

BUSINESS DEVELOPMENT / RELATIONSHIP MANAGER

Top-performing, proactive and an award-winning professional with over 12 years of success in delivering efficient client services as well as relationship and account management, sales, marketing, and finance. Provide a consultative selling approach that builds trust and a solid relationship with prospects into clients. Certified Salesforce product expert

AREAS OF EXPERTISE

- ✓ Business Development
- ✓ Consultative Selling
- ✓ Marketing Solutions Expert
- ✓ Digital Marketing Analytics
- ✓ Campaign Management
- ✓ Territory Sales Experience
- ✓ Relationship Management
- ✓ Global Banking
- ✓ Web analytics
- ✓ SEO marketing
- ✓ Digital Marketing Campaigns

EDUCATION

Degree in Business Management

UNIVERSITY OF MARYLAND UNIVERSITY COLLEGE | Adelphi, MD | Expected August 2016

AWARDS & RECOGNITION

- ✓ Bank of America #1 in Market for Treasury Management – 2nd quarter 2015
- ✓ Bank of America #1 in Market for Merchant Services - 4th quarter 2014
- ✓ Bank of America #2 in Market for new Deposits - 3rd quarter 2013
- ✓ Represented as an Ambassador for the Fairfax County Chamber of Commerce

EXPERIENCE & NOTABLE CONTRIBUTIONS

NW Federal Credit Union • Herndon, VA • September 2016 to Present

Commercial Banking Officer

- Responsible for performing a variety of duties such as commercial lending needs as well as business deposit goals for the division
 - Originate, evaluate, negotiate, and prepare commercial loan requests for approval in compliance with established guidelines
 - Responsible for marketing loan products and maintaining loan relationships with borrowers and developing new business.
 - Develop new loans and manage existing loan portfolio (establishing pricing for profitability while ensuring minimum loss risk)
 - Manage large and complex commercial loan customers.
- Constantly attends conferences, business networking, and other events in order to generate new client acquisition
 - Prepares and presents for approval credit analysis on all borrowing requests to the SVP of Lending

AERIAL LOOK, LLC • Washington, D.C. • May 2015 to Present

Vice President Global Business Development

- Responsible for opening new location in Washington DC and running day to day operations
- Acquiring and securing new business globally, increasing existing client growth thru prospecting and closing
- Actively involved in networking, B2B, meeting decision makers, CEO's and CMO's on a weekly basis
- Educating business owners in the use of virtual reality, 3D modeling and Aerial Drones to capture a new level of imagery for business for maximum ROI
- In-depth understanding of assigned industry
- Responsible for running digital marketing campaigns, conceptualizing and strategizing on niche markets and demographics
- Ability to influence and lead cross-functional teams (of 15 employees) in client pursuits primarily in Hong Kong and U.S.

BANK OF AMERICA • Fairfax, VA • Jan 2011 – May 2015

VICE PRESIDENT Small Business Banking

- Accountable and used Salesforce CRM to maintain an aggressive pipeline for client relationships, included business development, growing and retaining existing high net worth client base, and sustaining a personal book of business, thru COI's (Center of Influences), branch network, and other channels.
- Managed accounts for a Fortune 500 companies such as Ford Motor and Harley Davidson Stafford, with DDA balances of \$20 million/annual
- Implementing Process & technology improvement around corporate goals, market trends, alignment and deployment of processes to match strategic goals
- Responsible for coaching, training and mentoring a team of 20 bankers
- Built relationships with key executives (C and E level) to generate ideas, pursue opportunities and close sales
- Excellently exceeded or met quarterly goals in various category metrics like: Treasury management, Merchant services, new acquisitions, Investments opportunities, Credit, and Payroll; received awards and recognition.
- Provided operational analysis by means of comprehensive financial analysis by means of costs and benefits
- Mentorship program with Bank of America's Global Corporate Banking, exposure to treasury services for government clients such as foreign embassies
- Ensured smooth treasury management services to global clients with lockbox, ACH, wire transactions, multi-user assignments
- Responsible for developing and deepening client relationships through a high level of client service and thru bank's credit and deposit solutions

Key Achievements:

- Successfully marketed financial solutions to local business professional communities (hosting events, seminars, internal/external partnerships) targeting annual revenue sales of \$250k to \$5 million and \$6-30 million revenue size working in conjunction with Middle Market
- Awarded #2 in Market for New Deposits - 3rd quarter in 2014 at \$6 million
- Productively brought over \$20 million in deposits dollar and \$7 million in booked credit in 2013 and 2014
- Demonstrated treasury management by functioning with international credit, trade, structured trade, payments products and multi-user system assignment. #1 in Market for Treasury Management - 4th quarter 2014

PNC FINANCIAL SERVICES GROUP, INC • Herndon, VA • 2006 – 2011

BUSINESS BANKER III

- Accountable for analyzing client financial needs and selling a wide range of investment product referrals within the PNC bank branch network and utilized consumer research to develop target profiles.
- In-depth understanding of assigned territory
- Having a strong understanding of Salesforce CRM processes and best practices
- Responsible of sourcing and managing loan portfolio
- Implemented customer value & strategy by overall business effectiveness of technology utilization
- Provided consultative solutions to new and existing clients
- Building relationships with key executives (C and E level) to generate ideas, pursue opportunities and close sales
- Performed wire transfers, lockbox operations, currency exchange, and multi user assignment

Key Achievements:

- Efficiently brought in average of \$10 million in deposits dollars, and \$5 million in booked credit yearly
- Managed and maintained accounts for Fortune 500 companies
- Ability to influence and lead cross-functional teams (of 10 employees)
- Maintain an effective calling program on customers, prospects and referral sources
- Worked with COI's (Center of Influence), branch network and other sales channels to bring new business

EQUITY RESIDENTIAL, • Arlington, VA • Jan 2005 – Jan 2006

ASSISTANT PROPERTY MANAGER

Key Achievements:

- Effectively managed a 252 unit, high-rise luxury apartment building for clients and staff of 5 people.
- Diligently collected and accomplished over \$500,000 in rental income per month from residents; paid vendors.

CERTIFICATIONS & TRAINING

General Assembly, Digital Marketing and Analytics – Certification, February 2016

Certification in Bank of America Global Financial Crimes, 2013

Certification in Bank of America Fair Lending 2012

Trained and Certified in: AML/OFAC/BSA

Salesforce CRM certified, 2011

Certification in Bank of America Bank Secrecy Act, 2011

Certification in Anti Money laundering certification, PNC Bank, 2006

Certified Credit Training, PNC Bank, 2007