

John

Business Development & Sales Operations Specialist

RooCruit

Metro Manila, Philippines

PROFESSIONAL SUMMARY

Results-driven Business Development and Sales professional with over 15 years of experience in lead generation, client prospecting, and end-to-end sales management. Proven track record of boosting company revenue by up to 40% and negotiating high-value partnerships with major international corporations. Expert in CRM management, team leadership, and multi-channel customer service across diverse industries including FinTech, SaaS, and E-commerce.

KEY SKILLS

- End-to-End Sales & Business Development
- Lead Generation & Data Mining
- Strategic Appointment Setting
- Proposal & Contract Management
- Digital & Affiliate Marketing
- Team Training & Quality Assurance
- CRM & Workflow Optimization
- Executive Administrative Support
- Client Relationship Management
- Performance Assessment & Coaching

TECHNICAL EXPERTISE

CRMs & Productivity: Salesforce, HubSpot, Freshdesk, Zoho, Monday.com, Asana, Trello, Zapier

Sales & Outreach: LinkedIn Sales Navigator, ZoomInfo, Apollo, PandaDoc, DocuSign

Marketing & Communication: MailChimp, Klaviyo, Sendinblue, Slack, MS Teams, Zendesk

Operations: G-Suite, Microsoft 365, NetSuite, Xero, Shopify, Canva

PROFESSIONAL EXPERIENCE

Business Development Officer**July 2018 – March 2020****Offshore Business Processing & Outsourcing Firm**

- Negotiated the largest partnership to date for the firm with a top US-based auto insurance provider.
- Boosted company revenue by 40% during the first year of employment through aggressive market expansion.
- Built and maintained relationships with key contacts, potential clients, and consulting partners to identify new opportunities.
- Collaborated with marketing and content departments to create competitive proposals and manage SEO/Digital strategies.
- Conducted regular performance assessments and provided ongoing feedback to team members to drive growth in business development skills.
- Maintained structured analysis of target markets and client documentation within the CRM system.

Sales and Business Development / Team Leader**February 2012 – October 2017****International Outsourcing & Sales Organization**

- Spearheaded customer service and sales for a diverse portfolio (Real Estate, Solar Tech, Legal/Medical, E-commerce).
- Oversaw training and operations for sales and business development teams to ensure high-performance standards.
- Worked directly with the SVP and GM to develop customer acquisition strategies aimed at maximum profitability.
- Helped the sales department achieve a 20% Year-Over-Year growth in territory sales.
- Identified and cultivated relationships with senior-level decision-makers within target client organizations.

Customer Service Professional (Phone Banker)**October 2010 – August 2011****Global Business Services Provider**

- Managed high-volume customer service and sales for a premier American financial institution.
- Handled specialized fraud and dispute management cases for banking clients.
- Processed complex card services, balance transfers, and payment allocations.

Technical Support Specialist / Trainer Intern**February 2009 – September 2010**

Multinational Contact Center & Tech Support Provider

- Provided high-tier technical support for IP-technology including DSL, IP TV, and VoIP services.
- Facilitated new-hire training, soft skills development, and product-specific training sessions.
- Managed billing inquiries and upselling opportunities during support interactions.

Customer Service and Sales Specialist

January 2007 – February 2009

BPO and Client Management Firm

- Delivered specialized customer support and sales conversion for financial and travel sector accounts.

EDUCATION

Bachelor of Science in Medical Technology (Clinical Laboratory Science)

Centro Escolar University | 2002 – 2007

OTHER PROFESSIONAL ROLES

- **Independent Business Owner:** Nutritional Health Industry (2015 – Present)
- **Instructional Specialist:** Project-based ESL and Sales Trainer (2011 – 2014)