

Allene Berisford

Business Development
Specialist

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📍 1234 Magnolia St, Baton Rouge, LA 70801

EDUCATION

Bachelor of Business Administration in Business Development at Louisiana State University, Baton Rouge, LA
Aug 2016 - May 2021
Relevant Coursework: Business Strategy, Marketing Management, Financial Analysis, Operations Management, Organizational Behavior, Entrepreneurship, Market Research, Global Business Development, and Negotiations.

LINKS

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

SKILLS

Salesforce
HubSpot
Marketo
Tableau
LinkedIn Sales Navigator
Pipedrive
Google Analytics

LANGUAGES

English
Mandarin

HOBBIES

PROFILE

Results-driven Business Development Specialist with 2 years of experience in identifying and securing new business opportunities. Adept at building strong client relationships, conducting market research, and developing strategic sales plans. Proven success in surpassing revenue goals while maintaining high levels of customer satisfaction. Skilled in effective communication, negotiation, and problem-solving, with a strong background in sales and marketing.

EMPLOYMENT HISTORY

- Business Development Specialist at Acadian Ambulance Service, LA**
Mar 2023 - Present
 - Successfully expanded the company's client base by 25% within a year, leading to a 15% increase in annual revenue for Acadian Ambulance Service in Louisiana.
 - Implemented a new CRM system that improved lead tracking and follow-up efficiency, resulting in a 20% boost in conversion rates and contributing to the overall growth of the business.
 - Developed and executed targeted marketing campaigns that increased brand awareness by 30% in key markets, attracting new clients and fostering stronger relationships with existing partners.
- Associate Business Development Specialist at DXC Technology, LA**
Sep 2021 - Jan 2023
 - Successfully exceeded sales targets by 15% in 2018, resulting in over \$1.2 million in additional revenue for DXC Technology's LA branch.
 - Developed and implemented a new prospecting strategy that increased lead generation by 25% within the first six months of execution, contributing to the onboarding of 10 new high-value clients.
 - Spearheaded a cross-functional team in launching a new service offering, which led to a 20% increase in client retention rates and boosted overall customer satisfaction scores by 10 points.

CERTIFICATES

Certified Business Development Professional (CBDP)
Jun 2022

Strategic Sales Management Certification
Dec 2020

MEMBERSHIPS

Association for Business Process Management Professionals (ABPMP)

Society for Business Development Professionals (SBDP)