

# Yaling Zhang

123 Bridge Street, Boston, MA 12345 yalingzhang@example.com (123) 456-7890

A Business Development Manager with five years of experience specializing in sales, marketing strategy, account management, and strategic partnerships. A proven track record of driving revenue growth and building channel partners across market verticals.

## Education

### Bachelor of Science (B.S.) Marketing

Boston College, Boston, MA  
September 2013 - May 2017

## Key Skills

- Business Development
- Strategic Partnerships
- Market Analysis
- Client Relations
- Strategic Planning

## Professional Experience

### Business Development Manager

New England Brand Solutions, Boston, MA | May 2019 – Present

- Liaise with 10+ client accounts generating up to \$200K in annual revenue and coordinate cross-functionally with marketing teams and stakeholders to identify brand solutions based on client goals and emerging market trends
- Lead a team of seven account executives and sales specialists, oversee all aspects of the sales process, and provide education on marketing services to prospects

### Business Development Manager

Cadence Video Conferencing Inc., Boston, MA | May 2017 – May 2019

- Built and nurtured business relationships with prospects by cultivating strategic partnerships and identifying opportunities to create value for client organizations
- Increased account retention by 50% and improved revenue growth by \$150K by securing a new business partner to drive market penetration in the healthcare space