

BUSINESS DEVELOPMENT

Career Overview

Detail-oriented professional with a business mindset and an extensive operational background obtained through diverse industry experience in banking, loss prevention, health and wellness, and retail offering innovative methods of efficiency meant to benefit individuals at all levels of business.

Technical Skills

Skills	Experience	Total Years	Last Used
Microsoft Office (Excel, Word, PP)	Expert	10+	2016
Google - Analytics	Intermediate	2	2016
SQL	Intermediate	1	2014
Outlook	Intermediate	6	2014

Accomplishments

Quality Control

- Increased database ease of use and efficiency by 10%.

Operational Management

- Identified, recommended and prioritized new database features, stored various SQL query statements, and applications in conjunction with business leaders, department managers, and administrative staff.
- Developed, implemented, tested, debugged and documented various systems (ie: live chat, updated database applications, IVR and automated telephone dialers).

Client Interface

- Collaborated with programmers to create various forms and account interfaces that are easy to navigate, and are mobile friendly.
- Improved client relationships and performance predictability through shared business and technical perspectives and agreed expectations.

Team Collaboration

- Weekly brainstorm on how to increase efficiency at all levels of business, such as appropriate system upgrades and team best practices.

Work Experience

08/2015 to Current

Business Development Company Name - City , State

- Identify areas of opportunity within the business to create solutions to increase efficiency and productivity (including the improvement of the internal process and increasing revenue).
- Strategic planning of content, promotion, and engagement.
- Monitor and report on website and ads traffic and performance.
- Worked with clients to analyze advertising needs and applied appropriate solutions within each organization's budget.
- Current project: working hand-in-hand with website owner for a complete website overhaul. Includes, website redesign and upgraded functionality, development of a brand new directory utilizing an original database, and the development of an application framework that will serve as an accompanying mobile app to the website.
- Create and update Media Kits (comprehensive and one sheet).
- Coordinate seasonal markets (assist in vendor selection, monitor payments of tables, direct table placement at venue, and coordinate all sound and lighting checks).

05/2014 to 08/2015

Operations Manager Company Name - City , State

- Establish and maintain all operational procedures and systems including the development of an in-house CRM/database via excel, sales strategy, brand development, and company wide best practices broken down by department.
- Strategic budget planning by measuring and managing key operating metrics and sales KPI's.
- Positively impact the business by effectively increasing the bottom line through decreasing business costs.
- Oversee all day-to-day operations.
- Formulate incentive plans for the sales team Implement changes requested by owner(s) to enhance the brand.

01/2014 to 12/2014

Systems Coordinator Company Name - City , State

- Maintain the flow of information through the databases used including importing of information, analyzing information entered into the system using SQL to obtain data, and validate all users on a bimonthly basis to ensure quality.
- Project Manager of Live Chat, implementation of Wazagua for use to our clients, install new clients into various databases, and monitor all legal documents being sent by our offices.
- Assist in creating a variety of new reports within the main database used (CollEX) by storing SQL statements.
- Endorse and deploy various automations to increase efficiency and productivity by evaluating systems performance.
- Problem solve whenever necessary by troubleshooting office systems, facilitate communications between departments, and enforcing the policy and procedures as set forth by The Zellman Group.
- Support a variety of company needs on a day-to-day basis including, but not limited to assisting in all departments whenever called upon, aid in developing new business ideas, maintain company policy and procedure manual, and validating expense reports.

05/2012 to 01/2014

Sales & Service Specialist Company Name - City , State

- Provide sales and service support to customers with extreme care.
- Refer all clients to appropriate partners including business, financial advisory, and mortgage solutions earning the