

DANIELLA GIARDINO

Digital Coordinator Business Development

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📍 San Diego, California

🌐 [LinkedIn](#)

WORK EXPERIENCE

Digital Coordinator Business Development

CyberCoders

📅 June 2020 - current 📍 San Diego, CA

- Identified 2+ entry markets per month, resulting in a 10% growth in customer base
- Established strong client relations, retaining 91% of clients
- Provided meeting documentation, including cost and marketing proposals, and growth projections
- Monitored client base and newsletter subscribers to maximize brand awareness, achieving a 5% increase in the rate of repeat purchases
- Coordinated meetings and agendas across 3 internal departments and 6 external partners

Digital Business Development

Pacifica Companies

📅 June 2019 - June 2020 📍 Lakeside, CA

- Exceeded sales qualified leads (SQL) goals by over 18% through inbound and outbound lead generation
- Used LinkedIn and email outreach to qualify, prospect, and contact 200+ new leads
- Surpassed sales quotas by 12%, selling this platform-as-a-service (PaaS) to leading brands and partners
- Developed a referral program for lead generation, which amassed over \$200,000 in annual revenue
- Drove over \$115,000 in expansion revenue for existing accounts by building relationships with account stakeholders and identifying areas of expansion

Digital Business Development Intern

Fusion Media

📅 January 2019 - May 2019 📍 San Diego, CA

- Identified 15+ growth KPIs, including customer churn, CLV, CAC, and AOV, following changes in metrics to predict consumer trends
- Collaborated with clients to build out services based on unique needs, negotiating contracts 4% above targets
- Utilized data analytics to optimize performance, improving ROIs by 12%
- Coordinated actions with 10 team members, encouraging creative freedom and communication

EDUCATION

Bachelor of Arts

Communication

San Diego State University

📅 September 2015 - May 2019

📍 San Diego, California

🎓 GPA: 3.7

Awards

- Future Leader in Business Award

SKILLS

- CRM Software
- Team Leadership
- Data Analysis
- Interpersonal Skills and Client Communications
- Contract Negotiation
- Copywriting
- Written and Oral Presentation

CERTIFICATIONS

- Digital Marketing Specialist
- Certified Sales Professional
- Professional Certified Marketer

ACTIVITIES

- Member, Business Associates of San Diego
- Volunteer Instructor, Afterschool Japanese
- Mentor and Supervisor, Torrey Pines Future Entrepreneurs