calling, personalized outreach, and converting prospects into qualified meetings. Now bringing that foundation to SaaS, with a focus on driving pipeline for high-growth tech companies.

SOFTWARE

CRM: Salesforce, Zendesk, CDK Global, DSGSS, Reynolds & Reynolds

Communication: Salesforce, Slack, Teams, Confluence, Zoom

Data Analysis: Google Analytics, Excel, Python, HTML

EXPERIENCE

Lead Sales Representative | Toyota - Austin, TX

Nov 2023 – Oct 2025

- Generated \$300K in new revenue by running full-cycle discovery conversations that surfaced customer pain points and aligned solutions to budget and priorities.
- Managed a portfolio of 500+ accounts with targeted outreach cadences, improving lifecycle value through consistent multi-touch engagement.
- Ranked as a top 4% sales representative at the nation's second-largest volume Toyota dealership
- Mentored and coached new sales hires on prospecting strategy, client engagement, and consultative sales techniques.

Account Specialist | Cognizant - Austin, TX

Oct 2022 – Sep 2023

- Proactively identified and engaged at-risk accounts, reducing negative customer experiences by 15% and improving overall customer retention in a high-compliance SaaS environment.
- Resolved 50+ daily escalations for Tier 1 creators 4x faster than industry standard, maintaining 90%+ satisfaction across a high-value account segment.
- Maintained 100% compliance across 100+ daily content reviews, demonstrating the precision and accountability expected in regulated SaaS environments.

Outbound Sales Representative | Next Insurance - Austin, TX

Aug 2021 – Sep 2022

- Achieved a 14.3% cold-call conversion rate on 60+ daily dials — more than 3x the industry benchmark — through disciplined prospecting and rapid discovery qualification.
- Sold compliance-adjacent insurance products to SMBs in a high-growth insurtech environment, developing fluency in risk-based and ROI-driven sales conversations.
- Influenced a company-wide communication shift by presenting customer feedback directly to the CEO and Board, driving a 7% CSAT improvement.

Digital Media Analyst | The University of Texas - Austin, TX

Aug 2018 – May 2021

- Increased organic followers by 8% and improved engagement by applying SEO and web analytics strategies through Google Analytics.
- Reached 50,000 students by creating and deploying 300+ targeted social media graphics, boosting awareness and engagement.
- Increased page views by 15% by redesigning the University of Texas at Austin website with a customer-focused UI, improving user experience and engagement.

EDUCATION

The University of Texas at Austin

Bachelor of Science in Arts & Entertainment Technologies | Minor in Business Administration

Certificates: Google Analytics, LinkedIn Python Certificate, Property & Casualty License, Elements of Coding

ACCOMPLISHMENTS

Texas 4000 — Cancer Research Cycling Initiative

- Cycled 4,000 miles from Texas to Alaska to raise money and spread awareness for cancer research.
- Helped raise \$1,200,000 amongst a team of 82 cyclists, donating to 30 hospitals and research facilities.
- Managed the Texas 4000 Social Media Account, increasing audience engagement and philanthropic contributions by 3%.