

Business Development Director

ROBERT SMITH

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Objective

Work history ranging from hospital administration, social services and business development. As I greatly enjoy the administrative end of healthcare I also feel that I have great things to offer an agency or organization that strives on a hands on approach. I thrive on helping others meet their goals while improving the overall success of the organization served.

Skills

Special Events Marketing to Ultra High Net Worth, Business Development, Sales Management, Sales, Lead Generation, Sales Operations, Sales Presentations, Sales Coaching, C-Level Sales.

Work Experience

Business Development Director

Plum Creek Specialty Hospital And Healthcare - 2017 - 2019

- Responsible for day-to-day marketing and sales plans and staff working in the department of sales and marketing.
- Community inclusion and activities to further develop business for Plumcreek Sales and Marketing Director Develop and maintain relationships with healthcare professionals throughout the Amarillo area and outer lying territories.
- Supervision of three staff within the sales and marketing department Assist client liaisons with current evaluations and assessments as needed.
- Develop and maintain strategic marketing plans for Plum Creek specialty hospital and healthcare.
- To date have worked with this entity for six months and have seen a marked change in public perception of hospital and healthcare as a whole.
- Developed a strategic plan to further elevate the reputation of Plumcreek specialty hospital and health care as well as increase the number of referrals seen by the entity.
- Organizational management as well as interpersonal relationships, time management, and marketing concepts.

Business Development Director

ABC Corporation - 2016 - 2017

- Hired by this firm, specializing in eCommerce conversion rate optimization, to grow revenue with existing clients and new prospects.
- Developed library of marketing and sales collateral content and tools, including positioning statement, unique value proposition, capabilities presentation, ideal customer profile.
- Created and sold organizations first enterprise-level CRO offering.
- - Increased opportunity pipeline over 800%.
- Closed three new engagements in the first quarter.
- Doubled revenues of cornerstone customer.
- Skills Used - Consulting - Conversion Rate Optimization - Digital Marketing - eCommerce - Marketing Strategy - New Business Development - Sales.

Education

- (The University of Phoenix)