

# DANIEL GREEN

## B U S I N E S S   D E V E L O P M E N T

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## SKILLS

- B2B Conferences
- Influencer Management
- Field Marketing
- Office Suite Proficiency
- Computer Literacy
- Pipdrive CRM
- Strong Communication
- Personal Trainer

## EDUCATION

### DIGITAL MARKETING LEVEL 3

We Are Digital  
2019

### BACHELOR OF PERFORMING ARTS

De Montford University  
2013 - 2016

### PERSONAL TRAINER

REPs Level 3  
2017

## HOBBIES & INTERESTS

- Rock Climbing
- Mobile/ PC & Console Gaming
- Charity fitness challenges
- Latest Tech news and trends
- Self help podcast enthusiast
- Family and friends oriented

## PROFILE

Business Development Manager and Events Coordinator with a drive for personal engagement. Thrives in a busy environment with the will to learn on the go. Optimistic, honest and confident are the three core values I'll be bringing to the team.

## EXPERIENCE

### BUSINESS DEVELOPMENT MANAGER

Mediabodies | Influencer Marketing Agency

Mar 2022 - Present

#### Achievements

- Onboarded The Hut Group and Huel as clients
- Closed £90,000 worth of business in my first year
- Brought in 130 warm leads for relevant and repeatably business

#### Responsibilities

- Prospecting clients through our inhouse CRM from call to close
- Attending global conferences to meet prospects, clients and assist with expo duties
- Managing a small team and guiding them through the sales process

### EVENTS MANAGER | FIELD MARKETING

Vodafone

Oct 2019 - Jan 2022

#### Achievements

- Consistently ranked second across the country for the highest number of leads brought in during the whole activation.
- Lead a team that brought in 139 leads in a single day

#### Responsibilities

- Manage a stand from set up to pack down. Ensuring staff are motivated and correctly trained.
- Capturing KPI's throughout the event while documenting customer issues to feedback.
- UK wide activations covering key local events and large scale events.

### FREELANCE BRAND AMBASSADOR

Samsung | Lucozade | Nintendo

2014 - 2019

#### Achievements

- Selected multiple times to be part of the core roadshow team
- Consistent 5 star mystery shopper reviews

#### Responsibilities

- Field marketing freelancer covering activations for sports brands, tech, food and drink among others
- Efficient time management leasing with multiple agencies for nationwide activations
- B2C-focused marketing relaying brand and promotional material