
Roberta Gordon

Business Development Manager

PROFESSIONAL SUMMARY

Mrs. Gordon brings 20+ years of sales and marketing experience from the manufacturing, staffing and engineering sectors. She leads sales and marketing strategic partnership initiatives and implements website and social media marketing campaign strategy and branding. She produces and manages the company quarterly newsletter Quality Examiner, directs high school presentations, industry networking opportunities, as well as conferences and public relations events.

March 2021 to present Phoenix National Laboratories Phoenix, Arizona

- Director Sales & Marketing
- Leading initiatives for sales and marketing strategic partnerships
- Implementing marketing campaign strategy and branding
- Producing and managing company quarterly digital Newsletter
- Coordinating high school presentations for career events

August 2018 to February 2021 InterLink Engineering Phoenix, Arizona

- Business Development Manager
- Created database of 1500 organizations and 2000 contacts in Phoenix Metro
- Increased sales by \$900,000 in first year
- Developed and cultivating Internal and contract Mechanical Engineering SolidWorks for OEM market
- Managed Candidate database Contract Engineering

September 2015 to May 2016 The Salem Group Staffing Schaumburg, IL

- Business Development Manager
- Placed ads sourced and screened candidates from major job boards
- Utilized ATS systems
- Developed Client base for Administrative, Financial Staffing needs
- Cold called, Prospecting, developed client relationships

August 2013 to September 2015 Delta T Group Behavioral Staffing Oak Brook, IL

- Account Manager/Director of Residential and Nursing Services
- Nationally top ranked Sales Professional
- Developed and Cultivated Behavioral, Healthcare and Nursing client databases
- Recruited candidates for Contract opportunities using ATS and major job boards
- Grew and expanded client relationships and departments for business development
- Top Ranked metrics and Gross monthly profits

March 2012 to June 2013 Stratmar Partner Solutions Chicago, Illinois

- Field Sales Chicago Market
- Top 20% ranking selling wholesale electricity MCI Business to Business within Outside Sales territory
- Cultivated local Medium Commercial Industrial database
- Renewed contracts for current customers

September 2009 to February 2012 MTL Express Trucking, Inc. Woodridge, IL

- Director of Sales
- Created 1,500+ contact data base for Startup drayage intermodal transportation trucking company as part-time consultant 1st year sales volume \$120,000, 2nd year sales volume \$190,000
- Emailed broadcast mailing bi-monthly
- Increased sales by 60%
- Researched import/export periodicals and internet libraries to develop client databases

January 2006 –August 2009 Unistaff, Inc. Aurora, IL

- Outside Sales Rep
- Prospected and cold called industries to assess staffing needs
- Increased new business by 20% annually
- Trained new Sales Reps in the field
- Recruited, sourced and placed professionals in permanent positions
- Provided office/employee support with Bilingual capability

November 1999—December 2005 Labor Network Inc. Elgin, IL

- Outside Sales Rep
- Prospected and cold called industries to assess staffing needs
- Developed customer base for industrial and warehouse recruitment
- Increased sales by 25% annually
- Trained Spanish speaking workers in assembly line production

EDUCATION AND TRAINING

Northern Illinois University - B.A. Psychology, Spanish Minor
Cornell University - Marketing Certificate Social Media Marketing 2022

SKILLS

Technical Writer, Copywriter Content Strategist Marketing
Completed ISM Associates training course in Basic IT
MS Word and Windows Live Mail
Excel Spreadsheet