

## Professional Summary

Results-driven Business Development Executive with 12+ years of experience driving growth through strategic marketing initiatives. Proven track record of success in developing and executing marketing strategies that yield significant revenue increases. Skilled in Marketing Communications, Marketing Strategy, and overall Marketing with a keen eye for innovation and team leadership.

## 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 revenue by 35% through strategic partnerships and market entry strategies.
- Developed and executed a global marketing strategy, enhancing brand visibility by 50%.

#### **Responsibilities:**

- Led business development and marketing teams.
- Identified and pursued new business opportunities.

### Senior Manager, Marketing Strategy

Pinnacle Marketing Solutions | March 2012 - May 2015

#### **Key Achievements:**

- Crafted marketing strategies for clients, resulting in an average increase of 25% in their sales.
- Successfully managed a team of marketing professionals, enhancing team productivity by 30%.

#### **Responsibilities:**

- Developed and implemented client marketing strategies.
- Team management and mentorship.

### Marketing Coordinator

Emerald Advertising Agency | January 2010 - February 2012

### **Key Achievements:**

- Assisted in the development of marketing campaigns, contributing to a 20% increase in client engagement.
- Coordinated successful event marketing initiatives.

### **Responsibilities:**

- Assisted in marketing campaign development.
- Event planning and execution.

## **Education**

### **Master of Business Administration (MBA)**

Harvard Business School

## **Technical Skills**

### **Marketing:**

- Marketing Strategy
- Marketing Communications
- Market Research
- Brand Management

### **Leadership & Management:**

- Team Leadership
- Strategic Planning
- Change Management
- Talent Development

### **Digital Tools:**

- Marketing Automation Platforms
- CRM Software (Salesforce)
- Data Analytics Tools (Google Analytics)
- Content Management Systems (WordPress)