Alex Reed

# EDUCATION

## M.S.

**Business Analytics**

Wisconsin School of Business

August 2013 - May 2015  Madison, Wisconsin



## B.S.

**Economics**

Lawrence University

 September 2009 - June 2013  Appleton, Wisconsin

# SKILLS

* Market Research
* Presentation
* Strategic Planning
* Advanced Data Analytics
* Competitive Analysis
* Leadership
* Crisis Management
* Sales Forecasting
* Market Segmentation
* Project Management

# CERTIFICATIONS

YEAR 2019

**Certified Business Development Manager (CBDM)**

YEAR 2017

**Project Management Professional (PMP)**

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**BUSINESS DEVELOPMENT MANAGER  
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# WORK EXPERIENCE

## JANUARY 2020 - CURRENT BUSINESS DEVELOPMENT MANAGER

### Exact Sciences | Madison, WI

* Led the development of 8 new diagnostic products, **increasing the company’s market share by 5.4%.**
* Introduced a feedback loop for product iterations, boosting user satisfaction by 12%.
* Closed a deal worth $3.9M+, securing a long-term revenue source.
* Managed 4 marketing specialists, growing yearly revenue by 6.1%.

## MAY 2017 - DECEMBER 2019

### BUSINESS DEVELOPMENT ASSOCIATE

**Spectrum Brand | Madison, WI**

* Negotiated contracts with 3 major retailers, which led to a 16% brand visibility uptick in multiple markets.
* Brought 24% more annual leads through targeted online advertising.
* Reviewed sales data to work on pricing strategy, **raising profit margins by 6.7%.**
* Ideated a marketing campaign that penetrated 2 new regional markets.

## NOVEMBER 2015 - FEBRUARY 2017

### MARKET RESEARCH ASSISTANT

**Navitus Health Solutions | Madison, WI**

* Mapped the existing competitive landscape, **identifying 4 major industry shifts.**
* Took part in collecting survey data from a total of 382 patients.
* Analyzed 29 pharmacy claims, successfully finding 7 potential fraud cases.
* Used the latest forecasting models for patient benefits coverage, predicting treatment with 88% accuracy.

## APRIL 2015 - OCTOBER 2015

### BUSINESS DEVELOPMENT INTERN

**Promega | Madison, WI**

* Helped create a sales forecasting model with 97% accuracy.
* Co-authored a white paper, improving internal knowledge sharing.
* **Discovered 2 emerging market trends**, providing strategic insights on expansion opportunities.
* Monitored a dashboard that displayed 6 key team performance metrics.