

Freddie Gebbett

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PROFILE

CVs, cover letters and personal summaries are boring. Find out more about me at fwg.fyi. Hi if that's where you came from :)

EXPERIENCE

Office & Engagement Manager [Lawhive](#)

February 2026 – Present

- Own day-to-day operations and team engagement at one of the UK's fastest-growing AI startups — running the office, events and recurring workflows end to end.
- Single-handedly built a comprehensive employee benefits package for board approval — private medical insurance, cycle-to-work, dental, pension and nursery contributions — benchmarking the market, negotiating rates with every provider and securing zero platform fees for the first two years from the chosen benefits platform.
- Taught myself insurance broking and salary-sacrifice mechanics from scratch, pressure-testing the design with a global benefits lead at a 1,500-person company who assumed I had years in the field.
- Automated every recurring operational task using AI and n8n, removing manual overhead and freeing up significant time to redirect towards higher-impact work.

Client Acquisition Manager [TNW Marketing](#)

September 2025 – February 2026 · Remote

- Averaged 5 calls a day and booked 10–15 meetings a week — consistently the highest volume of meetings of anyone on the team each month across UK & Ireland.
- Transitioned into a closing (AE) role on domestic solar and Air Source Heat Pump (ASHP) leads, holding a 21% close rate and, within three months, the highest closed MRR on the team.
- Moved up to prospecting larger accounts, including some of the UK's largest domestic solar and ASHP providers.
- Stepped across to the commercial side of the business (TNW Energy), owning the full sales cycle — prospected, booked and closed Custom Solar, one of the UK's largest commercial solar installers.

Outreach Associate (SDR) [Source Advisors](#)

December 2024 – September 2025

- Achieved 150% of call quota and 133% of meeting quota (target 6, average 8) consistently.
- Set a company record — 7 of 8 accountant meetings booked and attended in a single month, beating the prospect-attendance quota by 113%.
- Built an email outreach strategy with the MD targeting accountant partners, lifting engagement by 15%.
- Ran full-cycle SDR work — cold calling, email campaigns, lead qualification and clean handoff to Account Executives — keeping deals moving and CRM data clean.
- Won the MVP Award three months running (April–June) for consistent quota attainment.

PROJECTS

Inkly

August 2026 – Present

- Building one booking link for tattoo artists — a portfolio, booking and deposit-taking flow in one, replacing the Instagram-DM admin that costs artists their evenings and their no-shows.
- Designing and building it solo, end to end: product, payments, brand and front end.

Annabel AI [with my brother](#)

May 2026 – July 2026

- Built and ran an AI voice receptionist for UK dental practices with my brother — he led the engineering, I owned go-to-market — onboarding 10+ practices across three London boroughs.
- Answered 1,000+ patient calls and booked 100+ appointments, capturing new patients while front desks were busy or closed.
- Owned everything but the build: market research, positioning, branding, the website and all outbound sales — and picked up enough of the stack alongside him to hold my own on product decisions.
- Wound it down after three months to put the time elsewhere — the full story is on fwg.fyi and LinkedIn.

EDUCATION & TRAINING

University of Reading [BSc Biomedical Sciences](#)

Upper Second-Class Honours (2:1)

Jumpstart [Cohort Member](#)

Sep–Nov 2025

Selected into the top ~1% of 4,000+ applicants for the UK's only startup graduate scheme.

The Sales Circle [Get into Tech Sales Programme](#)

Intensive SDR programme: multi-channel prospecting (cold call, email, LinkedIn) with personalisation, qualification & discovery, managing AE relationships and defining your ICP.

INTERESTS & ACHIEVEMENTS

- Captain, Holt Devs Football Team (2024)
- Senior Non-Commissioned Officer (Army), CCF at Gresham's School
- 1st place, Pitch Deck Presentation — Final-Year Business & Innovation Module, University of Reading
- Cert III Commercial Cookery
- PADI Advanced Open Water Diver + Search & Recovery Diver
- Les Carroz Regional Ski Team
- Avid reader of personal-development, business & autobiography books and podcasts
- Health & fitness enthusiast — recently completed my first ultra marathon