

# Business Development Manager



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## Job Preferences:

Desired job title:	Business Development Manager
Desired occupation:	Sales
Employment type:	Full time, Part time, Commission, Contract, Work from Home
Career status:	Active job seeker
Available to start:	08/2020
Additional notes:	Seeking a leadership position in Business Development and/or Sales. 15+ years experience prospecting, developing, negotiating and building business relationships with strategic customers and partners. Through consultative selling, forming partnerships and nurturing relationships while educating and building trust in the market, and developing and executing strategies to generate incremental revenue.

## Education:

08/1994 – 05/1995

Fordham University Graduate School of Business

MBA Communications and Media Management, Master

New York, NY

08/1987 – 06/1991

Binghamton University

BA in POLITICAL SCIENCE, Bachelor

Binghamton, NY

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## Work Experience:

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12/2018 – Present

### SELF-EMPLOYED BUSINESS DEVELOPMENT CONSULTANT

Wingnut Geminos Consulting

Full time, Part time, Commission, Contract, Temporary, Work from Home Business, Business Development, Marketing Consultant, Marketing

CDO VIRTUAL SERVICES, LLC - Virtual bookkeeping and accounting services

DELIBERATE REACH MEDIA, INC. - Diversity career network and recruitment

FIRE BRICK GROUP - Recruitment and Email marketer

#### CLIENT RESULTS

- \* Creating and executing B2B media marketing strategies attracting new clients for virtual bookkeeping business.
- \* Prospected and generated 500 new employer leads through cold emails and calls.
- \* Enabled new job feed content deals adding 250,000 back-fill jobs across diversity and geo-targeted network.
- \* Increased email prospecting open rate by 20% via segmentation and targeting marketing by category.
- \* Prospected, signed and launched 18 new traffic partners in first 60 days.
- \* Signed strategic data partnerships with non traditional partners adding 300G incremental consumer emails per month.
- \* Utilized data and metrics to develop and continually review 30/60/90 day and yearly strategic plans.

09/2015 – 11/2018

### SENIOR BUSINESS DEVELOPMENT EXECUTIVE

DIGITAL MEDIA SOLUTIONS, Conshohocken, PA 19428

Full time Business, Business Development, Executive

Key point of contact and leader for owned and operated job site, charged with establishing and executing on product road-map, design, user interface, traffic plans and formed strategic and revenue generating partnerships.

- \* Signed long-term partnerships with 25+ clients generating \$300-\$500K per month in advertising revenue via online, email, mobile.
- \* Awarded company-wide 'Rookie of the Year -2016' for outstanding performance.
- \* Developed, signed, managed and nurtured relationships with a performance advertising network of over 100 partners.
- \* Worked and collaborated with marketing, technology teams to create best in class user experience.
- \* Analyzed web site content, recommended content and user interface changes resulting in 30% more leads and increased revenue opportunities resulting in 15% more monthly registrations.

01/2012 – 08/2015

### DIRECTOR OF TRAFFIC ACQUISITION

BEYOND.COM / NEXXT, King of Prussia, PA

Full time Director

Planned, directed and executed traffic acquisition and new user generation via partnerships, social media and affiliate management.

\* Signed and launched 60 new traffic vendors in 2013 and 75 in 2014 resulting in 500K registration per month.

\* Partnered with Ziprecruiter, Startwire, Talroo, Monster, Juju and others driving over 2 million unique visitors per month.

\* Increased daily efficiency of registration and engagement by 15% by filtering out lower performing traffic sources

01/2004 – 12/2011

#### SENIOR BUSINESS DEVELOPMENT MANAGER

BEYOND.COM / NEXXT, King of Prussia, PA

Full time Management/Manager, Business, Business Development

Managed the business development team responsible for growing and scaling the business through incremental and ongoing revenue generation via performance based partnerships, advertising sales and account management.

\* Generated over 1 million in job click advertising, lead generation revenue from 2006-2010.

\* Achieved \$1.5 million in 2011 and \$1.75 million in 2012 from job board and advertising partnerships.

\* Introduced new revenue streams through financial and student loan lead generation partnerships adding \$50,000 per month in incremental revenue.

#### Language Skills:

Basic:



English

#### Skills:

Expert:



data driven, strategic, presentation skills, MS Excel, MS Word, MS Powerpoint, Relationship development, leadership, Written communication, detail-oriented, Customer acquisition, Business Development, innovative, creative, Product Marketing, Digital Marketing, Highly motivated, energetic, Positive, hungry strategic thinker with skills, face-to-face communication, Entrepreneurial, Excel, PowerPoint, Microsoft Office Suite, Outlook, performance-focused, results-driven, Goal-driven, analytical, Microsoft Office, Email Marketing, Prospecting, Closing, sales, team player, Word, dedicated