

ROBERT SMITH

Business Development Director II

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SUMMARY

Thirteen years of experience in the Automotive Industry, with an in-depth knowledge of business development and internet sales. Successful track record of increasing dealership sales through developing effective processes, people, and products. Committed to improving organizational performance through promotion of employee training, and engagement. Dedicated to fostering long-term, professional relationships with businesses, personnel, and customers.

SKILLS

Sales, Salesforce, Sales Management, Business Development, Talent Management, Word, CRM, Demand Generation, Closing, Cloud Computing, Hardware, Solution Selling, Outsourcing, Onboarding, Presentation Skills.

WORK EXPERIENCE

Business Development Director II

Van Horn Automotive Group - September 2006 – 2019

- Recruit, develop, and retain high performing business development and internet marketing teams for nine separate dealership locations.
- Driving force behind start-up, growth, and ongoing management of internet marketing, customer relations, internet sales and business development departments.
- Manage and train over 40 business development representatives and managers on inbound, outbound calls, internet leads, phone scripts, tracking customer throughout buying cycle, setting appointments and follow up using a CRM tool.
- Proven success leading business development efforts, team accounts for over 65% of total dealer group sales.
- Conceived, designed and launched creative online marketing processes and market strategy which significantly improved brand awareness and increased revenues.
- Maximize community presence by organizing, coordinating, planning and overseeing community outreach activities and dealership events.
- Continuously evaluate and update websites, marketing collateral, ensuring effectiveness in promoting brand awareness and generating new business.

Business Development Director

ABC Corporation - 2002 – 2006

- Account Executive- Demonstrated ability to lead a diverse team of sales professionals and web developers to new levels of success in the competitive elections industry as we provided web-based solutions to local and state governments.
- Skilled in prospecting, qualifying leads, identifying decision makers, analyzing needs, preparing proposals, making presentations and executing follow ups.

- o Key accounts include; California county coalition, Florida county coalition, West Virginia, Arizona county coalition and Texas county coalition.
- Project/Account Manager- Successfully increased company growth by creating new product, securing partners, determined go to market strategy, created marketing materials, responsible for data acquisition, monitored project activities and advised staff on issues due to resource availability.
- o Effectively managed client expectations leading up to product launch.
- Recognized for ability to quickly establish rapport with customers, effectively listen to clients needs, develop timely and cost effective solutions, initiate and close upsell opportunities and build a loyal clientele.
- o Key accounts include; League of Women Voters, Digital First Media, & Fisher Communications..

SCHOLASTICS

- Business of Science - (University of Wisconsin - Oshkosh, WI)