



# NICOLAS HEBERT

EXPERIENCED BUSINESS DEVELOPMENT  
& MARKETING PROFESSIONAL



## PROFESSIONAL PROFILE

Award-winning Business Development and Marketing Professional with over 9 years of experience in Information Technology & Marketing BPO industries. Proven expertise in creating/developing client relationships, qualified lead generation, effective marketing communication and complex event management. Recognised by clients and supervisors for superior performance.



## 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 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.



**miratel**

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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