

STORIE TITUS

BUSINESS DEVELOPMENT MANAGER

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Arlington, Texas 76010

EDUCATION

Bachelor of Science in Business Management

Villanova University, Online

2006 - 2013

CERTIFICATIONS

HubSpot Digital Marketing
HubSpot Inbound Sales
FINRA Licensed
Certified Women in Business Advocate

OTHER PROJECTS

Member, BNI Networking Group

2024 - Present | Arlington, Texas, United States
Expanding professional networks and creating business opportunities.

Founder & Leader, Youth Basketball Association

2021 - Present | DFW, Texas, United States
Promoting leadership and teamwork among youth.

Professional Summary

Dynamic and results-driven Business Development Manager with extensive experience in market research, client acquisition, and strategic business growth. Adept at creating data-driven marketing strategies and streamlining sales processes to achieve measurable results. Proven track record of fostering long-term B2B partnerships, mentoring high-performing teams, and authoring winning proposals for government and private sector contracts. As a podcast host at Advent Trinity Marketing Agency, she excels in engaging audiences, sharing business insights, and promoting innovation. Passionate about fostering inclusive workplaces, empowering others, and driving impactful business outcomes.

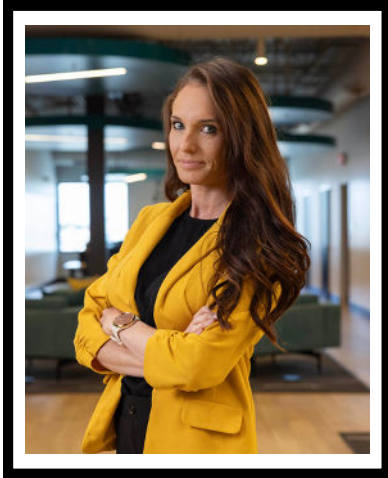
Skills

- **Strategic Business Development:** Expertise in identifying growth opportunities, cultivating B2B partnerships, and driving revenue through tailored business strategies.
- **Digital Marketing Strategy:** Proficient in developing and implementing data-driven marketing campaigns to enhance brand visibility, lead generation, and client retention.
- **CRM Management:** Skilled in leveraging tools like Salesforce and HubSpot to streamline sales processes, track client engagement, and improve operational efficiency.
- **Proposal Development:** Experienced in crafting customized proposals, including for government and private contracts, to align with client objectives and maximize ROI.
- **Podcast Hosting:** Adept at creating engaging content and facilitating insightful discussions to enhance brand awareness and client relationships.
- **Client Relationship Management:** Focused on building and maintaining long-term client relationships by delivering exceptional service and strategic solutions.
- **Team Leadership:** Proven ability to mentor and lead high-performing teams, fostering a culture of accountability, collaboration, and excellence.
- **SEO & Analytics:** Proficient in optimizing digital content and analyzing performance metrics to inform strategy and enhance marketing effectiveness.

Professional Experience

Jan 2024 - Present Advent Trinity Marketing Agency | Arlington, Texas, Business Development Manager & Podcast Host

- **Strategic Leadership:** Directed market research initiatives, identifying trends and high-value business opportunities, driving a 71% increase in B2B partnerships.
- **Sales Operations:** Streamlined the sales process from lead generation to deal closure, ensuring consistent revenue growth.
- **Marketing Excellence:** Designed and implemented advanced digital marketing strategies, increasing client acquisition and retention rates.



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OTHER PROJECTS

Chair, Multicultural Employee Business Resource Group

2020 - 2024 | Fort Worth, Texas, United States
Leading initiatives for diversity, inclusion, and engagement.

TECHNICAL SKILLS

Agency Analytics
Bonfire
Buzzboord
Buzzsprout
Canva
ChatGPT
Dripify
Google Analytics
HubSpot
Meta Business Suite
Semrush
Yext

- Proposal Development: Authored tailored proposals for government and private contracts, aligning with client objectives and maximizing ROI.
- Podcast Hosting: Produced and hosted engaging podcasts, discussing business trends and marketing innovations to enhance brand visibility and client relationships.

Key Contributions

- Nonprofit Organization: Collaborated on community-focused initiatives, creating impactful digital campaigns to boost fundraising efforts and expand outreach to underserved populations.
- Ultrasound Imaging Concepts: Implemented advanced SEO strategies and content marketing plans, enhancing online visibility and driving patient inquiries to the imaging center.
- Ybarra Law Firm: Partnered with the client to develop strategic marketing campaigns, increasing lead generation and client engagement through targeted outreach and digital advertising.

Apr 2020 - Jan 2024

PNC Private Bank | Fort Worth, Texas

B2B Consultant & Private Bank Senior Advisor

- Managed complex financial portfolios for high-net-worth clients, delivering customized wealth management solutions and achieving consistent portfolio growth.
- Enhanced client retention and satisfaction through strategic financial planning and personalized service.
- Innovative B2B Solutions: Designed and implemented cutting-edge B2B solutions to enhance client engagement and retention, leveraging CRM tools like Salesforce for strategic impact.
- Stakeholder Relationship Management: Cultivated strong relationships with key stakeholders, resulting in repeat business and long-term client loyalty.

Apr 2016 - Mar 2020

National Cutting Horse Association | Fort Worth, Texas

Marketing and Sponsorship Sales Manager

- Exceeded sponsorship revenue targets by securing key partnerships through strategic outreach and negotiations.
- Led advertising campaigns to align with client goals, ensuring sustained organizational growth and market visibility.