

# Jessica Connor

BUSINESS DEVELOPMENT MANAGER

## Summary

A dynamic professional with a proven record of generating and building relationships, managing projects from concept to completion and coaching individuals to success. Skilled in building cross-functional teams, demonstrating exceptional communication skills, and making critical decisions during challenges. An adaptable and transformational leader with an ability to work independently, creating effective presentations, and developing opportunities that further establish organizational goals.

## Experience

### Business Development Manager

**The Coca-Cola Company - Atlanta, Georgia** *Sep 2016 - Present*

- Maximized and achieved distribution increase through strategic sales initiatives and negotiation.
- Worked with distributors and key stakeholder on a daily basis to ensure the highest value growth opportunity in the market.
- Responsible for opening and maintaining new customer accounts throughout the market to increase distribution across all classes of trade.
- Penetrated market through daily sales calls, distributor visits, developing customer incentives and negotiating case deals
- Continuously develop and achieved partnerships with key customers, local taste-makers and distributors by building business and personal relationships at all levels.
- Leverage Product Presentation to create powerful stories that drive productivity and profitability
- Conducted distributor sales meetings to share local and national updates, introduce new products, provide sales and volumes updates to ensure proper execution at all store levels.
- Created and implemented a partnership with a local Atlanta celebrity to increase market branding presence and social media contact.
- Analyze and interpret data using Sales force to track performance and identify areas of opportunity in market.
- Work with other departments to monitor and analyze data to seek market opportunities

### Sales & Marketing Manager

**Big Berkey Gravity - Austin** *Aug 2015 - Sep 2016*

- Guided the organization initiatives in the market while managing 100 accounts and distributors; worked with local distributors and retailers to achieve sales objectives in Georgia and the Carolina's.
- Consistently communicated with division managers to identify potential market share opportunities to improve and maximize market performance.
- Worked closely with the appropriate business partners and shareholders.
- Assisted in the development and execution of social media strategies
- Partnered with external parties to execute social media campaigns to facilitate new impressions and interaction with our accounts.

## Contact

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## Skills

- Microsoft Office (Word, Excel, PowerPoint)
- Data Analysis
- Communication (Written & Verbal)
- Project Management
- Adaptability
- Problem Solving
- Leadership
- Public Speaking
- Time Management

## Languages

English	■ ■ ■ ■ ■
French	■ ■ ■ ■ ■
German	■ ■ ■ ■ ■
Spanish	■ ■ ■ ■ ■

## Education

### MBA

**San Jose State University - California**

*Feb 2012 - Aug 2014*

### BBA

**Clark Atlanta University**

*Aug 2008 - May 2012*

## Hobbies

Reading Books  
Playing Table Tennis  
Travelling  
Gardening

- Managed a team of ambassadors to facilitate retail sampling to maximize market share opportunities.

### **Regional Sales Manager**

**Dean's Natural Food - New Jersey** *Aug 2013 - Sep 2015*

- With a proven track record maximized sales and customer service through effective planning, and in-store execution.
- Successfully Managed 350 portfolio by prioritizing tasks, managing time, resolving issues Increased sales by leveraging resources through sales negotiations established and maintained rapport with key store individuals
- Provide intel and create opportunities to elevate the premiere stores and accounts while supporting the holistic Product Presentation strategy
- Achieved over 1 million cases sold and increased sales volume by 3.5%

## **Awards**

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**Best Performance of the Year**

*2019-11-10*