

Business Development Representative

Marcus Ainsley

Professional summary

Results-driven and goal-oriented Business Development Representative with experience in identifying business opportunities, building strategic partnerships, and driving growth for diverse industries. Eager to apply my expertise in sales, client relationships, and market expansion to help your company achieve its growth targets and elevate its business development strategy.

Experience

Business Development Representative

April 2020 - Now
Elite Marketing Services / Los Angeles, CA

- Develop and execute outbound sales campaigns, generating over \$500,000 in new business revenue within the first year.
- Cultivate long-term relationships with key decision-makers in technology, healthcare, and other verticals.
- Spearhead over 30 product demos, achieving a 40% conversion rate from demos to closed deals.
- Manage the entire sales lifecycle, including lead generation, prospecting, needs assessment, proposal development, and closing negotiations.

Sales Representative

July 2017 - March 2020
Premier Sales Inc. / Los Angeles, CA

- Identified new prospects and closed sales with a 25% conversion rate, driving a 15% increase in company revenue.
- Built and maintained a dynamic sales pipeline, ensuring a steady stream of opportunities and meeting monthly targets.
- Conducted comprehensive product presentations and negotiated terms with clients to close deals successfully.

Volunteering

Mentor, Sales Training Program

March 2021 - Now
Los Angeles Youth Entrepreneurship Foundation

- Coordinate guest speaker events and training workshops, improving student understanding of the real-world sales cycle.
- Organize networking opportunities between students and local businesses, fostering potential internship and job placements.

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Education

Bachelor of Arts in Marketing
University of Southern California
Graduated: May 2017

Certifications

- Certified Professional Sales Leader (CPSL), November 2020
- HubSpot Inbound Sales Certification, June 2019

Workshops

- Advanced Negotiation Techniques, Sales Training Institute, March 2021
- Effective Client Communication & Relationship Building, HubSpot Academy, September 2020

Skills

Strategic Outreach & Networking	◆◆◆◆◆
Lead Generation & Nurturing	◆◆◆◆◆
Sales Process Optimization	◆◆◆◆◆
Cold Outreach & Social Selling	◆◆◆◆◆
Contract Negotiations	◆◆◆◆◆
CRM Systems: Salesforce, Pipedrive	◆◆◆◆◆