

ALFREDO ERNESTINO

Business Development Representative

✉ Alf@email.com

☎ (123) 456-7890

📍 Brooklyn, NY

🌐 LinkedIn

🐦 Twitter

EDUCATION

Bachelor of Science

Business Administration

University of Pittsburgh

📅 2014 - 2018

📍 Pittsburgh, PA

SKILLS

Lead Generation, LinkedIn

Paid Advertising

Negotiation

Sales

Relationship Building

Strategic Planning

Detail-oriented

Communication

CAREER OBJECTIVE

Motivated business development representative with expertise covering inbound and outbound lead generation that generates meaningful ROI. Looking for an opportunity to work for a growing startup like Acme Corp to expedite revenue growth.

WORK EXPERIENCE

Business Development Representative

Applicaster

📅 July 2019 - current

📍 New York, NY

- Created lead generation processes using LinkedIn with an ROI of 75%
- Prospected and qualified potential customers with targeted advertising, improving conversion rate by over 20%
- Researched new products and services, matching potential customers with the appropriate product offerings
- Developed and maintained relationships with customers, leading to a 12% annual rate of improvement
- Negotiated managed services to 70% of enterprise customers
- Communicated with prospects and current customers 5 days per week to build and keep relationships

Retail Associate

Athleta

📅 June 2018 - July 2019

📍 Pittsburgh, PA

- Worked 15 hours per week while studying full-time
- Assisted over 60 daily customers with questions and helped them find the right running shoes for their needs
- Exceeded sales targets by 10% and loyalty membership signups by 5%
- Recognized as employee of the quarter in Q2 2017

Business Development Representative Intern

eNGINE

📅 August 2017 - May 2018

📍 Pittsburgh, PA

- Conducted multi-channel outreach to prospects leveraging CRM management tools
- Worked across 6 account teams and 4 technical sales teams
- Collaborated with technology team to overhaul 4 new risk and cybersecurity tools
- Implemented and achieved small goals while maintaining the resiliency to push through roadblocks, reset, and progress when processes didn't unfold according to plan