

Objective: A vehement opponent of cliché off-the-shelf methods; I intend to secure a position with an innovative organization that will embrace, and profit from my enterprising approach to social media marketing and business development.

education

Juniata College

B.A. in Conflict Resolution & Social Media Marketing
GPA: 3.4

Sept. 2008–May 2012

employment experience

Bureau Van Dijk

Jan. 2014 to Present

Business Development Manager

- Consultative sales of business intelligence regarding financial risk, compliance risk, reputational risk, conflicts checks and strategic initiative enablement.
- Demonstrate software flexibility and responsiveness to fit process, initiatives and user needs.
- Help users achieve optimal business intelligence value through best practices instruction covering research and analysis within proprietary BvD web-based platforms and existing client ERP's.
- Identify client usage trends and devise training plans to fill knowledge gaps. Conduct training programs in-person and via Webex covering multiple software tools.
- Engage new prospects via referrals, e-marketing campaigns, professional social networks and cold calls.
- Furthered knowledge of BvD products and solutions through proactive outreach to product development specialists.
- Scheduled and conducted informal training sessions for Transfer Pricing sales team focused on knowledge sharing and self-directed learning
- Manage booth space at industry conferences, spreading BvD awareness and generating leads.

Stryker Sustainability Solutions

Aug. 2013–Dec. 2013

Account Service Representative

- Partnered with the senior representative in the management of assigned territory of Northeast PA; consistently met monthly quota.
- Consistently ranked in the top 3 associate representatives each month.
- Assisted in Business Reviews as well as Net New Proposals
- Regularly in-serviced clinical staff.
- Aided in the implementation of new accounts, Geisinger Health Network and Grand View Hospital.
- Successfully identified and implemented new points for increased collections throughout existing account base.

 @JKbutnotrly

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(Employment Experience, continued)

Edwards Business Systems

June 2012–Aug. 2013

Document Management Specialist

- Responsible for managing assigned territory and vertical market. Met and exceeded 240k annual quota by 130%, and consistently 125% of net new business quota.
- Responsible for creating business proposals, conducting financial assignments, and developing architectural plans and designing network systems.
- Successfully maintained rapid sales growth in historically underperforming territory.
- Formal training: Ricoh University and courses from Konica Minolta.

Juniata College, Department of Marketing

May 2011–May 2012

Social Media Manager

- Managed a team of ten student bloggers for “Campus Opinions,” an online publication designed to enable student expression. Edited, critiqued and provided performance feedback to bloggers.
- Developed strategy to utilize Social Media to increase the effectiveness of prospective student, current student, and alumni based marketing campaigns resulting in an increase of active repeat users on Facebook by 96%, in the months of August–September. Increased post feedback on Facebook by 289% in the months of August–September.

professional affiliations

EJK Enterprises

June 2014–Present

www.pingapp.info

<https://crowsnest-app.herokuapp.com/>

Greater Lehigh Valley Chamber of Commerce:

June 2012–Jan. 2014

Women’s Business Council: Scholarship Committee

technical skills

Business Development

Social Media

Networking

Branding

HTML/CSS

Virtual Communication

Adobe Creative Suite

Analytics

athletic achievements

- Fourteen-Time Medal Winner (2004–2008) PIAA District 2 Cross Country/Track & Field Championships
- Two-Time qualifier (2005 / 2006) PIAA High School State Championships for Cross Country
- Selected to the 2008 NCAA III Mid-Atlantic All Region Freshman Team - Cross Country
- Two-Time qualifier (2009 / 2010) NCAA III Landmark All Conference 2nd Team - Cross Country

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