

BUSINESS DEVELOPMENT MANAGER

Summary

Accomplished top performing professional with proven success in directing, leading and managing projects and campaigns from concept through completion. Intensely focused on partnering to ensure client/customer satisfaction consistently exceeds expectations. Creative, strong partnership building skills and excellent communicator recognized for taking a collaborative approach and an enthusiastic team player.

Highlights

TECHNOLOGY SKILLS

Knowledge of Digital Marketing and Advertising, Social Media (LinkedIn, Facebook, Twitter),

MS Office Suite (Word, Excel, Outlook, PowerPoint), Corporate Proprietary Software

Accomplishments

- Online Advertising Campaign Management
- Sales and Territory Management
- Customer/Client Relationship Building
- Prioritization and Multi-tasking
- Cross-Team, Cross-Cultural Relations
- Training and Mentoring
- Effective Verbal and Written Communication
- Executive Interfacing

Experience

BUSINESS DEVELOPMENT MANAGER Sep 2011 to Sep 2013

Company Name 1/4 City, State

- Online Service Division
- Contract Position) Beta Coordinator for Project Rubicon. Shopper-Ready Content and Tools for Omni-Channel Digital Marketing. Managed all worldwide inbound customer and partner inquiries from the Microsoft Tag Platform and Startup Business Group by supporting and facilitating increased sales portfolio.
- Sourced top retailer and brands to facilitate in building growth revenue portfolio.
- Solicited prospective customers utilizing multiple social media venues such as LinkedIn.
- Provided analysis of customer experiences based on a set of evaluation questions.
- Built strong working relationships with vendors contributing to growth in market and profitability by identifying opportunities to introduce new products/services.
- Researched and analyzed online marketing trends and advertising tools.
- Managed all worldwide inbound customer and partner inquiries ensuring complete response satisfaction.
- ACHIEVEMENT:
- Successfully manage all Rubicon retail customer meetings. Help drive interest in project with local retailers based in the Seattle area.
- Result: Built a loyal customer list.

ONLINE ADVERTISING DELIVERY MANAGER Oct 2008 to Oct 2009

Company Name 1/4 City, State

- Operated in the fast-paced Online Advertising division with a focus on the Detroit, MI territory. AOL, (S&P 400), is a pioneer and leading-edge global web services company that includes a network of premium and niche content sites, and an extensive offering of world-class tools and platforms. With one of the industry's largest advertising networks, AOL engages consumers with online advertising services on 10/both AOL's owned and operated properties and third-party websites.
- Partnered with the sales team to analyze contracts, negotiate and close deals. Determined advertising pricing and discounts.
- Provided forecasting and reporting support for the sales teams.
- Monitored campaigns and offered strategic analysis of client advertising campaign performance.
- Facilitated optimization inputs that enhanced performance and achieved client objectives.
- Crafted and delivered formal and informal presentations to sales teams.
- ACHIEVEMENT:
- Implemented critical analysis and identified campaigns that were not running.
- RESULT: Saved campaigns from showing \$0 profit, effecting bottom line results.

PROJECT MANAGER Aug 2005 to May 2008

Company Name 1/4 City, State

- Managed corporate training projects aimed for sales effectiveness. Huthwaite (a division of Informa) is the world's leading sales

performance improvement organization. Founded on scientifically validated behavioral research, the methodologies include the internationally renowned SPIN® Selling. Target industries are software, financial services, media, transportation, and pharmaceuticals. Clients included: Bank of America, Boeing, Google and IBM.

- Partnered with clients and assessed needs of the organizations.
- Defined project scope and developed customized sales performance improvement and coaching programs that would drive real business results.
- Provided coaching, consulting and assessments of sales staff.
- Managed short- and long-term contracts, and managed implementation projects from concept through completion, delivering on time and in budget.
- Supervised, trained, and coached assigned teams and trained new hires on measurement and assessment tools. Created and implemented improvements on the processing of reporting.
- ACHIEVEMENT:
- Teamed with sales force to create and deploy "Template of Excellence", a diagnostic sales assessment tool with patent pending.
- RESULT: Provided a tool that would pinpoint individual strengths and weaknesses and identify critical gaps across a sales force.

BUSINESS DEVELOPMENT COORDINATOR Jul 2002 to Jul 2004

Company Name i¼ City , State

- Marketed fine fragrance products for this high-end perfumery house and managed a team of 20, across three states and 65 stores. BPI USA is a subsidiary of the Paris-based BPI and is a division of the Shiseido Americas Corporation. Products included: Issey Miyake, Jean Paul Gaultier and Narciso Rodriguez.
- Directed product launches. Trained client employees on features, advantages and use.
- Administered \$100,000+ budget, defined and set sales goals.
- Successfully built a selling team, motivating and implementing solid sales techniques.
- Earned the #1 ranking in the region.
- ACHIEVEMENT:
- Successfully built a selling team, motivating and implementing solid sales techniques.
- RESULT: Earned the #1 ranking in the region.

Education

Bachelor of Science , Hotel Management 1992 University of Maryland i¼ City , State , US

Skills

SALES, BUDGET, BUSINESS DEVELOPMENT, CONTRACTS, ADVERTISING, CLIENTS, COACHING, FINANCIAL SERVICES, FOR SALES, NEW HIRES, OF SALES, PATENT, PROJECT MANAGER, SALES FORCE, SALES STAFF, TRAINING, WITH SALES, DIGITAL CAMPAIGN, DIGITAL MARKETING, INCREASED SALES, MARKETING, NEW PRODUCTS, ONLINE MARKETING, RETAIL, RETAIL MARKETING, SATISFACTION, SALES GOALS, SALES TECHNIQUES, SET SALES, CLASS, COMPREHENSIVE LARGE ARRAY DATA STEWARDSHIP SYSTEM, FORECASTING, OPTIMIZATION, PRICING, SALES TEAM, TERRITORY, THE SALES, TO SALES, WEB SERVICES, AWARD, COMMUNITY OUTREACH, BPI, EXCEL, MANAGING PROJECTS, MS OFFICE, OUTLOOK, POWERPOINT, STERLING, TEAM PLAYER, WORD

Additional Information

Teamed with sales force to create and deploy "Template of Excellence", a diagnostic sales assessment tool with patent pending

Professional Affiliations

National Golden Key Honor Society