

ROOCRUIT

Lauren

Business Development & Sales Solutions Professional

Cape Town, South Africa

PROFESSIONAL SUMMARY

A highly versatile Business Development and Sales professional with over two decades of experience across financial planning, real-estate, and technology sectors. Demonstrated expertise in high-volume lead generation, CRM management, and client relationship building. Proven track record in managing complete sales cycles from initial cold calling to final implementation and payment collection.

KEY SKILLS

- Business Development & Lead Research
- CRM Management (Goldmine, Silverbase)
- Cold Calling & Telesales
- Professional Diary Management
- Client Liaison & Relationship Management
- Office Administration & Executive Support
- Digital Design (Photoshop & Graphic Design)
- Marketing & Event Coordination

PROFESSIONAL EXPERIENCE

Financial Planning Advisory Firm

Oct 2020 – Present

Business Development Officer

- Setting qualified appointments for financial agents and managing complex schedules.
- Handling full CRM database capturing, updating, and maintenance.
- Conducting cold calling and lead research via LinkedIn to identify qualified prospects.

Real Estate Agency

Nov 2019 – Oct 2020

Telesales Representative

- Conducted outbound calls to property owners to generate listings.
- Scheduled appointments and managed lead diaries for agents.
- Assisted with general office administration and data management.

Technology & Security Solutions Provider**Apr 2009 – Oct 2009****Sales Representative**

- Responsible for bringing in new business across five different internal brands.
- Quoted clients on complex security solutions for residential, commercial, and industrial sectors.
- Managed end-to-end client relationships to ensure smooth project implementation.

Boutique Real Estate Agency**Feb 2008 – Jan 2009****Office Manager / Personal Assistant**

- Managed daily operations including accounts, vendor payments, and staff supervision.
- Coordinated property advertising, website maintenance, and client correspondence.
- Acted as a liaison for the Estate Agency Affairs Board regarding certifications and renewals.
- Supported the Principal with travel arrangements, diary management, and visa applications.

Internet Service Provider (ISP)**Mar 2004 – May 2007****Tele-Canvasser / Office Assistant**

- Spearheaded outbound sales efforts, securing high-profile accounts in the technology and financial sectors.
- Managed the full sales lifecycle: lead qualification, technology requirements alignment, and following up until final payment.
- Organized corporate exhibitions, including research on space, logistics, and international company registrations.
- Utilized Linux Intranet systems for daily operations and marketing research.

Events & Corporate Entertainment Agency**May 2000 – Dec 2006****Managing Member & Owner**

- Founded and managed an entertainment business with a staff of approximately 20 employees.

- Coordinated high-profile corporate events for major national brands and international broadcasters.
- Oversaw all logistics including sound, lighting, budgeting, and recruitment.

International Travel Management Group

Aug 2003 – Feb 2004

Tele-Canvasser

- Identified and targeted corporate clients with significant travel expenditure (R50k+ per month).
- Qualified decision-makers and set initial appointments for Business Development Managers.
- Managed data capturing and reporting via Galileo Intranet and Excel systems.

EDUCATION

Business Management & Marketing

Triple Trust Organisation | Triple Trust Organisation

TEFL Certificate

Completion Date: 2019

Graphic Design Senior Certificate

Cape College

TECHNICAL SKILLS

- **Design:** Adobe Photoshop, Corel Draw
- **Software:** MS Office (Excel, PowerPoint, Outlook), Linux Packages (Ubuntu)
- **CRM/Data:** CRM Goldmine, MS Access, CMA Info

LANGUAGES

- English (Expert)
- Portuguese (Provisional)
- Afrikaans (Fair)