

Janine Elliott
Livermore, California
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Dear Hiring Manager,

I am writing to express my interest in a Business Development / Sales Leadership opportunity within your organization. I bring more than 12 years of experience strategically driving revenue growth, market expansion, and fostering partnerships across the construction and building materials industry, working at the intersection of executive business development, regional and national sales, marketing, and pre-construction collaboration.

Throughout my career, I have partnered closely with stakeholders, general contractors, developers, architects, and subcontractors to expand pipelines, improve win rates, and strengthen go-to-market strategies. My background spans manufacturing, distributors, structural and landscape architects, general contractors, subcontractors, designers, and service providers across multiple CSI divisions and market sectors, giving me a comprehensive understanding of the full construction lifecycle and the stakeholders involved at every phase.

From 2020 through 2024, I was based in rural Central Oregon, where limited local employment required me to pursue remote, contract, and consulting-based leadership roles. During this period, I remained highly active in the industry—leading market entry initiatives, stabilizing pipelines, building CRM and marketing infrastructures, and supporting revenue growth for multiple organizations. Having since relocated to California, I am now seeking a long-term, in-market role where I can build sustained growth, deepen client relationships, and contribute at a strategic leadership level through process improvement, workflows, and systems.

In my most recent role as Director of Business Development, I lead company-wide BD strategy under new leadership, setting workflows, SOPs, CRM optimization, and analyzing market data to support executive decision-making and long-term growth. I am equally comfortable developing high-level strategy and executing at the ground level—building relationships, opening doors, and converting opportunity into revenue.

I would welcome the opportunity to bring my hybrid business development and sales leadership experience to your team. Thank you for your time and consideration. I look forward to the opportunity to discuss how my background can support your organization's continued growth.

Sincerely,
Janine Elliott

JANINE ELLIOTT

Director of Business Development | Sales, Growth & Market Strategy

Livermore, CA | 925-481-4133 | janine.m.elliott@outlook.com | linkedin.com/in/janine-elliott-00a06a98

PROFESSIONAL SUMMARY

Strategic and results-driven Business Development and Sales Leader with 12+ years of experience driving revenue growth, market expansion, and strategic partnerships across the construction and building materials industry. Proven ability to lead high performance teams, build scalable growth strategies, and engage across all levels of a project lifecycle.

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PROFESSIONAL EXPERIENCE

Director of Business Development | RT Western — California | Oct 2025 – Present

- Lead company-wide business development strategy under new ownership.
- Selected and rolled out a robust CRM platform overseeing pipeline health, forecasting, and market-sector analytics.
- Integrated AI-driven tools to position the company for long-term industry leadership.
- Partnered with estimating and operations teams to improve win rates and preconstruction alignment.
- Developed workflows, SOPs, dashboards, and executive reporting tools.
- Strengthened relationships with general contractors, developers, architects, and executive stakeholders.

Regional Sales Manager | DTA USA Group — Livermore, CA | Jun 2017 – May 2020

- Increased B2B sales 30% year-over-year across the Western U.S.
- Analyzed market trends to position the brand as a leading industry player.
- Led territory expansion and managed independent sales representatives.

Sales / Designer | Window-ology Tri-Valley Corp. — Pleasanton, CA | Jan 2015 – Jun 2017

- Designed custom window treatments for residential clients.
- Maintained an 80% close rate.
- Supported team leadership, recruiting, and training.

INDEPENDENT BD & DESIGN CONSULTANT | WEST COAST & REMOTE (2018-PRESENT)

Business Development Consultant | Temporary Wall Systems Los Angeles | 2022 – Present

- Develop and execute growth strategies for a startup franchise.
- Generate contractor relationships across commercial sectors.

Owner & Lead Designer | The Raven's Nest Design | 2018 – Present

- Deliver residential and light commercial interior design services.
- Specialize in kitchen layouts, cabinetry, and space planning.
- Manage budgets, quotations, and project timelines.

National Marketing & Business Development Consultant | Archatrak | 2022 – 2024

- Led national growth initiatives for architectural porcelain pavers and pedestal systems.
- Built architect-focused marketing and specification-driven outreach programs.

Business Development Consultant | AccuPro | 2021 – 2022

- Expanded qualified lead generation for construction service offerings.

National Sales & Business Development Consultant | ZBOM Cabinets | 2020 – 2022

- Led U.S. market entry strategy for an international luxury cabinet manufacturer.
- Created a dealer/supplier sales channel exceeding sales targets by 400%.
- Secured multimillion-dollar commercial and multifamily project opportunities.

Project Manager / Construction Consultant | Lynn Safety (via Aerotek) | Nov 2024 – Feb 2025

- Led commercial construction safety and fall-prevention compliance projects.
- Coordinated subcontractors, procurement, scheduling, and change management.
- Maintained high-touch client communication and rapid issue resolution.

Founder & Executive Director | Exotic Encounters | 2016 – 2020

- Founded and operated a nonprofit exotic animal rescue and rehabilitation organization.
- Led fundraising, community outreach, and volunteer coordination.

EDUCATION & CERTIFICATIONS

- Certified Interior Design — San Diego State University
- Business / Sales / Real Estate — San Joaquin Delta College

VOLUNTEER & COMMUNITY INVOLVEMENT

Habitat for Humanity — Volunteer (1996–Present)

- Support residential construction and community rebuilding efforts through hands-on volunteering and long-term service.

German-American Partnership Program (GAPP) — Exchange Student, Germany

- Selected participant in international cultural exchange program, living abroad and developing cross-cultural communication skills.