

Robert Smith

Business Development Coordinator/Supervisor

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SUMMARY

Proactive bilingual professional with over 5 years of experience in recruitment and employment, performance management, employee relations, and training. Consistently demonstrate the ability to provide support and guidance to organization's leadership regarding recruitment and employee engagement, effectively leading to increased employee morale and productivity. Outgoing and self-motivated with a strong desire to excel and achieve company and department goals.

SKILLS

Creating Brand Awareness, Solution Selling, Strategic Marketing, Program Launches, Customer Retention, Training/Education.

WORK EXPERIENCE

Business Development Coordinator/Supervisor

ABC Corporation - January 2007 – August 2012

- Developed and maintained solid, profitable referral sources and business relations with key physicians, hospitals personnel and within the public.
- Concentration on neurologist, neurosurgeons, physiatrist, orthopedist, hospital medicine, trauma & critical care physicians, social workers & case managers.
- Promoted NMC physicians, specialties and services.
- Facilitated physician introductions, meetings and business alliances leading to increased rounding and surgical privileges.
- Produced and conducted marketing presentations and educational programs for physicians, medical personnel and the public.
- Created collateral materials for marketing & sales promotions, public events and educational programs & seminars.
- Represented all NMC entities at trade shows, medical seminars, health fairs and public events.

Business Development Coordinator

ABC Corporation - 2002 – 2007

- Duties/Responsibilities Supported and maintained office Windows 3.x environment.
- Developed marketing plans in support of obtaining new business opportunities.
- Responsible for researching and implementation of potential marketing strategies.
- Prepared proposals for government and private sector bids.
- Upgraded software fixes.
- Supported Accounts Payable department in managing invoices.
- Prepared press releases, company submittals and corporate qualifications..

EDUCATION

B. A. in Interpersonal and Public Communications - 1987(University of Southwestern Louisiana - Lafayette, LA)