

Scarlett Collins

Business Development Associate

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Hanover, MD

[LinkedIn](#)

WORK EXPERIENCE

Ciena - Business Development Associate

2024 - current

Hanover, MD

- Harnessed Hunter for outreach targeting 88 key leads, with 28% evolving into long-term partnerships
- Compiled four comprehensive analytics reports in Tableau, identifying \$250,098 growth opportunities
- Optimized lead nurturing with Zoho CRM, resulting in a monthly gain of 152 qualified leads.
- Overhauled internal knowledge-sharing practices through Dropbox, cutting down onboarding time by 16%

The Johns Hopkins University - Account Coordinator

2021 - 2024

Baltimore, MD

- Used Sendinblue for donor outreach campaigns, *boosting alumni contributions by \$78,052 over 6 months*
- Authored newsletters using Pardot to update donors on university feats, driving an extra \$96K in donations
- Updated departmental workflows with Basecamp, cutting interdepartmental communication issues by 48%
- Coordinated 11 virtual events using Zoom, raising \$210,001 in additional donor contributions

Under Armour - Marketing Assistant

2018 - 2021

Baltimore, MD

- Negotiated vendor contracts for a \$120,806 marketing budget, saving the company \$13,784
- Leveraged SocialBee for targeted content, generating 78 new qualified leads within the first three months
- Championed the use of MicroStrategy for data visualization, identifying 3 underperforming product lines
- Negotiated 7 influencer partnerships, catalyzing a 100% increase in social media interaction in 90 days.

EDUCATION

University of Maryland, College Park - Bachelor of Science, Business Administration

2014 - 2018

College Park, MD

SKILLS

Zoho CRM; Sendinblue; Basecamp; Tableau; Hunter; Zoom; Dropbox; SocialBee; Pardot; MicroStrategy