

Name, Last Name

City, State Zip code

Email Address, Phone Number

PROFESSIONAL SUMMARY

- Award winning Sales and Business Development professional utilizing a variety of skill sets for the past 10 years
- High-energy, results-oriented and innovative leader recognized for exceptional interpersonal relationships and team leading
- Strengths in launching and managing new products and projects, establishing and growing loyal customer base and turning underachieving territories into highly profitable business enterprises within extremely competitive markets
- Multilingual: English, Italian, Spanish, French
- Recipient of the Presidents Club Award in 2006 – 2008
- Finished 7th out of 1250 sales representatives nationwide, achieving a Top 1% status
- Delivered 45% territory growth within 12 months (125% to the goal)
- Retained 60% business through competitor's customer acquisitions
- Increased annual sales above \$100,000 through cold calling, networking, referrals and business development
- Developed strategies to amplify existing client revenue, resulting in 21% increase on monthly sales
- Created branding campaigns through social media, marketing and promotional materials
- Streamlined and improved marketing tactics, which reduced 27% company costs and increased 12% market share
- Developed and managed strong business relationships through networking and consistent follow through with existing clients

EDUCATION

University of Southern California, Los Angeles, CA Masters of Business Administration (MBA)	06/2008
University of Southern California, Los Angeles, CA Bachelors of Arts Degree, Marketing	04/2004

EXPERIENCE

USA Healthcare Center, Somewhere, CA <i>Director of Business Development</i>	03/2019-Present
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- Providing sales leadership and support to facility to achieve business objectives, increased market awareness, implement strategies, create sales & marketing plans, build, achieve, expand admissions and census goals.
- Identifying, managing and developing referral sources, educating on facility services and programs and clearly establishing differentiation from competition.
- Participating at community marketing events to increase visibility and generate new business relationships and opportunities

Go Marketing, Sherman Oaks, CA
New Business Development Director

05/2016-10/2018

- Developed and implemented annual business plan to grow ProVisors Growth Institute (PGI) “Next Gen” product from zero to 50 members and 3 groups while adding member value
- Established sales and operations for PGI product line nationally in conjunction with Marketing Leadership Development, Membership Operations and Membership Development teams
- Achieved membership and revenue goals from zero to \$70,000 through proactively establishing operations and making sales

Hello Consulting, Somewhere, CA
Director of Marketing

09/2011-02/2016

- Created sales and marketing strategies to acquire new clientele to grow the business from 5 clients to 30 clients within 6 months
- Developed new marketing materials and advertising avenues for clients to grow revenue by 15% and reduce cost
- Updated and monitored social media accounts to connect with new and existing customers

Wells Fargo, Somewhere, CA
Business Banker Assistant Vice President

11/2008-08/2011

- Initiated acquisition of new accounts and managed business clients with annual revenue of up to \$3 million
- Increased business clientele by 35%, resulting in \$12M in deposits, \$1.5M in new loans, and \$250K in credit cards
- Partnered and coordinated meetings between business client and Wells Fargo Commercial Banker to approve a commercial loan for \$7M Bank of America

Active Marketing, Somewhere, CA
Media Advertising Specialist

06/2004-10/2008

- Increased and maintained customer relationships by 40% in assigned territories by constructing and improving cold calling and referral-based business
- Managed, serviced and maintained over 300 customer accounts
- Created SEO, SEM, Google ad-words and search-engine marketing campaigns for small midsize businesses

USA Marketing, Somewhere, CA
Sales & Operations Manager

03/2002-05/2004

- Hired, directed and trained 15-20 telemarketers to sell nationwide, long distance phone lines
- Led the department from zero to \$30K sales per month
- Managed company personal schedules, calculated and finalized payroll
- Received promotion from Sales Manager to Operations Manager after 18 months
- Ranked number one team leader 6 times in 18 months by meeting and exceeding company goals