

# Kenosha Coiner

Business Development Coordinator

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Columbus, OH 43215

## Education

**Bachelor of Business  
Administration in Marketing  
and Sales at Miami  
University, Oxford, OH**

Sep 2017 - May 2022

Relevant Coursework: Marketing  
Strategies and Planning,  
Consumer Behavior, Sales  
Management, Digital Marketing,  
Market Research, Advertising  
and Promotion, Business  
Communications, and Brand  
Management.

## Links

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

## Skills

Salesforce proficiency

Market research

Lead generation

Networking abilities

Proposal creation

Client relations

Presentation skills

## Languages

English

Urdu

## Profile

Detail-oriented and results-driven Business Development Coordinator with 1 year of experience in supporting growth initiatives, managing client relationships, and conducting market research. Proficient in CRM software and data analysis, with a proven ability to identify new opportunities and develop strategic partnerships. Adept at collaborating with cross-functional teams to achieve business objectives and drive revenue. Demonstrated success in project management and excellent communication skills, making for a valuable addition to any organization seeking to expand its market presence.

## Employment History

### Business Development Coordinator at JPMorgan Chase & Co., OH

May 2023 - Present

- Successfully increased new business leads by 35% in 2019 through strategic market research and targeted outreach initiatives, resulting in a 20% growth in revenue for the Ohio branch.
- Implemented a streamlined CRM system for the business development team, leading to a 25% improvement in lead tracking and conversion rates within the first year of adoption.
- Coordinated and executed 15+ high-impact networking events and industry conferences throughout Ohio, generating over 200 qualified leads and increasing brand awareness by 30%.
- Secured a \$1.5 million contract with a major corporate client through effective relationship management and negotiation skills, contributing significantly to the annual growth target for the company.

### Associate Business Development Coordinator at Nationwide Mutual Insurance Company, OH

Sep 2022 - Mar 2023

- Successfully increased sales leads by 30% within the first year by implementing targeted marketing strategies and improving lead generation processes, resulting in higher conversion rates and increased revenue for Nationwide Mutual Insurance Company, OH.
- Streamlined the onboarding process for new clients, reducing the average time taken by 25%, which led to improved customer satisfaction rates and increased retention of clients for the company.
- Developed and maintained relationships with over 50 strategic partners, leading to a 40% increase in referral business and contributing significantly to the overall growth of Nationwide Mutual Insurance Company, OH.

## Certificates

### Certified Business Development Professional (CBDP)

Oct 2021

### Strategic Sales Management Certification

Jul 2020