
CLIENT DEVELOPMENT MANAGER RESUME

Summary:

A very talented professional who has vast experience in marketing and branding concepts targeting both enterprise, carrier and consumer markets; has the ability to come up with unique and innovative ideas to boost sales, revenues and market recall; has excellent communication skills essential in the delivery of ideas and messages to the public; has a vast knowledge in marketing and advertising.

Professional Experience:

Training and Development Manager, September 2006- Present
ADS tech Mobile, Birmingham

Responsibilities:

- Evaluated performance and effectiveness of division executives based on their monthly performance.
- Developed new training materials and staff development programs to increase the production rate of the employees.
- Conducted annual team building events to maintain the high motivation level of the executives.
- Conducted surveys and analysis on how to improve work ethics and motivation levels.
- Trained managers and supervisors in order to develop skills in handling their subordinates.
- Developed multimedia visual aids to make presentations more exciting and easy to understand.

Client Development Consultant, May 2003- September 2006
AMP Ads, Birmingham, Alabama

Responsibilities:

- Identified potential clients by developing prospective database and making sales calls.
- Conceptualized advertising campaigns, marketing surveys, and networking strategies.
- Managed and updated contacts in the territory and motivated the team to handle as much calls as possible daily.
- Communicated with the regional sales team to forward inquiries and generate in sales production.
- Developed clients and prospects by information campaigns regarding new innovative products utilizing sales materials such as brochures, fliers, and product samples.
- Coordinated with the top executives on ventures proposing new strategies to build closer and cohesive relationships with the clients and generate bigger market share in the territory.

Advertising Manager, October 1999- May 2003
Adam, Montgomery Alabama

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Client Development Consultant, May 2003- September 2006
AMP Ads, Birmingham, Alabama

Education:

Masters Degree in Business Management
University of Alabama, 1999
Bachelor of Science in Marketing Management
University of Alabama, 1997

Skills/Certifications:

- Knowledge in various marketing principles
- Knowledge in business development, market positioning and strategic rollouts of campaigns
- Proficient in computer and business-related software
- Excellent in communication and presentation skills

- Ability to initiate new and innovative ideas
- Exceptionally creative and market-driven

Associations/Organizations:

American Management Association, Secretary
Product Development and Management Association, Member

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