

# ROBERT SMITH

## Business Development Director I

Phone: (0123)-456-789 | Email: info@qwikresume.com | Website: Qwikresume.com

### SUMMARY

Thirteen years of experience in the Automotive Industry, with an in-depth knowledge of business development and internet sales. Successful track record of increasing dealership sales through developing effective processes, people, and products. Committed to improving organizational performance through promotion of employee training, and engagement. Dedicated to fostering long-term, professional relationships with businesses, personnel, and customers.

### CORE COMPETENCIES

Microsoft Office.

### PROFESSIONAL EXPERIENCE

#### Business Development Director I

Van Horn Automotive Group - September 2006 – 2019

##### Key Deliverables:

- Recruit, develop, and retain high performing business development and internet marketing teams for nine separate dealership locations.
- Driving force behind start-up, growth, and ongoing management of internet marketing, customer relations, internet sales and business development departments.
- Manage and train over 40 business development representatives and managers on all inbound, outbound calls, internet leads, phone scripts, tracking customer throughout buying cycle, setting appointments for sales and follow up using a CRM tool.
- Proven success leading business development efforts, team accounts for over 65% of total dealer group sales.
- Conceived, designed, and launched creative online marketing processes and market strategy which significantly improved brand awareness and increased revenues.
- Maximize community presence by organizing, coordinating, planning and overseeing community outreach activities and dealership events.
- Continuously evaluate and update websites, marketing collateral, ensuring effectiveness in promoting brand awareness and generating new business.

#### Business Development Director

ABC Corporation - 2002 – 2006

##### Key Deliverables:

- Conceive and develop endeavor to generate new revenues with Fortune 1000 companies and other organizations outside the hospitality industry.
- - Opened dialogue with six Fortune 1000 companies with over \$5B in revenues.
- Forged partnerships with Dallas Business Journal and Dallas Regional Chamber.
- Established relationships with and sold sponsorships to BB&T, ClubCorp, JC Penney, Jones Lang LaSalle, and MoneyGram.

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- Secured Richard Fisher, CEO of Federal Reserve Bank of Dallas, as a keynote speaker at key event.
- Developed all sponsor-related materials (presentations, one-page summary, sponsor kits, and the like) enabling \$1.1 million in cash and \$2.25 million in in-kind to offset costs for ASAE event.
- Skills Used - Business/marketing/sales plan development and execution - Consulting - Sales - Marketing.

### EDUCATION

- Business of Science - (University of Wisconsin - Oshkosh, WI)