

Yaling Zhang

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A Business Development Manager with five years of experience specializing in sales, marketing strategy, account management, and strategic partnerships. A proven track record of driving revenue growth and building channel partners across market verticals.

Education

Bachelor of Science (B.S.)

Marketing

Boston College, Boston, MA
September 2013 - May 2017

Key Skills

- Business Development
- Strategic Partnerships
- Market Analysis
- Client Relations
- ◆ Strategic Planning

Professional Experience

Business Development Manager

New England Brand Solutions, Boston, MA | May 2019 - Present

- Liaise with 10+ client accounts generating up to \$200K in annual revenue and coordinate cross-functionally with marketing teams and stakeholders to identify brand solutions based on client goals and emerging market trends
- Lead a team of seven account executives and sales specialists, oversee all aspects of the sales process, and provide education on marketing services to prospects

Business Development Manager

Cadence Video Conferencing Inc., Boston, MA | May 2017 - May 2019

- Built and nurtured business relationships with prospects by cultivating strategic partnerships and identifying opportunities to create value for client organizations
- Increased account retention by 50% and improved revenue growth by \$150K by securing a new business partner to drive market penetration in the healthcare space