



Zain Benson

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SUMMARY

Early-career sales and **business development** candidate completing a 2026 Bachelor of Business Administration with practical training in consultative conversations, **local business outreach**, and customer engagement. University practicum work included researching 18 Milwaukee-area small-business cases, identifying operating challenges, translating service features into clear value statements, and preparing outreach plans. Supervised role-play sessions built comfort starting conversations with unfamiliar audiences and asking open-ended questions about **customer acquisition**, scheduling, retention, and **service positioning**. HubSpot Academy practice environments supported accurate interaction notes and follow-up planning, supported by Microsoft Excel and Google Workspace trackers. Clear presentations, peer feedback, dependable preparation, and genuine curiosity support productive collaboration with experienced mentors. Ready to contribute thoughtful outreach, organized activity management, and relationship-focused business development for local partners and households.

EDUCATION

Bachelor's Degree in Business Administration

2026

Marquette University GPA: 3.7

Milwaukee, WI

Coursework: Business development, sales management, marketing principles, customer relationship management

TECHNICAL SKILLS

- **CRM Platforms:** HubSpot Academy, HubSpot CRM, interaction notes
- **Office Productivity:** Microsoft Excel, Word, PowerPoint
- **Google Workspace:** Google Sheets, Google Docs, Google Slides
- **Sales Methods:** Inbound sales, consultative selling, discovery questioning
- **Outreach Planning:** Prospect research, activity scheduling, follow-up planning
- **Customer Engagement:** Relationship building, customer conversations, partner outreach
- **Business Analysis:** Needs assessment, service positioning, competitor comparison
- **Presentation Tools:** Pitch delivery, presentation design, peer review
- **Web Applications:** Web-based applications, online research, digital forms
- **Marketing Fundamentals:** Digital marketing, e-commerce, service messaging

SKILLS

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|--------------------------|--------------------------|---------------------|-------------------------|
| • Business development | • Relationship building | • CRM documentation | • Presentation delivery |
| • Consultative discovery | • Sales pitch refinement | • Microsoft Excel | • Written communication |
| • Customer engagement | • Activity scheduling | • Google Workspace | • Product knowledge |
| • Prospect research | • Follow-up planning | • Web applications | |

EXPERIENCE

Business Development Practicum Student

January 2026 - May 2026

Marquette University Business Development Practicum

Milwaukee, WI

Supported supervised business development exercises for Milwaukee-area small-business scenarios. Prepared prospect research, discovery conversations, service-positioning materials, activity plans, CRM-style notes, and presentations while applying feedback from faculty and peers.

- Researched 18 small-business cases and organized operating challenges into concise prospect profiles for outreach planning.
- Conducted supervised discovery conversations with student ventures using open questions about acquisition, scheduling, and service positioning.
- Converted four simulated **service offerings** into plain-language value statements for retail, **hospitality**, and professional-service scenarios.
- Recorded interaction notes and **follow-up** reminders in **HubSpot Academy** practice environments for smoother weekly team reviews.
- Built daily activity plans covering **prospect research**, outreach practice, call preparation, and follow-up documentation.
- Presented a revised conversational **pitch** after applying faculty and peer feedback on questioning and next steps.

Sales and Customer Engagement Lab Student

September 2025 - December 2025

Campus Community Engagement Lab

Milwaukee, WI

Completed supervised customer engagement projects centered on neighborhood businesses, relationship-first outreach, service comparisons, activity tracking, and **presentation delivery**. Worked with instructors and peers to improve conversation quality and follow-up consistency.

- Mapped needs for 24 neighborhood businesses and grouped findings by retention, visibility, and operating-process themes.
- Practiced introductory outreach through role-play sessions, adapting openings for owners with varied interest and availability.
- Created Excel activity trackers and **Google Workspace** templates for contacts, responses, and **follow-up** commitments.
- Compared competing service descriptions and summarized differentiators in a reference guide for mock partner meetings.
- Revised question prompts after peer scoring and instructor feedback encouraged more detailed business-owner responses.
- Delivered a relationship-first outreach presentation supported by research, sample notes, and a 30-day contact schedule.

PROJECTS

Neighborhood Partner Outreach Plan 📅 2025

Mapped local business needs, organized prospect themes, and created a 30-day contact schedule supporting relationship-focused outreach.

Service Value Messaging Study 📅 2026

Compared simulated service offerings and translated features into practical value statements for varied small-business audiences.

LEADERSHIP & AWARDS

- Dean's List, Marquette University, Fall 2025
- Outstanding Practicum Presentation, Marquette University Business Development Practicum, 2026
- Campus Engagement Case Competition Finalist, 2025

CERTIFICATIONS

- Google Career Certificate: Foundations of Digital Marketing and E-commerce 📅 2026
- HubSpot Academy: Inbound Sales Certification 📅 2026

PROFESSIONAL AFFILIATIONS

- Student Business Association, Outreach Committee Member, 2025 - 2026
- Marquette University New Student Welcome Program, Peer Volunteer, 2025

LANGUAGES

- English (Native)
- Spanish (Intermediate)

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST