





SELENA RAMIREZ


Business Development Manager

A seasoned business development manager with a strong background in sales and marketing, having worked with industry giants like Procter & Gamble and Coca-Cola. Holds an MBA from Harvard Business School and a master's in marketing from Columbia University, with a proven track record in developing growth strategies, managing customer relationships, and providing accurate sales forecasts. Certified in business development, project management, and sales leadership, demonstrating a comprehensive understanding of strategic planning, negotiation, relationship management, and financial analysis.

CONTACT

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 email@example.com

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EDUCATION

MBA
Harvard Business School, Boston, MA

BS in Business Administration
University of California, Berkeley, CA

Master's Degree in Marketing
Columbia University, New York, NY

KEY SKILLS

- Customer relations management
- Financial analysis and forecasting
- Strategic business development

PROFESSIONAL EXPERIENCE

Business Development Manager | June 2017 to present

Procter & Gamble, Cincinnati, OH

- Developed and implemented a new market penetration strategy that resulted in a 20% increase in sales in previously untapped markets
- Managed relationships with key clients, resulting in a 15% increase in client retention rate
- Provided accurate sales forecasts and business performance reports to senior management, aiding in strategic decision-making

Sales and Marketing Associate | May 2015 to June 2017

Coca-Cola, Atlanta, GA

- Assisted in the development and execution of sales strategies, contributing to a 10% increase in annual sales
- Managed relationships with existing clients and attracted new clients, expanding the company's client base by 25%
- Conducted market analysis and provided insights for sales forecasting, improving the accuracy of forecasts by 30%

PROFESSIONAL DEVELOPMENT

- Certified Business Development Professional (CBDP), International Business Development Institute
- PMP, Project Management Institute
- Certified Sales Leadership Professional (CSLP), Sales Management Association