



NICOLAS HEBERT

EXPERIENCED BUSINESS DEVELOPMENT
& MARKETING PROFESSIONAL



PROFESSIONAL PROFILE

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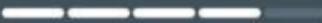


Canada

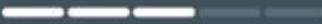


KEY COMPETENCIES

LEAD PROSPECTING / GENERATION



NEW BUSINESS DEVELOPMENT



CLIENT RELATIONSHIP MANAGEMENT



EVENT MANAGEMENT & PROMOTION



MARKETING COMMUNICATION



MARKET RESEARCH



TEAM & INTERPERSONAL RELATIONS



OPERATIONS & ADMINISTRATION



EDUCATION

2019

Bachelor of Business Management
Elton College, Canada

2016

Diploma in Software Application
Mohawk College, Canada

2012

Bachelor of Commerce
Niagara College, Canada

EXPERIENCE

Business Development & Marketing Executive

supportfruit

Supportfruit | Canada

Dec '18 to Present

Spearhead lead generation and marketing communication activities, for recruitment related services in Canada. Ensure development of strong, multi-level and long-term relationships with prestigious clients.

Selected Achievements:

- Significantly increased contact generation and qualified leads (by 25%), with very low budget that permitted only direct marketing activities.
- Received responsibility for multiple regions due to excellent performance & display of relevant marketing and industry related expertise.
- Revamped entire corporate website, which was not updated since inception. The effort dramatically improved quality of the website & led to a large increase in number of visitors.

Project Consultant - Marketing



HealthConnect Inc.

Aug '16 to Dec '18

Developed and managed Go-To-Market and lead generation programmes/strategies for large Information Technology, Bio Technology and Government clients. Effectively led and trained a team to deliver results for clients.

Selected Achievements:

- Successfully executed numerous small, medium and large/executive level events for clients. Handled all operational complexities smoothly and efficiently.
- Regularly received praise from clients pertaining to the quality of marketing programs and events managed.

Lead Management Executive

miratel

Miratel Solutions Inc. | Canada

Aug '11 to July '16

Increased customer base for our clients through lead generation, new client origination, contact database management and customer surveys. Managed some of the largest corporate accounts, such as Delta Systems.

Selected Achievements:

- Created and verified a high quality database for Delta Systems, with over 900 contacts.
- Provided strong leadership & training to tele-marketing team, enabling high motivation & performance.
- Achieved excellent customer satisfaction ratings, as evidenced by receipt from Citrix Systems and repeated extension of services.

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