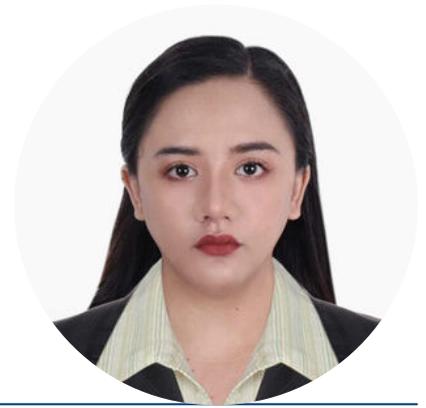


# REINALEENE D. ELCA

**Address:** Sta. Rosa City, Laguna  
**Phone:** +639649950662  
**Email:** reinelca@gmail.com



## SUMMARY

Dynamic and results-driven Business Development Manager with over a decade of experience in B2B sales, operations management, and client relationship building. Expertise in driving revenue growth, leading high-performing teams, and optimizing business processes across global markets including the Americas, EMEA, and APAC. Proficient in CRM systems, data analysis, and sales strategy development. Known for delivering exceptional value to stakeholders and fostering long-term client partnerships.

## WORK EXPERIENCE

**Business Development Manager** **October 2023 - Present**

**KMC MAG Solutions Inc. (Account: Sesimi)**

- Managed leads and renewals in Australia, contributing to a 25% increase in customer retention and upsell opportunities.
- Delivered actionable insights through daily reports, contributing to a 10% increase in sales efficiency and informed decision-making.
- Generated qualified leads using Apollo, InsideView, LinkedIn, and Sales Navigator.
- Implemented strategic sales initiatives, overcoming objections with deep product knowledge, leading to a 20% increase in client acquisition.
- Conducted cold calls, email campaigns, and LinkedIn outreach to build and maintain a strong outbound sales pipeline.
- Customer Success Management, ensuring smooth onboarding, consistent communication, and long-term client satisfaction leading to higher retention and renewal rates

**Business Development Manager** **June 2023 - Oct 2023**

**Nezda Global (Outsourcing)**

- Developed and executed new business strategies for international markets, leading to a 20% growth in new client acquisitions within the first quarter.
- Strengthened partnerships with key clients by providing tailored outsourcing solutions, resulting in a 15% increase in customer retention.
- Managed sales pipelines and consistently exceeded quarterly targets by implementing innovative lead generation techniques and data-driven decision-making.
- Selected as a delegate to GITEX 2023 in Dubai after achieving 200% of sales target, representing the company on an international stage, and forging new business opportunities.
- Conduct interviews, recruit, and hire new team members to ensure a perfect match with client requirements and company culture.

**Enterprise Manager** **Nov 2020 - May 2023**

**EMAPTA (Account: Ekahau)**

- Promoted to led a high-performing team handling Enterprise US-based accounts, achieving a 30% improvement in overall team performance.
- Achieved 130% of monthly team sales targets, amounting to a minimum of \$800,000 to \$1.5 million USD, surpassing company expectations.
- Developed strategies to promote team member adherence to company regulations and performance goals, resulting in enhanced compliance and productivity.
- Conducted regular team meetings to update members on best practices and reinforce performance expectations, contributing to continuous improvement.
- Streamlined reporting processes, producing comprehensive reports that enhanced team productivity and adherence to company regulations.
- Facilitated new hires and team training, resulting in a 30% reduction in onboarding time and increased team cohesion.

## **Strategic Account Manager (Enterprise Accounts)**

**Feb 2020 - Nov 2020**

### **EMAPTA (Account: Ekahau)**

- Managed leads and renewals in the Americas East Region, contributing to a 25% increase in customer retention and upsell opportunities.
- Achieved 100% of monthly KPIs, including 300 calls, 700 emails, and 120,000 USD revenue.
- Enhanced customer relationship management through effective use of Salesforce and SalesLoft, accurately documenting activities and managing pipelines.
- Build customer relationships with end-users through outbound phone calls, emails & online meetings.
- Lead qualification and pipeline creation by following up on leads for prospective customers, leading to a 10% increase in lead conversion rates.
- Conducted cold calls, email campaigns, and LinkedIn outreach to build and maintain a strong outbound sales pipeline.

### **Business Partner Advisor**

**Feb 2015 - Feb 2020**

#### **Directories Philippines Corporation**

- Drove revenue growth by acquiring and retaining advertisers for print, online, and mobile platforms, specializing in Google Ads and Facebook Ads.
- Built and managed sustainable sales pipelines, generating and executing business leads that led to a 30% increase in sales.
- Achieved 100% of sales targets in both new business and renewals, consistently meeting company revenue goals.
- Generating maximum revenue from business accounts assigned every canvass through client visits to advertisers, leads generation and after sales follow up.
- Managing all aspects of a sale from developing the opportunity, sales presentation through closing the deals.

### **Account Executive**

**April 2012 - Dec 2014**

#### **Global Star Logistics Inc.**

- Prospected and introduced logistics services, generating new business opportunities and expanding client base by 10%.
- Managed import and export shipments, ensuring timely delivery and high client satisfaction through effective coordination with international partners.
- Provide clients assistance with global inquiry, rates, and improving the vertical required in areas of pricing with the aim of considerate profit.
- Market research with the global market price, liaising with truckers, brokers, and international partners offering the most competitive price, best payment terms, and higher profitability in the market.

## **EDUCATION**

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### **Bachelor of Science Airline Business Administration**

**June 2008 - March 2012**

PATTS College of Aeronautics

- Major in Airline Freight Management

## **SKILLS**

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- CRM Systems: Salesforce, Outreach, SalesLoft, HubSpot, Zendesk
- Data Analysis: Proficient in Excel, PowerPoint, and Google Sheets for basic data analysis
- MS Office Suite: Word, Excel, PowerPoint, Outlook
- Google Workspace: Docs, Sheets, Slides, Drive, Gmail
- Lead Generation: Experienced with Zoominfo, Apollo.io, Sales Navigator, Demandbase, LinkedIn
- Project Management: Strong organizational and time-management skills, with experience in project oversight

## **REFERENCES**

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Charmaine Benitez

Senior Operations Manager, EMAPTA

Phone: +63 9989505471

Email: charmaine.benitez@ekahau.com

Shepherd Tsomondo

General Manager, Nezda Global

Phone: +63 9518946885

Email: tsomondos@gmail.com