

# Daniela Everton

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Las Vegas, NV

[LinkedIn](#)

*Empathetic and customer-motivated business manager with 6+ years in sales and business development, contributing to lead generations worth over \$5M in new annual revenue. Looking for an opportunity to couple my interpersonal skills with innovative lead generation to propel ABC Company to greater heights.*

## WORK EXPERIENCE

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### Cross Country Healthcare - Business Development Manager

January 2018 - current

Las Vegas, NV

- Developed new strategies to increase entrance into clinical groups at pharmaceutical companies, leading to over \$3.2M in annual incremental revenue
- Drove over \$700,000 in expansion revenue for existing accounts by building relationships with account stakeholders and identifying areas of expansion for these stakeholders
- Evaluated client information, market trends, competition using VMS technology in order to manage, strategize, and implement account goals
- Actively communicated with subject matter experts in genomics to stay on top of market trends and obtain insights to drive internal growth

### KWSM - Business Development Specialist

June 2015 - January 2018

Las Vegas, NV

- Experimented with messaging to potential customers, ultimately increasing conversion rate by 140%
- Developed processes for lead generation as first business development specialist, leading to YoY revenue growth of 28%
- Fostered business relationships to improve services and support for clients, resulting in higher customer satisfaction, more referrals, and a stronger community presence
- Built out a referral program for lead generation, which grew from \$0 to over \$400,000 in annual revenue

### Suntria - Sales Associate

April 2014 - June 2015

Las Vegas, NV

- Exceeded sales quotas by 13% selling this platform-as-a-service (PaaS) to leading brands and partners
- Presented at trade shows to increase brand awareness and reach prospective customers
- Used LinkedIn and email outreach to qualify, prospect, and contact 20+ new leads each week
- Traveled within a 75-mile radius to present demos, answer questions, negotiate, and sign contracts

## EDUCATION

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### University of Nevada, Las Vegas - Bachelor of Science, Business Administration

2010 - 2014

Las Vegas, NV

## SKILLS

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CRM (Salesforce); Data Analysis; Written & Verbal Communication; Negotiation; Lead Generation (LinkedIn, email, referrals); Microsoft Office (Excel, Word, PowerPoint); Strategic Planning