**BUSINESS DEVELOPMENT MANAGER RESUME**

Alyson Hanger

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**Objective**

Self-motivated and success-driven business development manager with 7+ years of experience in solution selling and new business development. Eager to support Majestic Inc. with superb knowledge of omnichannel processes, including online marketing and value-added services. In previous roles negotiated a $2.5M contract and boosted company sales by 30% among others.

**Work Experience**

**Business Development Manager**

Presso, New York, NY

2013–2015

* Collaborated with business development, marketing, and product departments on the creation of competitive concept proposals.
* Developed new service offerings based on detailed and documented insights of market and client needs.
* Managed and maintained a structured analysis of target markets, clients, and documentation in the CRM system.
* Provided market intelligence and feedback to global and regional teams on the market, industry, and competitors’ developments.
* Built and maintained relationships with key contacts at potential clients, consulting companies and partners in order to get access to new opportunities.

**Key achievement**

* Negotiated the largest design and production contract to date: 2-year exclusivity agreement worth USD2.5 million.
* Boosted company revenue by 30% during the first year of employment

**Business Development Manager**

Arriva Inc., New York, NY

2011–2013

* Prospected for potential new clients and turned them into increased avenues of business.
* Developed relationships with senior decision makers (incl. CEOs, CFOs, CMOs, or VPs) within potential clients.
* Developed negotiating strategies and positions by examining risks and potentials as well as estimating partners' needs and goals.
* Worked closely with SVP and GM to develop customer acquisition strategies to obtain maximum sales volume and profitability.
* Developed and oversaw marketing functions to identify key marketing strategies for successful new customer acquisition and sales growth.
* Enhanced organization reputation by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments.

**Key achievements**

* Researched and built relationships with 20+ new clients by planning approaches and pitches.
* Helped sales representative grow their territory sales by 20% YOY.

**Education**

MBA

*Hunter College, New York, NY*

2015

B.A., Marketing

*Baruch College, New York, NY*

2011

**Key Skills**

* D2C e-commerce solutions
* Omnichannel processes
* Teamwork
* Communication skills
* Presentation skills
* Interpersonal skills
* MS Office (PowerPoint, Excel, Word)
* Rapport building
* Customer acquisition
* Social media

**Certifications**

* PRINCE2
* Google eCommerce Analytics Training
* Google Analytics

**Languages**

* German—Communicative
* French—Communicative

**Interests**

* Mediterranean cuisine
* Nordic walking