**BUSINESS DEVELOPMENT RESUME**

**Contact Information**

CHRISTIAN NELSON

San Francisco, CA

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**Employment History**

**Business Development and Marketing Manager**

McKesson San Francisco, CA

2019 - Present

* Speak on behalf of McKesson at Quarterly Business Reviews.
* Manage corporate strategic pipeline of projects associated with Product Development, Product Enhancement, and Business Operations.
* Managed scrum team to conduct sprint planning and review meeting Successfully instigated agile methodology and enhanced the development life cycle.
* Crafted business plan for new business and increased referrals from existing clients, increasing business 71% in the region.
* Worked with agency to identify and launch new content marketing strategy and road map.

**Product Marketing Manager**

United Parcel Service San Francisco, CA

2011 - 2019

* Manage the marketing and business development for hundreds of trade associations, forecast cannibalization of programs and promote member retention.
* Analyzed data, developed marketing plans, and conducted UAT and training for interactive sales tools.
* Recommended how to position products within the portfolio and brand to maximize their value proposition.
* Present and report information to the team, PowerPoint and verbal presentations

**Business Development Consultant**

United Parcel Service San Francisco, CA

2010 - 2011

* Key Account Executive/Account Manager Drove the volume and revenue development of 150 small to medium sized existing accounts.
* Developed successful team with ability to develop and execute business plan for Las Vegas market.
* Manage the marketing and business development for hundreds of trade associations, forecast cannibalization of programs and promote member retention.
* Increased revenue growth in both local and global markets.
* Presented sales demonstrations to potential new clients.

**Business Development Coordinator**

Macy's San Francisco, CA

2000 - 2010

* Implemented and executed counter training programs, key sales initiatives and customer relationship training in order to achieve our sales goals.
* Trained and Coached teams on product knowledge, season objectives and company education initiatives.

**Skills**

* Roadmap
* Financial Statements
* Business Development
* MLS
* Company Website
* Marketing Collateral
* Customer Service
* Value Proposition
* Product Vision
* Sales Tools