

## BUSINESS DEVELOPMENT MANAGER

### Summary

- Business Development Manager & Talent Acquisition Specialist equipped with the excellent negotiation skills, market insight and business acumen necessary to guide struggling and newly-formed companies to financial success.
- Motivated BDM & Recruiter adept at business prospect research, product promotion and account expansion in the Information Technology (IT) market.
- Business Development Analyst skilled at advising large corporations on business logistics, including talent acquisition retention and operational efficiency with major projects meeting deadlines.
- Business development expert with 5+ years as a top sales performer in the Staffing/Recruiting Services market. Comfortable with new ideas, innovative products and start-up environments.
- Skilled at establishing and maintaining strategic partnerships to generate essential business opportunities.
- Business development professional experienced in sales management, marketing, technical presentation creation and service training.
- Business Development Manager versed in building strategic partnerships through persuasion, negotiation and personal presence. Business development professional successful at acquiring, expanding and managing key corporate accounts.

### Highlights

- Fortune 500 partner experience
- Excellent sales techniques
- National account management
- Top-ranked sales executive
- Fluent in Spanish
- Excellent communicator
- Contract review
- Cold calling
- Adept multi-tasker
- Work force management
- Analytical problem solver
- S martSearch, JobDiva, MaxHire & Sugar CRM systems expert

### Experience

09/2015 to Current

Business Development Manager Company Name - City , State

- Increased monthly sales by 50% by implementing strategies to develop and expand existing customer base.
- Cold and warm called 80+ new and existing accounts per day.
- Developed a new customer base consisting of 3 accounts.
- Generated new accounts by implementing effective networking and content marketing strategies.
- Identified strategic partnerships and gathered market information to gain a competitive advantage.
- Targeted new long-term business partner prospects and closed 2 deals in 2 months in the IT Recruiting/Staffing industry.
- Tracked RFPs and bids to develop new business opportunities.
- Optimized current revenue streams by networking for additional business prospects with established clients.
- Identified, coordinated and participated in client relationship-building activities and meetings.
- Added value to marketing material by introducing creative advertising concepts.
- Cultivated relationships with key players in various industries to create ongoing and mutually beneficial referral systems.

03/2013 to 09/2015

Business Development Manager Company Name - City , State

- Developed and integrated market plans to efficiently position the company brand within targeted markets.
- Coordinated and managed major proposal processes from initiation to implementation.
- Marketed and developed key accounts by favorably representing the company at membership and community functions.
- Researched economic processing factors to determine the best process and sales strategies.
- Leveraged existing network of contacts with new commercial prospects.
- Created and conducted unique marketing proposal presentations and RFP responses.
- Maintained up-to-date knowledge of industry, target accounts and competitive landscape.
- Collaborated with account executives to penetrate new accounts, identify potential customers and coordinate service demonstrations.
- Generated new sales opportunities through direct and telephone selling and emails.
- Leveraged lead generation tools to increase profitability and product presence in the marketplace.
- Developed growth plans by identifying key clients, key targets and priority service lines.
- Answered candidates' and clients' questions regarding recruiting services, salary/pay rate negotiations and the job descriptions presented.
- Cultivated relationships with key players in various industries to create ongoing and mutually beneficial referral systems.
- Added value to marketing material by introducing creative advertising concepts.
- Cold and warm called 80+ new and existing accounts per day.
- Developed a new customer base consisting of 5 accounts in addition to supporting 10 additional existing clients Nationwide.
- Exceeded targeted sales goals by 30%.

07/2010 to 12/2012

Talent Acquisition Consultant / Account Executive Company Name - City , State

- Recruited and interviewed 48 applicants per year.

- Increased the employee base by 40% to meet changing staffing needs.
- Advised managers on the market regarding prospect candidates and recommend needed changes.
- Identified staff vacancies and recruited, interviewed and selected applicants.
- Directed personnel, training and labor relations activities.
- Served as a link between management and employees by handling questions, interpreting and administering contracts and helping resolve work-related problems.
- Conducted new employee orientation to foster positive attitude toward organizational objectives.
- Acted as a liaison between outside sales representatives and 4 accounts.
- Generated 15 leads weekly.
- Conducted business to business telephone sales.
- Contacted new and existing customers to discuss how their needs could be met with specific services.
- Negotiated prices, terms of sales and service agreements.
- Completed 100 outbound calls daily, with average conversion rate of 10%.
- Responded to all client inquiries in a timely manner.
- Achieved a 100% customer renewal rate.
- Advanced user of SugarCRM & Smart Search sales management software, generating pipeline and account reports weekly.
- Maintained detailed account records and contact logs using SugarCRM.
- Generated new business through keeping in touch with my network and following them to every new company they join.
- Accountable for full life cycle recruiting including overall client satisfaction.

## Clients

Clients include: DirecTV, Cisco Systems, Aha Mobile, Harman Kardon, eBay, PayPal, Ross Stores, Move (realtor.com), Apigee & Sephora USA.

## Accomplishments

- Generated a pipeline of more than \$500K in net new opportunities in 1 month.
- Spearheaded all company-wide prospecting, marketing and closing endeavors.
- Closed 5 new corporate accounts averaging \$2 Million in annual revenue per year.
- Achieved 100% over KPI (key performance indicator) goal.
- Handled the highest volume account in assigned territory.
- Grew new services sales 100% in 60 days.

## Education

2010

Bachelors of Arts : Sociology University of California, Santa Cruz - City , State , USA

Core classes included Environment & Society studies through College 8

Member of EOP Club

Coursework in Communications and Psychology

Coursework in Marketing and Advertising

Minor in Education (one course missing)

## Skills

Careful and active listener

Self - Starter & self-motivated

Hungry for growth and continuous learning

Proactive and energetic