

TRUDY DALTON

*Senior Business
Development Manager*

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☎ (123) 456-7890

📍 Long Beach, California

🌐 linkedin.com/in/T-Da

EDUCATION

B.A.

International Business

UCLA

📅 September 2007 - May 2011

📍 Los Angeles, CA

🎓 GPA: 4.0

Bruins R.A.I.S.E Award

Student Civic Engagement Award

SKILLS

Written and Oral Communication
Networking and Vendor
Negotiations

Creative Problem-solving

Data Analysis and Interpretation

Critical Thinking

Management and Leadership

Rapport Building

CERTIFICATIONS

Certified Manager (CM)

Program Management

Professional (PgMP)

Fundamentals of Digital

Marketing (FDM)

WORK EXPERIENCE

Senior Business Development Manager

Property Matrix

📅 September 2017 - current

📍 Long Beach, CA

- Managed a team of 45, establishing tasks, deadlines and sales targets that were exceeded by all staff members
- Drove focus groups to increase brand awareness and understand customer utility, improving product offerings and customer retainment by 6%
- Headed 4 annual conferences, targeting potential clients and bringing brand awareness to 6K+ target audience members
- Launched Requests for Proposals (RFPs), collaborating with 19 contractors while meeting 96% of profitability targets and ROIs

Business Development Representative

Boeing

📅 June 2014 - August 2017

📍 Long Beach, CA

- Presented at 10+ annual aviation conferences, enabling connections that resulted in a \$2.1B contract with EasyJet
- Developed a data-driven approach to tracking, optimizing, and automating business development processes, saving 40 hours of manual work monthly while improving conversion rates by 32%
- Used traditional (cold calls, emails) and modern (social media, Zoom) methods to communicate with clients
- Drove over \$3.7M in expansion revenue for existing accounts by building relationships with account stakeholders and identifying areas of expansion for these stakeholders
- Recommended customer referral to upper management, resulting in a 14% increase in sign-ups and 27% increase in customer retention

Junior Business Developer

Codazen

📅 January 2012 - May 2014

📍 Irvine, CA

- Operated as the point of contact for 80 current clients, successfully reducing customer churn by 11%
- Presented at 2 monthly seminars, connecting with 10K+ potential clients annually and acquiring 3K+ for the company
- Increased Customer Lifetime Value (CLV) by 21% by communicating proactively across multiple media types
- Used 5 types of data analysis software, including Salesforce and Tableau, to seek new market opportunities and forecast trends

Entry-Level Business Developer

CGI

📅 July 2011 - January 2012

📍 Los Angeles, CA

- Collaborated with a team of 6, conducting weekly check-in meetings and tracking budgetary spending and ROIs
- Utilized CRM to track customer loyalty and acquisitions, reporting findings to management 4 times annually
- Monitored competition pricing, ensuring competitive edge resulting in a larger market share