

## BUSINESS DEVELOPMENT EXECUTIVE

### Professional Summary

Business development/Marketing professional experienced in sales management, marketing, technical presentation creation and service training. Diligent and driven individual who has achieved success in a variety of roles with increasing levels of responsibility. An effective communicator and team-builder with strong analytical, management and organizational skills.

### Skill Highlights

- New Customer Acquisition
- Brand Development
- Account Management
- Prospecting
- Analytical Problem Solver
- New Program and Promotion Implementation
- Financial Analysis
- Adept Multi-Tasker

### Professional Experience

Company Name City , State Business Development Executive 06/2010 to Current

- Conducted informational and educational workshops at CUNY/SUNY College campuses benefit fairs that increased credit union membership and exposure.
- Implemented in house marketing design for brochures, posters, articles, flyers, newsletters, e-marketing, social media/web page content which saved over \$10,000 annually.
- Generated and maintained social media calendar for Facebook, Twitter, Corporate bog, etc. to ensure member engagement and that all content is reflective of current media and new product/service campaigns.
- Identified issues with existing marketing material to drive process improvements.
- Collaborated with account executives to penetrate new accounts, identify potential customers and coordinate product demonstrations.

Company Name City , State Loan Manager 09/2001 to 06/2010

- Analyzed applicants' debt to income ratio, credit report, financial and employment history to evaluate credit worthiness for personal, auto, educational, credit card and home equity loans.
- Communicated credit approvals and denials as well as facilitated other options such as Credit Counseling methods to improve member financial success and provided members with assistance regarding budget counseling, consolidations, payment methods and other areas relating to member's financial needs.
- Implemented software that streamlined collateral processing and tracking which led to an increase of operational efficiency and reduced exposure to fraud.
- Ensured Credit Union loan policies, procedures, documents, products and services were compliant with NCUA rules and regulations and effectively executed by staff
- Developed relationships with new and existing members to identify their financial needs, and assist in selection of appropriate financial products and services resulting in new loan growth by 15%.
- Accurately reported borrower performance to credit bureaus and responded to borrower disputes through E-Oscar.

Company Name City , State Credit/Collections Analyst 01/1998 to 09/2001

- Implemented new credit card system.
- Resolved customer inquiries and potential disputes.
- Managed the Electronic Funds Transfer processes are scheduled and performed timely and accurately for member access.
- Ensured member compliance of credit policies and procedures are accurate and upheld.
- Monitored, reviewed, and processed all credit card transactions.
- Coordinated with senior management to evaluate bad debt situations and determine effective, appropriate course of action which resulted in a 25% decrease in delinquencies and charge-offs.

### Education

Master of Science : Finance 2011 Zicklin School of Business, Baruch College , City , State

3.47 GPA

BBA : Computer Information Systems 1997 Baruch College , City , State

Associate of Applied Science : Marketing 1994 Bronx Community College , City , State

### Skills

MS Office (Word, Excel, Powerpoint, Publisher, Outlook), Constant Contact, ASA/400