

Selena Ramirez

Business Development Manager

I am a seasoned business development manager with an MBA from Harvard Business School, a BS in Business Administration from UC Berkeley, and a Master's in Marketing from Columbia University. I specialize in market penetration strategies, customer relationship management, and sales forecasting to drive growth.

SR

CONTACT

-  (123) 456-7890
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EDUCATION

- **MBA | HARVARD BUSINESS SCHOOL, BOSTON, MA – GRADUATED MAY 2015**
- **BS IN BUSINESS ADMINISTRATION | UNIVERSITY OF CALIFORNIA, BERKELEY, CA – GRADUATED MAY 2011**
- **MASTER'S IN MARKETING | COLUMBIA UNIVERSITY, NEW YORK, NY – GRADUATED MAY 2016**

KEY SKILLS

- Customer Relationship Management
- Financial Analysis and Forecasting
- Strategic Business Development

PROFESSIONAL EXPERIENCE

BUSINESS DEVELOPMENT MANAGER | PROCTER & GAMBLE, CINCINNATI, OH | JUNE 2017 - PRESENT

- Developed a market penetration strategy that increased sales by 20% in new regions.
- Managed key client relationships, resulting in a 15% improvement in retention.
- Provided accurate sales forecasts that supported strategic decision-making.

SALES AND MARKETING ASSOCIATE | COCA-COLA, ATLANTA, GA | MAY 2015 - JUNE 2017

- Assisted in sales strategy development, contributing to a 10% annual sales increase.
- Expanded the client base by 25% through targeted outreach.
- Conducted market analysis that improved forecast accuracy by 30%.

PROFESSIONAL DEVELOPMENT

- Certified Business Development Professional (CBDP)
- PMP, Project Management Institute
- Certified Sales Leadership Professional (CSLP)