

# Business Development Associate

## ROBERT SMITH

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### Objective

Actively seeking a full time position in Marketing/Advertising/Social Media, Public Relations, Administration, Human Resources, or Management to gain further experience in the business field for a long-term successful career.

### Skills

Microsof Office, Chinese--Mandarin, HTML.

### Work Experience

#### Business Development Associate

**ABC Corporation** - February 2014 - May 2014

- Accountabilities - Develop internal marketing plan identifying target market, competitive analysis, SWOT analysis, SMART goals, strategies/tactics, and Marketing budgets.
- Work with Business Director to establish short and long term business and marketing goals.
- Work with external resource to design new website layout and content in WordPress.
- Create web-form survey for patients to provide feedback to improve services, and improve referral incentive program.
- Update and maintain all social media outlets (Facebook, twitter, linked in, etc.) - Create Bi-weekly e-newsletter in MailChimp.
- Cultivate new patient Welcome Package and existing patient Loyalty packages with giftcards, vouchers, and branded goods.
- Work with ChrisAd, PatientNews, and other sources to create a new office practice brochure template as well as Doctor Bio inserts.

#### Business Development Associate

**Johnson Oil Company** - 2009 - 2014

- Responsible for assisting sales team in identifying new customers, and promoting products and services by conducting active phone, email and internet marketing campaigns.
- Manage and expand account relationships to maintain and grow all lines of business profitably.
- Prospect for and sell new business to meet assigned growth plans in all lines of business.
- Manage and maintain CRM system and train potential users as required.
- Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- Manage assigned account AR to maintain a 90% current level, and assist respective team members in collection efforts.
- Manage accounts receivable to ensure timely payment and compliance with existing credit policy..

### Education

