

Professional Summary

Accomplished Business Development Manager who excels in leveraging negotiation and persuasive communication to drive project management and successful technology leadership. Seeking a Senior Leadership Role where I can drive strategic initiatives, optimize customer satisfaction, and foster innovation to deliver unparalleled value for an organization’s stakeholders.

Skills

- Data Analysis

Conflict Resolution

Organizational Skills

Critical Thinking

Journalism/Broadcasting
- Complex Negotiation

KPI/CRM proficient

Management / Business Practices

Presentation/Public Relations

Experience

Business Development Manager 2021 to Current

Experis IT/ Manpower Group- South Texas Region

- Increase revenue growth through obtaining new key accounts.
- Successful use partnership cycle from prospecting, client relationship management, and delivering solution-based proposals.
- Developed a deep understanding of top clients through C Suite leadership. Core understanding of the landscape of needs and proactively partnering for solutions based deliveries.
- Leading IT consultant placements for CPS Energy, City of San Antonio, San Antonio Water System, VIA Metro, iHeart Media.
- Engage workforce solutions to clients by collaborating across teams/brands to leverage the full suite of ManpowerGroup solutions in the IT hiring space.
- Recruiting and managing a portfolio of clients and prospects.
- Partner with new and existing clients to provide professional resourcing and talent solutions;
- Execute against territory and client plans to capitalize on market/industry and client opportunity;
- Keep client information and KPI’S sales leads up to date in CRM;

Territory Growth Director CONSULTANT CONTRACT 1 YR 2020 to 2021

Super Inspector – San Antonio, TX

- Implement of creative digital branding to launch the brand in SA market- use of digital outlets;
- Established name branding through developing new relationships with top local offices;
- Maintaining agent retention to rebook inspections; Accredited to be on the preferred vendor list;
- Regular guest speaker at sales team meetings and Realtor Association network groups;
- CRM usage to track business development;
- Effectively communicate with owner KPI's, sales forecasting and sales acutals.

Sr. Broadcast Account Executive/ New Business Team Lead

2017 to 2020

Sinclair Broadcasting FOX TV, WOAI NBC TV, CW

- Effectively negotiate, execute, and manage local and regional agency accounts over \$5 million yearly;
- Exceeded each targeted goal quarterly, successfully developed new business relations;
- Researched, analyzed, and executed effective media strategies to grow businesses through digital and broadcast;
- Innovative collaboration of social media: google analytics, geofencing, eblasts, SEO. video, CRM combinations;
- Creative use of digital marketing to increase brand recognition in conjunction with TV show;
- Marketing consultant award winner within the company;
- Top 50 in first 50 days of new business development;
- Team lead for the new executive's growth team as directed;

Real Estate Broker/Owner

Ocean2Ocean Properties – San Antonio, TX

2010 to 2017

- Certified property manager, CPM, Commercial broker; Over \$10 million in sales & management;
- Top million-dollar producer; Listing/showing agent,
- Launched roofing division for the company/ Oversee third parties & employees;

Business Development Account Executive

2001 to 2009

ABC KSAT TV 12 Post News Week – San Antonio, TX

- Successfully created new business accounts by cultivating client relationships;
- Grew long term business relationships with key local accounts;
- Managed over \$700,000 in media contracts;
- 90% client renewal rate due to use of strategic TV and digital marketing plans; Managed the creative
- process from TV commercial development to air times;

Education

Bachelor of Science: Broadcast Journalism Major, Communications Minor

Sam Houston State University – Huntsville, TX

Associate of Science: Communications

Blinn College – Brenham, TX

Certified Real Estate Broker: Commercial Properties

Texas Real Estate Commission - TX