

Vara Whiteman

Business Development Associate

✉ vara.whiteman@gmail.com

☎ (236) 091-4262

📍 1201 N Orange St,
Wilmington, DE 19801

Education

**Bachelor of Science in
Business Administration at
University of California,
Berkeley**

Sep 2015 - May 2019

Some skills I've learned
are critical thinking, problem
solving, teamwork, and effective
communication.

Links

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

Skills

Business development

Marketing

Sales

Customer service

Communication

Negotiation

Organization

Languages

English

Mandarin

Profile

I am a Business Development Associate with over 3 years of experience in the industry. I have worked extensively with clients and businesses to develop and implement strategies that drive growth. I have a proven track record in developing relationships, generating leads, and closing deals. My skills include market analysis, account management, proposal writing, and project management. I am an expert at identifying opportunities for business expansion and driving results through effective collaboration.

Employment History

Business Development Associate at Google, ID

Mar 2022 - Present

- Played a key role in developing and executing the sales strategy for new products which resulted in \$1M in revenue within the first 6 months.
- Demonstrated success in building relationships with clients, evidenced by increasing client retention rate from 50% to 75% over a period of 2 years.
- Exceeded personal sales targets by an average of 20% per year over 3 years.
- Negotiated and closed deals with 5 major accounts worth a total of \$3.5M.
- Led team of 4 Business Development Representatives who achieved quota consistently for 12 consecutive months.

Business Development Associate II at Microsoft, ID

Sep 2019 - Jan 2022

- Achieved 120% of quarterly sales targets, resulting in a bonus payout.
- Closed 10 new accounts, representing \$1.2M in annual revenue.
- Developed and executed territory plan that resulted in 15% growth YoY.
- Grew existing account spend by 20% through upselling and cross-selling initiatives.
- Successfully completed 4 product certifications.

Certificates

Certified Business Development Professional (CBD)

Nov 2020

Memberships

American Association of Business Development Associates

Business Development Associates International