

Professional Summary

Results-driven Business Development professional with 7.5 years of experience driving growth in IT, Real Estate, Healthcare, and Travel sectors. Proven track record of successful market research, strategic planning, and team management. Holding an MBA in Marketing, with expertise in digital marketing, CRM, and project management.

Professional Experience

Senior Business Development Manager (BD12)

Inazuma.co | January 2020 - Present

Business Development Manager

NovaTech Inc. | June 2018 - December 2019

Key Achievements:

- Increased sales by 18% through targeted marketing campaigns
- Established partnerships with three major IT firms

Responsibilities:

- Market research and analysis
- Developing and executing business strategies
- Team management and leadership

Marketing and Sales Coordinator

Green Earth Realty | March 2016 - May 2018

Key Achievements:

- Improved social media engagement by 500% through strategic content creation
- Assisted in the launch of a new residential project, resulting in 75% sales within the first six months

Responsibilities:

- Social media marketing and management
- Event planning and coordination
- Sales support and customer service

Marketing Executive

MediCare Services | January 2015 - February 2016

Key Achievements:

- Developed and implemented a successful marketing campaign, increasing patient intake by 20%
- Collaborated with the medical team to launch a new health awareness program

Responsibilities:

- Marketing campaign development and execution
- Public relations and community outreach
- Market research and analysis

Sales and Marketing Assistant

TravelWise Tours | June 2014 - December 2014

Key Achievements:

- Assisted in increasing tour bookings by 15% through targeted advertising
- Provided excellent customer service, resulting in a 95% customer satisfaction rate

Responsibilities:

- Sales and customer service
- Assisting in marketing and advertising efforts
- Administrative support

Education

Master of Business Administration (MBA) in Marketing
University of California, Los Angeles (UCLA)

Technical Skills

Marketing and Business Development:

- Market Research
- Marketing Strategy
- Marketing Communications
- Business Development
- Strategic Planning
- Marketing Management
- Retail Marketing
- Vendor Management

- Customer Satisfaction
- Long-term Customer Relationships

Digital and IT:

- Digital Marketing
- CRM
- Social Media Marketing
- Competitive Analysis
- Online Marketing
- Microsoft Office
- PowerPoint
- Microsoft Word
- Microsoft Excel
- Windows
- MIS

Project and Team Management:

- Project Management
- Brand Management
- Product Launch
- Product Marketing
- Social Networking
- Team Management
- Teamwork