

# MERLIN CROWHURST

Business Development Representative

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## PROFILE

Results-driven Business Development Representative with 1 year of experience in identifying and capitalizing on growth opportunities, establishing strong client relationships, and driving revenue generation. Proven track record in developing targeted sales strategies, analyzing market trends, and maintaining a robust pipeline of prospects. Highly adept at collaborating with cross-functional teams to achieve company objectives. Excellent communication and interpersonal skills, with a commitment to delivering exceptional customer service.

## LINKS

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

## SKILLS

Salesforce proficiency

LinkedIn Navigator

Cold-calling

Email marketing

Market research

Relationship building

Negotiation

## LANGUAGES

English

Bengali

## EMPLOYMENT HISTORY

### Business Development Representative at Wyoming Financial Insurance, WY

Feb 2023 - Present

- Successfully increased the company's client base by 35% within one year, resulting in a revenue growth of \$2 million for Wyoming Financial Insurance.
- Implemented a targeted marketing strategy that led to a 50% increase in lead generation, boosting overall sales conversions by 20% in the first six months of implementation.
- Established and maintained relationships with key industry partners, resulting in 10 new strategic partnerships and a 25% increase in cross-selling opportunities for Wyoming Financial Insurance.

### Associate Business Development Representative at Wyoming Business Council, WY

Aug 2022 - Jan 2023

- Successfully secured a \$1.5 million grant for a local business expansion project, resulting in the creation of 50 new jobs and a 20% increase in production capacity for the company.
- Developed and executed a targeted marketing campaign that increased inbound leads by 35%, contributing to a 25% growth in new client acquisitions for the Wyoming Business Council over a one-year period.
- Spearheaded a partnership initiative with regional economic development organizations, leading to the successful launch of a collaborative program that attracted five major businesses to relocate their operations to Wyoming, generating over \$10 million in new investments and creating 200+ jobs within the state.

## EDUCATION

### Bachelor of Business Administration in Sales and Marketing at University of Wyoming, Laramie, WY

Sep 2017 - May 2022

Relevant Coursework: Marketing Principles, Sales Management, Consumer Behavior, Digital Marketing, Business Analytics, Market Research, Advertising, Brand Management, and Strategic Marketing Planning.

## CERTIFICATES

### HubSpot Inbound Sales Certification

Oct 2021