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**business development manager**

Creative Problem-Solver ■ Innovative Growth Strategist ■ Client-Focused

**─Business Development Manager of 8+years**; motivated, resourceful, and organized sales leader on B2B, and complex negotiations with domestic and global CPG brands. known for creative problem-solving, an analytical approach to qualify prospects, vendor acquisition, innovative lead generation methods, and managing full qualification to grow sales pipeline. Delivering creative solutions, prospecting new business, coordinate resources, and business growth strategies. Agile with strong ability to generate interest in prospective clients across various marketplaces and influencing executive leadership and decision makers to meet ROI/revenue goals for business partners and internal stakeholders.

**─ Selected Highlights ─**

→ 2x Promoted for achieving $1MM in ROI for Informa Markets & WWDMAGIC live/digital events ←

**─ Areas of Expertise ─**

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| * Sales Management * Business Development * Cross- Team Collaboration * Client Management | * Relationship Building Skills * Lead Generation * Analytical Skills * Communication Skills | * PowerPoint/Salesforce * CRM Tools * Social Media/Tik Tok * Microsoft Office |

Professional Experience

EMERALD EXPO February2024- present

**Business Development Manager** Portland, OR

Act as an internal consultant for prospective leads withing the beauty, personal care, apparel, jewelry, gift, and general merchandise markets determining best marketing strategy and product placement on show floor to deliver ROI.

* Proactively source and generate sales pipeline using competitive events, publications, media, trend spotting, LinkedIn/social media, and CRM tools. Curate prospect lists, qualification cycle, generate leads, and develop reporting including weekly book of business.
* Manage internal sales tracking systems to monitor growth and performance in designated products and services, contacting all sales leads generated internally through marketing initiatives.
* Delivered over 100k in new business and sponsorships within the first 5 months of first show cycle.
* Active leadership and resourceful approach to find and generate interest in prospective clients including social media outreach, Sales Navigator, and other touch points. Conduct research and needs assessments with prospects to determine fit and potential for success.

OREGON CONVENTION CENTER March 2023- January 2024

**Event Manager II** Portland, OR

Responsible for the full scope of event marketing, venue management, and operations for national, government, technology, and local events that take place at Convention Center.

* + - Manage clients and exhibitors, including creating event strategies, venue sponsorship ideation, event marketing solutions, collaboration, and impeccable execution with 3rd party vendors, decorators.
* Manage communication, problem solving, budgeting, post-event analytics, and develop reporting in data management systems. Lead partner presentation and venue tours, event marketing initiatives, and venue branding opportunities to maximize attendee and audience engagement.

CAMBIA HEALTH SOLUTIONS July 2021- September 2022

**Sales Specialist II** Portland, OR Coordinate and analyze information for member enrollment/registration, and sales coordination of medical insurance contracts, researching multi- state policies, develop reporting data accuracy, and driving communication between Sales and 3rd party agencies on various medical benefit programs for Regence Blue Cross Blue Shield.

**FREEMAN** January 2018-July 2020

**Business Development Manager** Las Vegas, NVGlobal event contractor producing high quality exhibits, providing client management, negotiate contracts, billing, RPF’s and presentations to meet client satisfaction.

* Manage business development process, production ideation and execution on mid to large scale events of 30k to 180k attendees. Led sales and event marketing strategy on 50 to 60 events and trade show per 12-month cycle.
* Managing 400 new, prospective leads, and existing business, exceeding Q4 sales goal of $2MM in 2019, increasing 2019 over LY revenue goals by 1MM. Manage new business development of multiple brand sponsorships, and exhibit sales for corporate, beauty, and licensing brands and exhibitors.
* Hunting and closing B2B high level accounts, working with C-Suite executives, and decision makers. Accounts include Too Faced beauty brand, Fanjoy, MTV/Viacom, Smosh, Hulu. Increasing new business by over 50% on VidCon 2019.

**COMCAST**  January 2015-February 2016

**Advertising Account Executive** Salem, OR

* Achieve dramatic increase in audience reach for marketing budget & campaign life cycle for corporate accounts, highlighting local underrepresented market, creating successful digital /TV ad campaign for auto dealership, resulting in 70% increase in brand/market reach, and improving client satisfaction.

**INFORMA**  April 2009-September 2014

**Sales Manager** Santa Monica, CA

Senior Account Executive – Event Registration Representative

Global event organizer. Manage new business and retention clients, proposals & presentations, contract negotiations for apparel and beauty brands and celebrity partnerships.

* Create new ROI stream of $500K of new business. Managing cross-team collaboration, increasing sales goal by 40% YOY in specific event program revenues, and development of live/digital sponsorships increasing onsite sales by 30%.
* Manage staff training while problem-solving digital campaign solutions and vendor registration issues on event platforms Shop the Floor Ecommerce platform. Achieved 50% increase on online registrations within 2-month period.
* Increase sales goals for budgets between $2,500 to $103,000+ per vendor platform.

Education & Additional Experiences

etro DEI Training Certification July 2023

Cvent Virtual Event Certification November 2022

Associate of Arts / Fashion Institute of Design & Merchandising - A.A., Marketing December 2007