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sofia.anwar@email.com

Chicago, IL

EDUCATION

Bachelor of International Economics and Trade

University of Illinois Urbana-Champaign | Urbana, IL

Certified Export Specialist

International Trade Administration | Completed: November 2020

Google AdWords Certified

Google | Completed: March 2019

SKILLS

- Market entry strategy
- Territory planning
- Local compliance
- Sales operations
- Performance tracking
- B2B growth
- Networking
- Localization
- Data-driven decision making
- Cultural adaptability
- Risk management

SOFIA ANWAR

MARKET EXPANSION MANAGER

PROFESSIONAL SUMMARY

Business Development Manager specializing in market expansion across the Midwest and East Coast. 10+ years of experience in launching go-to-market strategies, setting up regional operations, and building local sales teams.

EXPERIENCE

- February 2019 - Now

Market Expansion Manager – Midwest & East Coast

EcoSense Lighting / Chicago, IL

- Spearhead company expansion into Michigan, Ohio, and Pennsylvania, opening 3 new distribution partnerships.
- Increase regional sales revenue by 62% in under two years.
- Conduct competitive landscape analysis for each state and tailored launch strategies.
- Hired and trained 5 local sales reps and created onboarding materials.
- Negotiate exclusive distribution agreements with local partners, ensuring long-term sales growth.

- September 2015 - January 2019

International Business Coordinator

GreenNova Systems / Indianapolis, IN

- Supported product rollout in Illinois and Ohio, overseeing legal setup and initial sales outreach.
- Worked closely with marketing to adapt campaign messaging to regional audiences.
- Negotiated key contracts with local service providers.
- Coordinated market research to determine demand and entry strategies.

VOLUNTEER EXPERIENCE

- October 2020 - Now / Chicago, IL

Mentor, StartUp Chicago

- Guide early-stage entrepreneurs in the energy and sustainability sectors on scaling their operations.
- Lead workshops on expanding into international markets and securing funding.