

SANDRA OSPINA

Business Development Manager

Business Development Representative –
B2B Sales – Consultive Sales –
Relationship builder. Highly motivated,
energetic and driven executive with a
diverse level of work experience.
Passionate about building strong
customer relationships, driving brand
loyalty and increasing customer
engagement.

Experience

2022 - 2023

Business Development Manager *LYNEER STAFFING SOLUTIONS*

Effectively sell through various channels (job boards, networking, lead generation platforms, and cold calling) · Identify prospects that would be potential users of staffing/MSP/VMS services · Build and develop strong relationships with hiring managers via phone, email, text, social media, and in-person. · Execute daily, weekly, monthly activity metrics that produce results (calls, emails, in-person meetings and client visits) · Close the sale and negotiate pricing

2020 – 2022

Business Development Manager *EXPRESS EMPLOYMENT PROFESSIONALS*

Work to improve the franchisee's market position and achieve financial growth – Support and defining long-term strategic goals – Build key customer relationships – Identifies business opportunities and negotiates business deals – Provided exception customer service while assisting key clients – Learned and maintained in-depth understanding of service information to offer knowledgeable and educated responses to diverse customer questions – Increase sales opportunities

2019 – 2020

Store Coordinator *THE TJX COMPANIES, Inc*

Accountable for operational controls at the front-line service desk – Responsible for the implementation of visual merchandise – Tracked marketing inventory supplies and replenish as required

Education

1999

Marketing and Advertising

Universidad Los Libertadores

1994

Audiovisual Communication

Academia Arco

Skills

- Written and Verbal communication
- Negotiation
- Flexibility
- Critical thinking
- Integrity

Contact

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Business Development Manager

Highly motivated, energetic and driven executive with a diverse level of work experience. Passionate about building strong customer relationships, driving brand loyalty and increasing customer engagement.

Experience

2019 – 2020

Store Coordinator *THE TJX COMPANIES, Inc*

Accountable for operational controls at the front- line service desk – Responsible for the implementation of visual merchandise – Tracked marketing inventory supplies and replenish as required – Provided and ensured front line associates delivered prompt, courteous and knowledgeable service to customers – Resolved customer service escalations appropriately and competently – Supervise back room associates according to the inventory on the floor.

2019

Account Manager *S&M CONSULTORES*

Developed and implemented strategic business plans to attract new clients – Hunted for new business opportunities by 50+ daily calls and followed up on leads in order to ensure pipeline sufficiency – Streamlined an effective lead process via social media platforms – Cultivated client relationships – Developed a new business line on Information Management.

2013 – 2019

Business Development Representative *IRON MOUNTAIN COLOMBIA*

Worked closely with company executives to identify new business opportunities – Responsible for servicing, renewing, up-selling and cross-selling accounts – After-sales service. Involved with every customer service issue – Built and nurtured strong customer relationships with local businesses, accounting for over \$50K in revenue