**BUSINESS DEVELOPMENT MANAGER RESUME**

Stephen Sanchez

Bothell, WA

(680) 555-3292

ssanchez@example.com

**Experience**

**Business Development Manager, Microsoft**

Bothell, WA

2020 - Present

* Used the competitive insight to inform product development and marketing execution.
* Boosted business development by initiating quality improvements and cost reductions.
* Owned creation and execution of value proposition for travel, retail and pharma verticals in addition to the SMB channel.
* Worked closely with sales force to meet monthly sales goals.
* Performed sales, marketing and new business development, media and event planning.
* Assisted in creating a detailed Strategic Plan for Sales Department including Marketing Initiatives, Sales Goals, and Target Convention Markets.

**Marketing Manager, AT&T**

Bothell, WA

2010 - 2020

* Lead Product Development team whom trialed/tested Sigfox/LoRA/LPWAN Q2-Q4 2015 and planning NB-IOT Strategy.
* Worked with management in order to perfect the sales process and gain maximum value from each customer interaction.
* Managed a group of channel partners to fulfill installation and site survey functions necessary for product and service delivery.
* Campaign drove online account enrollment and paperless adoption that exceeded targets by nearly 100%
* Managed event schedule to accomplish sales goals and identify new sales opportunities.
* Partner & relationship management with OEM, retail channels and online affiliates.

**Marketing Consultant, LivingSocial**

San Francisco, CA

2009 - 2010

* Led the internal communications, marketing and web operations for leading financial operations company.
* Led program and project management of product releases along with all aspects of product marketing and management involvement.

**Marketing Specialist, Cisco Systems**

San Jose, CA

2008 - 2009

* Developed exclusive content for the program and online community, including market and trend analysis, community activity and events.
* Formulated competitive positioning, value proposition, messaging and sales enablement for digital video.
* Project management of all email and social media campaigns.
* Focus on both online and offline marketing acquisition, including budgeting and reporting for operations.
* Design and create promotional materials and newsletters as needed.

**Skills**

* Co-Op
* Promotional Events
* Email Campaigns
* Demand Generation
* Relationship Building
* Track Record