

## NEW BUSINESS DEVELOPMENT MANAGER

### Summary

**BUSINESS LEADER & SALES MANAGER** Collaborative Management / Business Strategy / New Business Development An accomplished leader with a strong background in complex, high-volume and revenue business operations. A proven passion for customer service and operational excellence, demonstrated by extreme dedication and commitment to job duties and responsibilities. Drives positive financial and operational performance through completion utilizing a cross functional team to deliver these objectives to the satisfaction of customers.

### Highlights

- New customer acquisition
- Trade shows
- Account management
- Special events planning
- Articulate public speaker
- Direct mail campaigns
- Stakeholder relations

### Accomplishments

South Chamber Ambassador of the Month

CAS Certification from Promotional Products Industry

Certified Tourism Ambassador for Oklahoma

Promoted from Account Manager to **New Business Development** after nine months of employment.

### Experience

02/2014 to Current

**NEW BUSINESS DEVELOPMENT MANAGER** Company Name 1/4 City , State

- Sell and market promotional products to current and prospective customers.
- Bring new business accounts to the inside sales team for follow up and to build the foundation of new customer sales.
- Selected accomplishments: Provide consultation services to customers to help plan their marketing strategy.
- Utilize promotional products, printing, direct mail and email marketing to achieve a 50% increase in sales from 2014 to 2015.
- Forged long-lasting relationships with the community, suppliers and other nearby retailers.
- Increased store and associate involvement.
- Log sales orders with 2 different software programs.
- Accurately upload customer details and select inventory quantity and delivery date for their orders.
- Regularly meet with suppliers to determine products that were in high demand.
- Champion the execution of Lootfest, a promotional products tradeshow that drew a crowd of 300+ people.
- Host 2 lunch and learns to create a positive image of the business.
- Train, educate and mentor sales representatives, acting as technical product expert for all new and existing promotional products.
- Directly increase sales by \$10,000 monthly.

06/2010 to 01/2014

Company Name 1/4 City , State

- Marketed and sold promotional products to customers.
- Liaised with senior management at customer locations to determine their overall business strategy as well as their sales and marketing goals and objectives.
- Selected accomplishments: Placed the correct products at customer locations based on their interview responses.
- Closely monitored the success or failure of products to constantly reconfigure strategy and product offerings.
- Increased department sales by an average of 10% each year.
- Aggressively targeted new customers and generated new revenue streams through exciting presentations and strategies.
- Creatively designed marketing programs for each department, specific to their targeted demographic.
- Assisted sales associates in obtaining an average of 10 new accounts each month.
- Maintained the cleanliness and overall design of the showroom, rotating product offerings to showcase new products.
- Optimized product placement to drive new interest in those products by 30%.

09/2006 to 06/2010

**INSIDE SALES MANAGER** Company Name 1/4 City , State

- Driving force in the inside sales department, directing new accounts towards qualified inside salespeople.
- Effectively trained, on-boarded and mentored sales associates to ensure their continued success.
- Selected accomplishments: Managed 95% of graphic work submitted by the sales department.
- Provided critical input to graphic design based on the customer's profile and demographic audience.
- Ran reports to analyze sales performance and raw data.
- Compiled this information in to reports for senior management.
- Adjusted sales strategy to steadily increase sales by 20% quarterly.
- Delivered all projects on time and within the specified budget.
- Continually searched for cost and time savings that met and exceeded expectations for each project.
- Drafted new policies and procedures for the sales department and new account acquisition department.

### Education

ROSE STATE COLLEGE 1/4 City , State Taken Business and Marketing Classes

Associate of Arts : Advertising & Public Relations WICHITA STATE UNIVERSITY 1/4 City , State Advertising & Public Relations  
CAS Certification from PPAI - Industry Specific Program in Business, Marketing & Sales (November 2015) .continued.

#### Skills

budget, business strategy, consultation, Customer Relationship Management, delivery, direct mail, directing, Driving, email, senior management, Forecasting, graphic design, graphic, image, inside sales, inventory, Marketing Strategy, marketing, market, Marketing & Sales, mentor, New Business Development, Optimization, policies, presentations, Sales, strategy