**BUSINESS DEVELOPMENT AND MARKETING MANAGER**

Danielle Wright

Wilmington, DE

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**Employment History**

**Business Development and Marketing Manager**

2011 - Present

Southern Company

Wilmington, DE

* Guide sales process from inquiry through specification and design to fabrication and installation.
* Lead two re-branding campaigns of the company's online presence as company expanded.
* Provided human resources and business strategy to corporate leadership.
* Direct end-to-end product development processes and packaging designers to guide all product commercialization stages and go-to-market strategies.
* Managed and assisted team on solution selling within existing account base to drive revenue growth.
* Directed all marketing activities around 2 new development products and provided marketing support to Business Development for in-licensing evaluations.

**Marketing Manager**

2010 - 2011

JG WENTWORTH

Wilmington, DE

* Developed and managed Paid Search campaigns across different digital channels.
* Developed and managed CRM database and managed other multi-million dollar accounts while creating forecasting sales projections by strategic market analysis.
* Attained over 100% of business development goals over past two years.
* Develop mechanisms to track ROI in all operations, and services.
* Collaborate + troubleshoot with third-party vendors to ensure fluid online operations and customer experience.

**Account Executive**

2009 - 2010

JG WENTWORTH

Wilmington, DE

* Contributed operational input and functionality to companywide CRM migration.
* Exceeded sales goals for 2006 by over 100%.
* Worked to establish client patron relations in the credit card division while providing world class customer service.
* Obtained new accounts totaling more than $5.6 million in revenue.

**Pharmaceutical Sales Representative**

2008 - 2009

AstraZeneca

Wilmington, DE

* Present clinical data to groups of behavioral healthcare professionals during medical meetings, public health fairs and community meetings.
* Have represented many different pharmaceutical products while with AZ: Cardiovascular, Migraine and Respiratory products.
* Launched four new products and consistently exceeded sales goals.
* Promoted pharmaceutical products across various therapeutic areas, including the company's top two brands.
* Meet established sales goals by delivering value to customers through differentiated products and services.

**Education**

Bachelor's Degree Management

2000 - 2003

Strayer University

Washington, DC

**Skills**

* Sales Process
* Market Share Growth
* Business Development
* Ethernet
* Project Management
* Strategic Plan
* Internal Medicine
* Diabetes
* Market Research
* Q2