

TABYTHA STUDEBAKER

Executive Assistant/Business Development Coordinator | 937-677-3959 |
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PROFESSIONAL SUMMARY

Dynamic and results-oriented business development professional with extensive experience in digital marketing and customer service. Proven track record of guiding startup small businesses toward sustainable growth through innovative marketing and financial solutions. Exceptional interpersonal skills, disciplined, and focused.

EDUCATION

Masters in Business Administration, Entrepreneurship and Innovation Emphasis
Clemson University

- Relevant course work: Digital Marketing, Sales, Business Operations, Technology Management, (Entrepreneurial) Finance, Negotiation

Bachelor of Science in Management, International Emphasis
Clemson University

Associate of Science in Biology
Greenville Technical College

SKILLS

Strategic Planning	Sales/Marketing	Relationship Management
Business Development	Communication	Customer Service

PROFESSIONAL EXPERIENCE

Executive Assistant/Business Development Coordinator (July 2025 - Present)
Meritage House Bookkeeping & Clerical Services

- Provides high-level executive support to senior leadership, managing complex calendars, and confidential communications, ensuring seamless daily operations.
- Spearheads the creation of business proposals and client-facing materials.
- Conducts market research and competitor analysis to identify strategic opportunities.
- Manages CRM systems and tracks sales pipeline activity.

Business Consultant (July 2023 - July 2025)
SC SBDC in Partnership with Clemson University, Greenville, SC

- Developed targeted marketing and sales strategies for over 75 small businesses resulting in measurable increases in engagement and generating \$220,000 in revenue.
- Analyzed over 50 clients' financial statements, offering strategic recommendations that facilitated \$175,000 in investments.
- Led over 75 entrepreneurs in creating tailored business strategies and fostering long-term relationships resulting in 20 jobs created and retained.
- Built strong connections with key stakeholders by representing the SBDC at major events and establishing a partnership with GVL Starts.

*References available upon request.