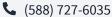
Kenosha Coiner

Business Development Coordinator



<u>kenosha.coiner@gmail.com</u>



• 1234 Maple Street, 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

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