

JOHN PROFESSIONAL

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SUMMARY

A dedicated and motivated business development representative to drive growth through inbound and outbound prospecting efforts to generate leads while also being able to turn the leads into opportunities and closed business.

EXPERIENCE

BUSINESS DEVELOPMENT REPRESENTATIVE, ACME INC.

June 2020-Present

- Helped build out the world-class business development playbook, reducing training period for new hires by five days.
- Created a sequence campaign that led to a 10% conversion of previously dormant accounts.
- Helped build an account map with the team, which resulted in 20% uplift in sales from account penetration that have been mapped out.

BUSINESS DEVELOPMENT REPRESENTATIVE, ABC INC.

March 2018- November 2019

- Convinced the management to invest in a collaboration software, which led to the team surpassing the client acquisition rate target by 30%.
- With close collaboration with the lead generation team, as a part of the business development team, we increased our weekly prospecting calls by 50% and 20% uplift in sales.

SKILLS

Hubspot

- Proficient in hubspot to update on lead stage of an opportunity and collaborate seamlessly with account executives.

EDUCATION

MASOMO UNIVERSITY

Bachelor of Commerce

2013-2017