

Analeah Orre

Business Development Director

A highly motivated Business Development Director with 5 years of experience in driving revenue growth and expanding market share. Proficient in identifying new business opportunities, developing strategic partnerships, and executing successful sales strategies. Adept at building strong relationships with clients and stakeholders while leveraging excellent communication skills to deliver results. Proven track record in leading cross-functional teams and driving organizational growth.

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(212) 035-7933

123 Ocean Drive, Miami Beach,
FL 33139

Education

**Master of Business
Administration in Business
Development at University
of Florida, Gainesville, FL**

Aug 2013 - May 2018

Relevant Coursework: Strategic
Management, Financial
Analysis, Marketing Strategy,
Operations Management,
Organizational Behavior,
Entrepreneurship, Innovation
and Technology, Data
Analytics, and Global Business
Development.

Links

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

Skills

Salesforce

HubSpot

Marketo

Tableau

Pipedrive

Asana

ZoomInfo

Employment History

Business Development Director at Acosta Sales & Marketing, FL

Apr 2023 - Present

- Increased annual revenue by 35% (\$3.5 million) in 2018 through strategic partnerships, targeted marketing campaigns, and expansion of client base.
- Secured a \$1.2 million contract with a major retailer, resulting in a 25% increase in overall company sales and strengthening Acosta's presence in the Florida market.
- Successfully negotiated a 10% cost reduction in vendor contracts, saving the company over \$500,000 annually and improving profit margins.
- Developed and launched a new digital marketing strategy that led to a 40% increase in online lead generation and contributed to a 20% growth in overall sales in 2019.

Associate Business Development Director at Tech Data Corporation, FL

Aug 2018 - Mar 2023

- Successfully expanded the client base by 35% within a year, leading to a 25% increase in annual revenue for Tech Data Corporation, FL.
- Developed and implemented a comprehensive business development strategy that resulted in the acquisition of 10 new high-value clients, generating an additional \$5 million in annual revenue.
- Spearheaded the negotiation and closing of a multi-year, \$15 million contract with a major technology firm, significantly enhancing the company's market presence and competitive advantage.
- Led a cross-functional team in the successful launch of a new product line, resulting in a 20% increase in sales and a 15% improvement in profit margin within the first six months of release.

Certificates

Certified Business Development Professional (CBDP)

Feb 2022

Strategic Sales Management Certification

Apr 2020