

# Robert Smith

## *Sr. Business Development Coordinator*

### PERSONAL STATEMENT

Extensive experience working with small and large businesses providing administrative support and expertise in PC computing. Interested in working on special projects, databases, or streamlining businesses to work better.

### WORK EXPERIENCE

#### ***Sr. Business Development Coordinator***

**ABC Corporation - October 1998 - April 2008**

##### *Responsibilities:*

- Manage specific education programs, with primary responsibility for the Student Ambassador Program, a national team located on 110 campuses with a multi-million dollar program budget.
- Develop and manage relationships with universities, faculty, administration and students.
- Develop profitable growth strategies for all product lines within the higher education channel.
- Build synergies with internal teams (social media, retail, product marketing, consumer research) as well as Sony sister companies and external partners focusing on coordinated marketing strategy and activities.
- Responsible for the strategy, content, logistics and execution of a week long training for 120 students.
- Produce quarterly reports to Senior Vice President and executive team with an emphasis on increasing profits through proven marketing strategies based on analytics and detailed, real time findings.
- Work to drive web, call center and retail business including web site maintenance, store and web merchandising, and promotional programs for Education markets.

#### ***Business Development Coordinator***

**ABC Corporation - 1996 - 1998**

##### *Responsibilities:*

- Connect with clients and their individual needs and wants to provide exceptional customer service.
- Maintain show ratio of over 25% every month.
- Actively manage new and old leads.
- Communicate with team members to best assist clients.
- Increased Marketing reach to 40 showroom visits per month.
- Continually accomplished above 25% new lead/appointment shown ratio.
- Skills Used Customer service Phone communication Email communication Sales and marketing.

### **CONTACT DETAILS**

1737 Marshville Road,  
Alabama  
(123)-456-7899  
info@qwikresume.com  
[www.qwikresume.com](http://www.qwikresume.com)

### **SKILLS**

Vision Software,  
Sharepoint, Open Asset,  
Trim, Adobe Creative  
Suites.

### **LANGUAGES**

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

### **INTERESTS**

Climbing  
Snowboarding  
Cooking  
Reading

### **REFERENCES**

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

## Education

Master of Arts in Higher Education Leadership - (UNIVERSITY OF SAN DIEGO - San Diego, CA)