# Amara Patel

## Business Development Analyst

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San Diego, CA

[LinkedIn](LinkedIn)
[Github](Github)

## WORK EXPERIENCE

### Visionary Industries

Business Development Analyst

San Diego, CA  |  2019 - current

- Developed visual dashboards **using Power BI to improve data-driven decision-making by 28%**.
- Collaborated across teams to identify new business opportunities that increased partnership revenue by 31%.
- Created clear presentations on PowerPoint that resulted in a 14% increase in client conversion rates.
- Analyzed marketing campaigns, leading to a 26% increase in return on investment.

### Acme Enterprises

Business Development Coordinator

San Diego, CA  |  2016 - 2019

- Streamlined lead generation with HubSpot that increased qualified leads by 29%.
- Tracked campaigns in Outreach, resulting in 37% more scheduled sales meetings.
- Conducted market research through SurveyMonkey forms that gathered customer feedback, **influencing product development that boosted customer satisfaction by 19%**.

### Strategic Marketing Solutions

Market Research Assistant

Los Angeles, CA  |  2014 - 2016

- Researched website traffic with Google Analytics, leading to a 19% increase in user engagement.
- Reviewed market data to gather valuable customer insights for strategic decision-making.
- Designed visually compelling Prezi presentations to communicate research findings, increasing stakeholder understanding by 41%.
- Applied advanced data analysis techniques in Microsoft Excel to **uncover market trends, leading to a 27% improvement in strategic insights**.

## SKILLS

- HubSpot
- Google Analytics
- Outreach
- Power BI
- SurveyMonkey
- Microsoft Excel
- Prezi
- JIRA

## EDUCATION

**Bachelor of Arts**
**Business Administration**

University of California, Berkeley

2010 - 2014

Berkeley, CA

## CERTIFICATIONS

- Certified Business Development Professional (CBDP)