

Cody Fredrickson

Summary

Driven and motivated Business Development Manager with 3 years of experience collaborating with sales leaders and account executives.

Education

HAWAII WESTERN

Aug '10-May '14

Bachelor of Arts in Marketing

Experience

TRADELOT, Business Development Manager

Jul '19 - Current

- Responsible for account development, cold calling, assessing client needs, and identifying solutions
- Manage account relationships, contract negotiations, sales, pricing, billing, and logistics
- Collaborate with cross-functional teams to improve customer service experience
- Lead planning, strategy, proposal process, and bid preparation
- Perform market research on competitive landscape and industry trends
- Train and mentor new sales representatives

RETAIL OCEAN, Business Development Manager

Aug '15-Jul '19

- Collaborated with cross-functional teams to improve customer service experience
- Capitalized on previous relationships and performed market research
- Drove revenue and secured new business
- Captured significant competitive business and presented optimum solutions

Skills

- Account Management
- Brand Management
- Strategic Marketing
- Contract Negotiation
- Integrated Marketing
- Staff Management