

# Naomi

# ROOCRUIT

## B2B Business Developer

Johannesburg, South Africa

### PROFESSIONAL SUMMARY

*Results-driven Business Development professional with extensive experience in educational sales, client relations, and strategic partnerships. Proven track record in B2B and B2C environments, specializing in lead generation through affiliate networks and managing end-to-end enrollment cycles for international institutions. A goal-oriented communicator with a background in lecturing and mentorship, dedicated to meeting profit targets and building sustainable professional pipelines.*

### KEY SKILLS

- |                                  |                                |
|----------------------------------|--------------------------------|
| B2B & B2C Sales Strategy         | Salesforce & CRM Management    |
| Client Relationship Management   | Strategic Partnership Building |
| Public Speaking & Demonstrations | Target-Driven Performance      |
| Process Implementation           | Team Leadership & Mentoring    |

### PROFESSIONAL EXPERIENCE

#### Business Developer

Current

Leading Online Education Provider

- **B2B:** Spearhead lead generation and new business growth through strategic partnerships with international affiliates.
- **B2C:** Provide detailed information and clarity on business offerings to prospective clients to facilitate enrollment.
- Conduct professional webinars and product demonstrations to international companies and agents.

- Consistently meet monthly profit targets by expanding the partnership pipeline and increasing high-quality lead flow.

### **Enrolment Specialist / Team Leader**

**Jan 2019 - Jan 2023**

International Higher Education Management Group

- Represented prestigious South African and UK universities for postgraduate online studies.
- Managed end-to-end client relations for current and prospective students in a target-driven environment.
- Monitored and updated weekly performance statistics for the regional team to provide the Managing Director with strategic progress reports.
- Ensured high-speed turnaround times while maintaining rigorous quality standards.

### **Student Advisor / Lecturer / Mentor**

**June 2015 - Jan 2019**

Private Specialized Media College

- Managed client relations and drove brand awareness through B2B collaborations and local partnerships.
- Executed B2C recruitment strategies, including roadshows, career expos, and enrollment interviews with students and parents.
- Lectured 1st-year Diploma students and provided academic mentorship for 1st and 2nd-year students.
- Acted as a primary liaison for parents to address academic concerns and goals.

### **Head Lecturer: Sound Engineering Dept.**

**June 2013 - March 2015**

Multidisciplinary Private College

- Lectured Audio Technology modules for Higher Certificate and Diploma qualifications across all academic years.
- Designed and implemented the department's studio booking management system.
- Chaired the community service committee.

### **Studio Booking Coordinator**

**Feb 2013 - June 2013**

National Media Production Academy

- Coordinated student music studio bookings within national broadcasting facilities.
- Advised students on equipment selection and workflow optimization for studio sessions.
- Managed guest access and security protocols for the production site.

## **EDUCATION**

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### **Diploma in Sound Engineering**

Completed 2012

## **Matriculation**

Thomas More College | Completed 2009

## **CERTIFICATIONS**

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### **Instructor Course in Avid**

Completed 2017

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