

First Last

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EXPERIENCE

- 2016-Present **RESUME WORDED & Co.** San Francisco, CA
Entry-Level Business Development Manager
- Generated 300+ leads per month in a team of 5+ sales and marketing employees.
 - Landed 25 global accounts in 8 months through new account strategy.
 - Cut costs by \$1 million annually through redesigned marketing spending.
 - Collaborated with leadership, engineering, and marketing teams to develop new offerings that raised sales \$300k.
 - Increased customer retention by 25% through facilitating the addition of new product lines unexplored by competitors.
 - Persuaded 5 partners to invest over \$200,000 in other entities.
- 2012-2014 **GROWTHSI** Beijing, China
Assistant to Business Development Executive (2013-2014)
- Coordinated and hosted 15+ conferences, events, and trips for the inside sales team of 10.
 - Generated new business and long-term account opportunities through prospecting and cold-calling, resulting in over \$60k in closed new and recurring business.
 - Developed and implemented sales strategies that identified and produced new business in 3 states.
 - Established CRM to improve account tracking, which improved efficiency by 25%.
 - Responsible for 5+ projects directed toward strategic business and organizational objectives.
- Business Development Analyst* (2012)
- Boosted website traffic by 500+ visitors within 30 days by implementing a social marketing campaign.
 - Increased website efficiency by 30% through design and improved content and conversion rate driven by consumer analysis.
- 2012-2014 **RESUME WORDED & Co.** San Francisco, CA
Business Development Associate
- Assisted 10 investment and senior management staff with over 50 marketing and business development requests.
 - Leveraged online presentation library to create finalist sales pitch presentations, supporting the increase of sales by 15%.
 - Provided assistance on business development opportunities with over 15 new clients.
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EDUCATION

- 2014-2016 **RESUME WORDED ENGINEERING SCHOOL** New York, NY
Master of Business Management; Minor in Business Analytics
- Awards: Bill & Melinda Gates Fellow (only 3 awarded to class)
- 2007-2011 **RESUME WORDED UNIVERSITY** San Francisco, CA
Bachelor of Science, Major in Business Management, Minors in Statistics and Marketing
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OTHER

- Languages: Spanish (native), Chinese (intermediate)
- Technical Skills: Microsoft Access, Excel, CRM, D2C ECommerce, SEO/SEM
- Certifications: Project Management Professional (PMP) (August 2016), ABC Certification, Certified Business Analysis Professional (2013)
- Volunteering: Volunteered 20 hours/month at ABC Foundation (2012-2014)