

Paulina Reidling

Business Development
Manager

✉ paulina.reidling@gmail.com

☎ 829-068-7912

📍 29 Lucian Street, Manchester, CT
06040

EDUCATION

B.S. in Business Administration at University of Pennsylvania, Philadelphia, PA

Aug 2012 - May 2017

In my Business Administration program, I learned how to research and analyze data using Excel, PowerPoint, and other software programs.

LINKS

[linkedin.com/in/paulinareidling](https://www.linkedin.com/in/paulinareidling)

SKILLS

Strong written and verbal
communication skills

Presentation skills

Ability to build relationships

Research abilities

Negotiation skills

Time management

Organizational Skills

LANGUAGES

English

German

PROFILE

A Business Development Manager with over 5 years of experience in increasing sales and developing new business for startups and small businesses. Proven success in consultative selling, building customer relationships, strategic planning, target market analysis, and channel development. Track record of achieving desired results by mobilizing internal resources and cross-functional teams. Excellent communicator with the ability to influence others to achieve common goals. Persistent pursuer of opportunities resulting in increased revenue and profitability.

EMPLOYMENT HISTORY

● Business Development Manager at State Farm- IL

May 2022 - Present

- Achieved sales goals by successfully identifying opportunities, developing relationships and closing deals with major accounts.
- Successfully managed team of Business Development Representatives, Inside Sales Representatives and Field Sales Representatives responsible for acquiring new customers.
- Exceeded quotas by an average of 25% through proactive pipeline management utilizing a CRM system to track progress and performance metrics.
- Created effective marketing campaigns that increased brand awareness and drove high-quality leads resulting in a 50% increase in customer acquisition rate.
- Managed territory budget ensuring cost-effective utilization while achieving target ROI levels.

● Business Development Manager at Liberty Mutual- MA

Sep 2017 - Apr 2022

- Achieved 100% growth in new business opportunities through effective market research and outreach.
- Implemented a successful lead generation campaign that increased leads by 150%.
- Cultivated relationships with key decision makers at target accounts, leading to 10 new logo wins.
- Streamlined the sales process and created efficiencies that shortened the sales cycle by 30%.
- Negotiated complex contracts worth over \$1M.

CERTIFICATES

Certified Professional in Learning and Performance ((CPLP))

Nov 2020

PMI Agile Certified Practitioner (PMI-ACP)

Nov 2018

SAFe 4 Product Owner/Product Manager

May 2017