

JANE PROFESSIONAL

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SUMMARY

I am a business development manager with four years' experience in the field. In this role, I have been able to contribute to one of the most strategic go-to-market channels for the business working in conjunction with the demand generation team. I look forward to further developing your inbound operations while making data-driven decisions.

EXPERIENCE

BUSINESS DEVELOPMENT MANAGER, ACME INC.

JUNE 2020- Present

- Built a strong pipeline of partnerships across our target vertical ensuring we surpass our revenue contribution target consistently quarter over quarter.
- Created a communications strategy and playbook that was distributed among four cross functional teams.
- In collaboration with the marketing leaders, we were able to iterate on the product pitches and pricing for our target segment, increasing inbound lead generation by 25% month over month.

BUSINESS DEVELOPMENT REPRESENTATIVE, ABC ASSOCIATES

March 2018- April 2020

- Lifted the close ratio with the team by 15%, by launching a lead generation campaign targeting small business owners in our target segment.
- Contributed to surpassing the quarterly revenue target through increasing the number of cold calls by 25%, iterating on the outreach playbook shared by the management.

SKILLS

Zoho

- Useful for qualifying leads and sharing with other stakeholders in revenue generation.

EDUCATION

Bachelor of Commerce, MASOMO UNIVERSITY

2012- 2016