

CV

Brian Jones

Profile

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Experience

Director of Business Development, Client Support Services Acme Inc. San Diego, March '10 – Current

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Key Achievements

- Over 2500% increase in web traffic to support site
 - Developed proven price strategy for support, hosting, training & development
 - Marketing efforts including
 - Increased contact rate through website redesign
 - Launched successful email marketing campaign to increase web-traffic, and inquiries with aid of split market testing
 - Planned and executed sales pipeline strategy
 - Systematically reduced sales bottlenecks through testing and analysis
 - Developed effective partner program and acquired first partners
 - Development of messaging and sales tactics from ground up
 - Acquired first sales
-

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San Francisco, CA
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name@gmail.com

Experience

Cofounder / Board, Keystone Media **New York, New York, 2007 – 2009**

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Key Achievements

- Recruited operational personnel from USA / Europe
- Development of market positioning, messaging and materials
- Initiated partnership discussions
- Partnership / acquisition negotiations

Cofounder / Board Member, Byson (in operation, 18M€ 2012) **New Hampshire, United Kingdom, 2004 – 2009**

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Key Achievements

- Planned strategies affecting revenue growth of up to 400%
- Planning and execution of acquisitions as part of total growth strategy
- Built marketing strategy and oversaw building of materials
- Held key operational position hiring and managing staff

Education

Harvard Business School, MA

Uguene College, Oregon — Marketing

Referrals

Upon request

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