

Professional Summary

Results-driven Business Development Operations Specialist with 8+ years of experience in the computer software industry and B2B demand generation. Proven track record of driving business growth through strategic lead generation, IT sales, and operations management. Skilled in leveraging technology to enhance business processes and improve bottom-line results.

Professional Experience

Senior Business Development Operations Specialist (IT09)

Inazuma.co | January 2020 - Present

Business Development Operations Specialist (IT07)

TechForge Inc. | June 2018 - December 2019

Key Achievements:

- Increased lead generation by 50% through targeted market research and campaign optimization
- Improved sales conversion rates by 25% through data-driven negotiation strategies

Responsibilities:

- Developed and executed business development strategies across multiple product lines
- Collaborated with cross-functional teams to enhance sales processes and improve customer engagement

Junior Business Development Operations Specialist (IT05)

SoftProdigy Ltd. | March 2016 - May 2018

Key Achievements:

- Successfully onboarded and managed a portfolio of 20+ clients, resulting in 90% client retention
- Assisted in the development of a CRM system, improving sales team efficiency by 30%

Responsibilities:

- Provided support in lead generation, appointment setting, and sales data analysis
- Coordinated with the marketing team to launch targeted campaigns and promotions

Business Development Intern

ITech Solutions | Summer 2015

Key Achievements:

- Conducted market research to identify new business opportunities, resulting in 2 new client acquisitions
- Assisted in the development of a sales dashboard, improving sales team visibility by 25%

Responsibilities:

- Supported the business development team in lead generation and data entry tasks
- Participated in client meetings to gain industry insights and build professional network

Education

Bachelor of Science in Computer Science

Stanford University | June 2015

Technical Skills

Programming Languages:

- Java

Data Analysis and Management:

- SQL
- Microsoft Excel

Other:

- CRM System Administration
- Market Research Tools
- Negotiation and Sales Strategies