



# Martin Lane

## Business Development Consultant

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Innovative and highly-organized professional offering expertise in delivering consulting and strategic marketing advocating business models and procedures, leading to **increased profitability**. Possesses project management and change management background, achieving optimal results with competent planning, organization, and innovative solutions to address fundamental business needs. Stellar communication & presentation skills; recognized for positively influencing individuals & motivating teams.

## PROFESSIONAL EXPERIENCE

### Business Development Consultant


JC2.0 Technologies 

04/2014 - Present

Chicago, IL

- Monitor and analyze current market conditions for clients to understand the latest market trends and innovations, driving expedient adaptability to market changes and sustain competitive advantage.
- Redrafted marketing blueprint, resulting in optimized overall brand perception and increased **revenue growth by 200%**.
- Initiate strategies for small, medium and large companies to drive productive resource allocation, and boost profitability.
- Monitor, review and analyze strategies in marketing, sales, and advertising to determine the viability of current initiatives, and implement modifications when required.
- Develop & prepare presentations for prospective clients to promote products/services & engage potential clients' buy-in.
- Create strategies for existing accounts to generate business; provide guidance on project prioritization and other activities within the organization; allocate and optimize resources, and make profits that generate above-average returns.
- Initiate plans for client companies to streamline cohesive vision for marketing, sales, product design and others, driving profitability and mitigating losses.

### Consultant

J Wu Project 

02/2009 - 03/2014

- Evaluated diverse organizational systems to identify workflow, communication, and resource utilization.
- Managed revenue models, process flows, operations support, & customer engagement strategies to ensure project success.
- Created detailed roadmaps of action items & project goals; provided reporting & analysis across budgeting & planning.

### Business Consultant

OGL Group 

07/2005 - 01/2009

- Strategized on consumer and B2B marketing collateral for the company, driving a **30% increase in project revenues**.
- Revamped staff incentive program, optimizing peak performance, and **increasing billing by 60%**.
- Leveraged broad knowledge of multi-faceted business and market forces in developing effective business models and recommendations for change and improvement in start-up and turnaround companies' operations.

## SKILLS & COMPETENCIES

Sales Forecasts

Business Intelligence

SWOT Analysis

Tracking Industry Trends

HubSpot CRM

Salesforce Sales Cloud

Six Sigma

Inbound & Outbound Marketing

Cold Calling

Customer Segmentation

SEO & SEM

Google Suite (Ads & Analytics)

## AWARDS


Business Catalyst Awardee (2019)

*Boston Consulting Group*


Ranked Among Top 25 Consultants in the State of Illinois (2018) 

*M&J Consulting Magazine*


## CERTIFICATES

Business Analysis Professional Certification (2019) 

*Valid through 12/2023*

Business Planning and Consultancy Certification (2018) 

*Valid through 12/2022*

Successful Negotiation: Essential Strategies and Skills (2012) 

*Online course offered by University Of Michigan*

## LANGUAGES



English



Arabic



German