

Robert Smith

Director Of Business Development And Marketing

CONTACT DETAILS

1737 Marshville Road,
Alabama
(123)-456-7899
info@qwikresume.com
www.qwikresume.com

PERSONAL STATEMENT

Director Of Business Development with 4 years of experience, a successful C-level executive focused on driving revenues and profits with a passion for building companies, both from the ground up and by growing and streamlining established organizations. Develops exceptionally productive and motivated teams and encompasses a background in revitalizing and turning around companies as operations, sales and marketing leader.

WORK EXPERIENCE

Director Of Business Development And Marketing **ABC Corporation - January 2009 - September 2011**

Responsibilities:

- Managed employee and contracted sales teams, totaling 65 direct reports.
- Held responsibility for company strategic planning and implementation, new product line development and launch and advising and counseling the marketing department.
- Grew annual new accounts 100% by creating and executing a strategic plan during a critical restructuring and cost containment period.
- Achieved a 23% increase to the gross margin on the company's core products, attaining a net profit for the first time in more than five years.
- Boosted employee sales 14% during the economic recession, reversing a protracted and serious declining sales trend.
- Led the company launch into a different industry and in the development of the company's branded yearbook product line, improving annual sales by a projected 20%.
- Increased sales from the contracted sales channel 31% by reorganizing and rebuilding the sales training and coaching programs.

Director Of Recruitment **ABC Corporation - November 2007 - January 2009**

Responsibilities:

- Held responsibility for market expansion and penetration, including the startup of a new sales force, analysis of customer demographics, accretion of geographic markets.
- Development and administration of a recruitment plan, and negotiating contract agreements with sales representatives.
- Accurately identified and prioritized the top 10 strategic markets for expansion by charting and carrying out an exhaustive national demographic analysis.
- %age of the annual sales force recruitment goal achieved within six months by designing an aggressive recruitment program and managing a cross-functional team in its accomplishment.
- Lifted company sales 13% within the first year of a newly formed sales force by implementing rigorous recruiting criteria to establish a highly professional and motivated team.
- % increase in lead generation achieved by formulating and rolling out

SKILLS

Microsoft Office Suite,
Leadership, Team
Building, Financial
Management, Budgeting,
Business Development,
Planning, Strategic
Planning, Business Plans
Marketing, Advertising
Management, Contract,
Sales Negotiations
Operations Management
Sales Management,
Forecasting, and Human
Resource Management.

LANGUAGES

English (Native)
French (Professional)
Spanish (Professional)

INTERESTS

Climbing
Snowboarding
Cooking
Reading

REFERENCES

Reference - 1 (Company
Name)
Reference - 2 (Company
Name)

comprehensive tradeshow action plans, resulting in closing business outside the normal sales cycle.

- Increased ROI more than 200% on select marketing initiatives, leading the marketing team in drafting, creating and executing innovative programs.

Education

MBA - (University Of Minnesota - Duluth, MN) Bachelor Of Arts in Speech Communications - (University Of Minnesota - Minneapolis, MN) Four Year Equivalent in Liberal Arts - 1982 (Evangel University - Springfield, MO)