

TRUDY DALTON

Senior Business Development Manager

✉ t.dalton@email.com

☎ (123) 456-7890

📍 Long Beach, CA

🌐 [LinkedIn](#)

WORK EXPERIENCE

Senior Business Development Manager

Property Matrix

📅 September 2017 - current 📍 Long Beach, CA

- Managed a team of 45, establishing tasks, deadlines and sales targets that were exceeded by all staff members
- Drove focus groups to increase brand awareness and understand customer utility, **improving product offerings and customer retainment by 6%**
- Headed 4 annual conferences, targeting potential clients and bringing brand awareness to 6K+ target audience members

Business Development Representative

Boeing

📅 June 2014 - August 2017 📍 Long Beach, CA

- Presented at 10+ annual aviation conferences, enabling connections that resulted in a \$2.1B contract with EasyJet
- Developed a data-driven approach to tracking, optimizing, and automating business development processes, **saving 40 hours of manual work monthly while improving conversion rates by 32%**
- Used traditional (cold calls, emails) and modern (social media, Zoom) methods to communicate with clients

Junior Business Developer

Codazen

📅 January 2012 - May 2014 📍 Irvine, CA

- Operated as the point of contact for 80 current clients, successfully reducing customer churn by 11%
- Presented at 2 monthly seminars, **connecting with 10K+ potential clients annually and acquiring 3K+ for the company**
- Increased Customer Lifetime Value (CLV) by 21% by communicating proactively across multiple media types

Entry-Level Business Developer

CGI

📅 July 2011 - January 2012 📍 Los Angeles, CA

- **Collaborated with a team of 6, conducting weekly check-in meetings** and tracking budgetary spending and ROIs
- Utilized CRM to track customer loyalty and acquisitions, reporting findings to management 4 times annually

EDUCATION

B.A.

International Business

UCLA

📅 September 2007 - May 2011

📍 Los Angeles, CA

🎓 GPA: 4.0

Awards

- Bruins R.A.I.S.E Award
- Student Civic Engagement Award

SKILLS

- Written and Oral Communication
- Networking and Vendor Negotiations
- Creative Problem-solving
- Data Analysis and Interpretation
- Critical Thinking
- Management and Leadership
- Rapport Building

CERTIFICATIONS

- Certified Manager (CM)
- Program Management Professional (PgMP)
- Fundamentals of Digital Marketing (FDM)