

WILLIAM PEREZ

Business Development Executive

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PROFESSIONAL SUMMARY

To obtain a position in customer relations, marketing, or sales within a competitive and professional environment that allows opportunity for both career advancement and personal growth.

WORK EXPERIENCE

Business Development Executive

May / 2024-Ongoing

Pineapple Enterprises

Santa Monica, CA

1. Studied and learned new high-end technologies including storage infrastructure, application performance management, and security, to better serve clients and deliver new lead-generation products for the company.
2. Worked directly with Directors and VP's of Marketing and Channels for clients including RingCentral, HP, Arrow, Riverbed, Gigamon, Prosperoware, and several of their larger Value Added Resellers.
3. Strategically reached out to Directors, VP's, and CTO's of companies ranging from 50 employees to Fortune 500 companies to introduce new technologies and their potential benefits on behalf of my clients.
4. Managed up to 20 different clients, building sales pipelines for each.
5. Scheduled high-level, quality conference calls, GoToMeetings, and face-to-face appointments with decision makers who were sales ready.
6. Awarded several consecutive accolades including Highest Conversion Rate, Most Appointments Set, Best Quality Appointments, and the newly created Rock Star award.
7. Consistently increased the amount of appointments set each month and rewarded with more responsibilities as well as given new, high-end clients.

Business Development Executive

May / 2023-May / 2024

Silver Lake Enterprises

Seattle, WA

1. Marketed and sold, (B2B), 'risk' management protection liability packages for businesses.
2. Interviewed prospective clients to learn about their financial needs and to discuss existing coverage's.
3. Presented and clearly explained insurance policy options to clients based on their needs and goals.

EDUCATION

Bachelor of Business Administration

May / 2022-May / 2023

University of Washington

Phoenix, AZ

Focused on business development strategies and client relationship management.

SKILLS



ACHIEVEMENTS

- Increased client acquisition by 30% through targeted outreach and relationship-building strategies.
- Achieved highest appointment setting rate in the team for three consecutive months.