TERESA ESPINOZA

BUSINESS DEVELOPMENT STRATEGIST

CONTACT

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EDUCATION

Bachelor of Arts

Public Relations

University of California, Riverside

September 2013 - May 2017

Riverside, California

GPA: 3.5

SKILLS

Public Relations

Negotiation

Strategic Development

Microsoft Excel and Google Suite

Data Analysis

Oral and Written Presentations

Teamwork and Collaboration

CERTIFICATIONS

Certified Marketing Professional

Certified Blockchain and Digital Marketing Professional

Certified Sales Professional

WORK EXPERIENCE

Mid-Level Business Development

Property Matrix

February 2019 - current / Riverside, CA

- Mentored 6 junior staff on Salesforce and data
- analytic practices
- Established network by presenting at 8 annual conferences
- targeting the customer base
- Collaborated with clients to ensure high-quality care,
- resulting in 89% year-to-year customer retention and 110+ 5-
- star reviews
- Demonstrated priority for client satisfaction, traveling cross country to meet with 30+ prospective customers
- Outperformed sales targets by 22% in 2021

Junior Business Development

Disney Streaming

August 2017 - January 2019 / Industry, CA

- Developed nuanced understanding of OTT operations, KPIs, and their role in DCT bundle operations, receiving 100% positive manager feedback on job performance
- Translated raw data with software, such as SalesForce, presenting results to a team of 11 managers
- Collaborated across 4 departments, generating 2 new strategies that upper management implemented
- Initiated data analyses processes that enabled deeper understanding of consumer trends, contributing to the creation of 3 unique metrics to track consumer habits

Business Development Intern

Troy Lee Designs

March 2017 - May 2017 / Corona, CA

- Secured new contracts with 82% of current clients, exceeding targets by 16%
- Handled complex data analysis using 4 types of software, including Tableau and Python
- Assessed market trends, successfully identifying 6 untapped marketing strategies
- Crafted ad-hoc reports, presenting findings at bi-weekly team meetings