

Amanda Scogna

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- Extensive experience in business development, specifically in the development of hardware and software products, SaaS industry and medical devices
- Proficiency in user experience design, UI/UX principles, and system capabilities
- Strong leadership skills, with the ability to guide cross-functional teams and drive product development efforts
- Excellent communication skills, both written and verbal, to effectively convey complex technical concepts to various stakeholders
- Strategic thinker with a proven track record of identifying market opportunities and delivering innovative solutions to meet customer needs
- Extensive experience and knowledge in marketing, sales, customer service and operations

Willing to relocate: Anywhere

Work Experience

Client Development Director

GSA Group - Remote

January 2010 to Present

- Successfully managed and trained a team of 8 Account Executive
- Successfully implemented and managed team Sales Funnels
- Identified, analyzed, interpreted and presented trends relevant to the client's business and objectives
- Successfully implemented and managed marketing campaigns on LinkedIn & Facebook
- Delivered Strategic Growth Presentations to Key Stakeholders during monthly meetings
- Designed, trained, and presented during National Sales Team meetings on both Business Development and Marketing tactics
- Traveled to key accounts and key industry organizations and/or conferences

Business Development Manager

OHI-Medical - Remote

December 2020 to December 2023

- Successfully Managed a team of 4 Sales Executives
- Successfully planned and exceeded Sales Goals for the Southeast region
- Achieved Highest Retention rate 3 years in a row
- Successfully trained and implemented best Sales Practice Plan for new and existing accounts
- Created and implemented marketing program for our Gaitscan technology which brought an average of 16% growth within a business quarter
- Success in Southeast region growing business from within using excellent relationship building skills

Education

Bachelor's degree in Communications

Rider University - Lawrenceville, NJ

September 1992 to June 1996

Skills

- Financial services
- Sales
- Communication skills
- Customer service
- Customer support
- HubSpot
- Computer skills
- English
- Negotiation
- Retail sales
- Sales management
- Medical sales
- B2B sales
- Outside sales
- Marketing
- Salesforce
- Business development
- Leadership
- Management
- Inside sales
- Communication skills
- Customer service
- Microsoft Office
- SaaS
- User Experience (UX)
- User Interface (UI)
- Account Management
- Salesforce (8 years)

Certifications and Licenses

ESL Certification

Present

Driver's License