

Professional Summary

Results-driven Business Development Executive with 12+ years of experience driving growth through innovative marketing strategies, effective communications, and team leadership. Proven track record of success in enhancing brand visibility and expanding market share.

Professional Experience

Senior Vice President, Business Development (BD09)

Inazuma.co | January 2020 - Present

Vice President, Business Development

NovaTech Inc. | June 2015 - December 2019

Key Achievements:

- Increased annual revenue by 35% through strategic partnerships and market expansion.
- Developed and implemented a global marketing strategy, resulting in a 50% increase in brand recognition.

Responsibilities:

- Led business development teams across three continents.
- Conducted market research to identify new business opportunities.

Director, Marketing Strategy

Pinnacle Marketing Solutions | March 2012 - May 2015

Key Achievements:

- Crafted and executed marketing campaigns that boosted sales by 25% within the first year.
- Established and managed a team of marketing professionals, enhancing department efficiency by 30%.

Responsibilities:

- Developed comprehensive marketing strategies for clients across various sectors.
- Collaborated with the sales team to align marketing efforts with sales objectives.

Marketing Manager

Emerald Insights | September 2009 - February 2012

Key Achievements:

- Successfully launched three new product lines, each exceeding projected sales targets by 15%.
- Improved social media engagement by 500% through targeted campaigns.

Responsibilities:

- Managed the marketing budget and ensured ROI on all campaigns.
- Conducted market analysis to inform product development.

Education

Master of Business Administration (MBA)
Harvard Business School

Relevant Coursework:

- Marketing Strategy
- Business Development
- Global Market Analysis

Technical Skills

Marketing:

- Market Research
- Competitor Analysis
- Brand Development

Marketing Communications:

- Content Creation
- Social Media Management
- Public Relations

Marketing Strategy:

- Campaign Development
- Budget Management
- ROI Analysis

Leadership:

- Team Management
- Cross-Functional Collaboration
- Strategic Planning