

REN DUO

BUSINESS DEVELOPMENT MANAGER

DEAR HIRING MANAGER,

I am writing to apply for the position of Business Development Manager at Alibaba Group. With my 7 years of experience in business development and sales, and a concentration in Business Analytics, I am confident in my ability to excel in this role.

In my previous company, I gained valuable experience in identifying and pursuing new business opportunities, building and maintaining relationships with clients, and developing and implementing expansion strategies. I consistently achieved the following:

- Initiated and coordinated with stakeholders to make a \$2 million strategic investment in Edsurge, the largest Edtech media platform in the U.S.;
- Supported venture capital investments, partnerships, and research into Tech companies and Edtech startups across the United States, China, Nordic countries, Singapore, Vietnam and Australia;
- Overall management for overseas sponsor collaboration and overseas speaker recruitment for GET (Global Education Technology) Summit Expo, the largest Edtech gathering in Asia. (GET 2019 gathered 12,000+ attendees from 42 countries.)

Moreover, I had the chance to initiate and completed a project on the topic of 'Alibaba Buyer Community-Centrality Analysis and Strategy - MKT325 - Consumer Insights through Data Analysis' during my studies at Lehigh University with the help of My professor Er (Eric) Fang who worked for Alibaba Hong Kong as Leader of customer growth. This enabled me to solidify my understanding of the internal operations and systematic development of Alibaba Group.
(Bio of Prof Er (Eric) Fang: <https://business.lehigh.edu/directory/er-eric-fang>).

In addition to my business development experience, I have strong skills in negotiation, global strategy, project management, and digital literacy. My concentration in Business Analytics has enabled me to use R, Python and SQL to acquire data-driven insights to inform my decision-making and drive results.

I would be thrilled to be asked to interview for this exciting job! Should you have any questions for me, I can be reached at jerrickren@gmail.com or 929-996-4225.

I look forward to the possibility of speaking with you about my qualifications.

Sincerely,

Ren Duo
Lehigh University 1-MBA Candidate
