




# Adora Apostolides

## Business Development Associate

Business Development Associate with 1 year of experience in driving business growth through effective lead generation, market research, and relationship building. Proficient in identifying new opportunities and developing innovative strategies to increase revenue and achieve sales targets. Demonstrated ability to collaborate with cross-functional teams and contribute valuable insights. Adept at forging strong client relationships, managing CRM systems, and delivering impactful presentations.

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### Education

**Bachelor of Business Administration in Marketing and Sales at James Madison University, Harrisonburg, VA**

Aug 2018 - May 2022

Relevant Coursework:

Marketing Strategies, Consumer Behavior, Sales Management, Digital Marketing, Brand Management, Market Research, Advertising, Public Relations, and Marketing Analytics.

### Links

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

### Skills

Salesforce



LinkedIn Sales Navigator



Market Research



Lead Generation



Cold Calling



Negotiation



Networking



## Employment History

### Business Development Associate at BDA Solutions, VA

Feb 2023 - Present

- Secured 10 new partnerships with key industry players, resulting in a 25% increase in annual revenue for BDA Solutions, VA.
- Implemented a targeted marketing strategy that led to a 40% increase in qualified leads and a 15% increase in conversion rates within one year.
- Spearheaded the development and launch of a new product line, which generated over \$500,000 in sales within the first six months and expanded the company's market share by 8%.

### Junior Business Development Associate at Virginia Business Development Associates, VA

Sep 2022 - Jan 2023

- Successfully generated \$1.2 million in new business revenue within the first year by conducting market research, identifying potential clients, and securing contracts for Virginia Business Development Associates.
- Developed and maintained a portfolio of 25 key clients, resulting in a 35% increase in client retention rate and contributing to a 20% growth in overall company revenue.
- Streamlined the lead generation process through the implementation of a new CRM system, increasing the efficiency of the sales team by 30% and reducing the sales cycle by two weeks.
- Organized and led quarterly business development meetings, fostering cross-functional collaboration and contributing to a 15% improvement in team performance metrics.

## Certificates

### Certified Business Development Professional (CBDP)

Dec 2021

### Strategic Sales Management Certification

Sep 2020

## Memberships