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# Aliya Jackson

A results-driven business development manager with eight years of experience specializing in sales strategy, client relations, and account management. A proven track record of leading dynamic cross-functional teams to develop and deliver innovative client solutions. Adept at cultivating long-term strategic partnerships to maximize revenue growth.

## PROFESSIONAL EXPERIENCE

Senior Business Development Manager | July 2019 - Present  
Tech Innovators Group | San Diego, CA

- Manage a portfolio of 25+ accounts generating \$150,000 to \$500,000 annually, cultivate long-term relationships, and deliver tailored solutions for client needs
- Identify opportunities to cross-sell products and lead the implementation of targeted sales strategies, resulting in a 27% increase in account growth
- Lead a 12-person business development team and provide coaching and mentorship to enhance sales performance and facilitate professional development


Business Development Manager | June 2016 - July 2019  
Smart Solutions LLC | Irvine, CA

- Oversee all aspects of business development and sales strategy for a portfolio of 18 client accounts, generating up to \$250,000 in annual recurring revenue (ARR)
- Collaborated cross-functionally with the marketing team to develop and implement digital advertising campaigns, contributing to a 17% increase in client acquisition
- Performed competitive analysis and market research to uncover new business opportunities, resulting in a 22% increase in sales over three years

## CERTIFICATIONS

- Certified Sales Executive (CSE), NASP, March 2016

## CONTACT

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 LinkedIn | Portfolio

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## EDUCATION

- Bachelor of Business Administration (B.B.A.)  
May 2023 - May 2016  
California State University, Fullerton, CA

## KEY SKILLS

- Account management
- Strategic partnerships
- Marketing strategy
- Sales negotiation
- Cross-functional leadership