

# Willetta Kosiorek

Business Development Assistant

## Profile

Results-driven Business Development Assistant with 1 year of experience adept at identifying and capitalizing on new business opportunities. Skilled in conducting market research, developing client relationships, and supporting strategic growth initiatives. Demonstrates excellent communication, time management, and problem-solving abilities. Proven track record in exceeding targets and contributing to overall business success.

## Employment History

### Business Development Assistant at MGM Resorts International, NV

Feb 2023 - Present

- Successfully increased the company's client base by 25% within a year by identifying and engaging with potential clients, leading to a 15% increase in annual revenue.
- Developed and implemented a comprehensive business development strategy that resulted in a 35% increase in new partnerships and collaborations within the first six months of execution.
- Played a key role in securing a \$5 million contract with a major hospitality chain, which contributed significantly to the company's overall growth and expansion efforts.
- Streamlined the sales process by implementing new CRM software and training the team on its usage, resulting in a 20% increase in efficiency and a 10% reduction in sales cycle time.

### Junior Business Development Assistant at Caesars Entertainment Corporation, NV

Sep 2022 - Jan 2023

- Successfully generated over \$1 million in new business by identifying, qualifying, and closing deals with corporate clients, resulting in a 15% increase in annual revenue for Caesars Entertainment Corporation.
- Implemented and managed an account management system that streamlined client communication and increased customer retention rates by 20%.
- Coordinated and executed over 50 successful corporate events and meetings within the first year of employment, garnering positive feedback from clients and leading to repeat bookings.
- Developed and maintained a strong network of industry contacts, which led to the acquisition of three large, high-value clients within the first six months of employment, contributing to a 10% growth in overall market share.

## Education

### Bachelor of Business Administration in Marketing and Sales at University of Nevada, Las Vegas

Sep 2018 - May 2022

Relevant Coursework: Marketing Strategy, Consumer Behavior, Market Research, Sales Management, Digital Marketing, Advertising and

## Details

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## Links

[linkedin.com/in/willettakosiorek](https://www.linkedin.com/in/willettakosiorek)

## Skills

Salesforce

LinkedIn

Market research

Cold calling

Lead generation

Networking

Negotiation

## Languages

English

Mandarin

## Hobbies

1. Networking and attending industry events
2. Reading business and self-improvement books
3. Analyzing market trends and exploring new business opportunities