**BUSINESS DEVELOPMENT MANAGER RESUME**

Cheryl Perez

**Phone:** (870) 555-6663

**Email:** cperez@example.com

**Address:** Austin, TX

**Employment History**

**Business Development Manager**

2018 - Present

IBM · Austin, TX

* Directed all national Channel Sales activities, managing four IBM software brands with revenue quota of $76M.
* Expanded offerings into healthcare sector to include more agile applications such as ERP, CRM and clinical mobility.
* Led successful ISO 9000 certification and Continuous Quality Improvement efforts while managing multi-million dollar product development and deployment budget.
* Managed digital television and digital set top box market segments.
* Led OEM sales/business development efforts for Lotus technologies.
* Coached to successful usage of internally developed CRM application, ensuring successful capture of customer information and sales and activity metrics.

**Marketing Manager**

2014 - 2018

Chick-fil-A · Charlotte, NC

* Hosted spirit nights and events to enhance community relations.
* Perform all facets of project management for each function.
* Delivered 100% on time and on budget project management.
* Served 2 years as regional marketing manager over 18 units and 2 years as national promotions coordinator over 600 business units.

**Marketing Consultant**

2010 - 2014

Bank of America · Charlotte, NC

* Direct creative development, internal communications, and project management of direct mail marketing programs.
* Used knowledge of consumer financial products to build and strengthen customer relationships and increase profitability for the bank and its shareholders
* Developed an affiliate acquisition-based business development report, in which over 10 companies were identified as potential partners for the company.
* Facilitate client meetings to develop project plans, review requirements, define deliverables and manage budget implications.

**Marketing Specialist**

2008 - 2010

Cardinal Health · Columbus, OH

* Commended for "project management tenacity" and ensuring there are no delays with any stakeholder.
* Manage and update web content for various sites of the three business groups.
* Helped select, create and train staff on a more proficient project management tool building corporate-wide efficiencies.