



Zain Benson

Entry-Level Sales and Business Development Associate

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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

Marquette University 🎓 GPA: 3.7 📅 2026 📍 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

EXPERIENCE

Business Development Practicum Student

Marquette University Business Development 📅 January 2026 - May 2026 📍 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.

STRENGTHS

- 🗨️ **Conversational Outreach**
Role-play sessions made unfamiliar conversations feel natural, helping uncover business needs through open questions and attentive follow-up.
- 🔍 **Prospect Research**
Research on 18 local business cases shaped clearer profiles; instructors valued concise findings during outreach planning reviews.
- 💡 **Value Messaging**
Translating four simulated offerings into plain language made service benefits easier for varied audiences to discuss.
- 📅 **Activity Planning**
Daily practicum plans balanced research, outreach practice, preparation, and notes; steady structure kept deadlines manageable.
- 👥 **Collaborative Learning**
Peer and faculty feedback sharpened pitches and questions, turning each review into a practical next improvement.

SKILLS

Business development

Consultative discovery

Customer engagement

Prospect research

Relationship building

Sales pitch refinement

Activity scheduling

Follow-up planning

CRM documentation

Microsoft Excel Google Workspace

Web applications

Presentation delivery

Written communication

Product knowledge

LANGUAGES

English Native

Spanish Intermediate

MY CAREER



● Business Development Practicum Student at Marquette University Business Development Practicum (4 Months)

● Sales and Customer Engagement Lab Student at Campus Community Engagement Lab (3 Months)

- 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

Campus Community Engagement  September 2025 - December 2025  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

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST