

ROBERT SMITH

Asst. Director Of New Business Development

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To obtain an inside sales position, focusing primarily on new business development, with a growing company that rewards achievement and encourages employee growth.

JUNE 2008 - MAY 2011

ASST. DIRECTOR OF NEW BUSINESS DEVELOPMENT - ABC CORPORATION

- Published major healthcare supplements in The Wall Street Journal and USA Today.
- Responsible for all advertising revenue within the supplement.
- Consistently (90%) exceeded sales goals/targets.
- Secured over \$1 million in new revenue.
- Oversaw a team of the journalist responsible for all editorial content contained in the report.
- Developed and maintained relationships with major advertising agencies throughout North America, securing an average of \$150K per supplement.
- Responsible for attaining and placement of creative materials within supplements.

2004 - 2008

DIRECTOR OF NEW BUSINESS DEVELOPMENT - DELTA CORPORATION

- Reported to the President of CareMore Essentials - Core team member of CareMore Essentials, a cross functional team created to deliver CareMores .
- Medicare vs.
- Commercial, etc.) and type of market (urban vs.
- rural, etc.) Collaborated with Project Management/Project Implementation teams to bring the CareMore model and CareMore Clinics in expansion markets .
- Directed company through 2 M & As Led outside sales team (5), customer service representatives (3), pre-press services department (2); responsible .
- Proficient in all desktop publishing and CRM software including InDesign, PageMaker, Photoshop, Quark Xpress, Corel Draw, Illustrator, Publisher, .
- Managed acquisition and harmonization of competitor.

EDUCATION

Bachelor Of Science In Business/Marketing - (Indiana University - Bloomington, IN)

SKILLS

Sales, Operations, Marketing, SEO.