



Rachel Johnson - Business Development

EMPLOYMENT WRL General Contractors, LLC
2018- Present Business Development

EDUCATION The University of Texas at Tyler
B.B.A. Business Management

Generate and secure new business; develop and facilitate sales opportunities and growth through sales calls, presentations and proposals.

Meet with prospective customers to determine needs and goals.

Establish and facilitate opportunities and strong relationships with existing client base, architects/engineers, consultants and building owners.

Promote company awareness; pursue opportunities to network with community organizations and events.

Manages the Request for Proposal (RFP) process.

Provides all content for website, social media, and quarterly newsletter.

Maintain positive communications and work across departments to foster assistance if needed in sales proposals, presentations and specifications.

PREVIOUS WORK HISTORY

2016 - 2018 **cue:creative (Accounts Director)**

Engaged potential clients by building relationships, coordinating meetings, presenting company capabilities, and establishing trust

Managed all current client accounts and supervised Junior Account Manager work

Developed marketing strategies for small and large companies in multiple industries and oversaw implementation of marketing plans with close attention to budget details

2014 - 2016 **New Birmingham Inc. (Executive Assistant)**

Worked directly for C.E.O. managing his calendar, travel, and expenses

Responsible for all company PR including community donations, logo use, and magazine articles

Organized, attended, and documented weekly manager meetings and quarterly board meetings

Developed and implemented production and inventory tracking method for a high volume production plant

2012 - 2014 **Nucor Building Systems (Sales and Marketing Administrator)**

Prepared, analyzed, and summarized, monthly sales reports and distributed to District Sales Managers and General Manager

Managed the Nucor Authorized Builder list and provided needed materials and communication to those builders

Planned, organized, and hosted internal and external meetings and events