**BUSINESS DEVELOPMENT MARKETING MANAGER RESUME**

**Contact Information**

Jason Stevens

Irving, TX

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**Employment History**

**Business Development and Marketing Manager**

J. C. Penney Irving, TX

2019 - Present

* Lead marketing planning and execution for JCP rewards, JCP credit card, and CRM driven initiatives.
* Spearheaded the implementation of Microsoft Dynamic CRM, serving as the project manager and lead business analyst.
* Led the marketing, product development and life cycle management of $41MM business for Lenox, Dinnerware and Seasonal.
* Consult with C-level and technical contacts to demonstrate Equifax's unique commercial offerings.

**Sales And Marketing Manager**

Verizon Irving, TX

2016 - 2019

* Assisted Verizon's Enterprise Business sales organization in the goal of winning new long-distance voice/data revenues.
* Designed and implemented sales / vertical marketing programs and communications to drive revenue growth across multiple channels.
* Present the value and benefits of customer services as compared to competitor offerings and promotions.
* Manage and coordinate agency development of internal/external sales enablement tools to drive platform and Verizon brand awareness.

**Business Developer**

Clear Channel Communications Dallas, TX

2012 - 2016

* Created innovative sales presentations and presented to new businesses through self-developed key accounts that had never invested in electronic media.
* Increased spending of existing advertisers and secured new business sales utilizing a consultative sales approach.
* Generated consistent revenue growth over 5 years.
* Led the station in new business sales development.
* Manage customer accounts from creative, operations, marketing, and finance.

**Sales/Marketing**

State Farm Richardson, TX

2010 – 2012

* Establish customer relationships and follow up with customers.
* Sleeked out new clients and developed clientele by networking to find new customers and generate lists of prospective clients.
* Developed 600+ customer base in 8 weeks through cold calling.

**Education**

Bachelor's Degree Marketing 2002 - 2005

Texas A&M University

College Station, TX

**Skills**

* New Customers
* Client Relationships
* Revenue Growth
* Regional Sales
* Internet
* Marketing Collateral
* Sales Goals
* Customer Relations
* Product Portfolio
* Company Website