

# Olivia Vinkler

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## SUMMARY

Talented business development professional currently working in the B2B software industry. Engaged and driven team member with experience across many facets of sales and business development, including: sales support, account management, proposal writing, strategic planning, marketing, blog writing, event planning, and customer service.

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## EXPERIENCE

### Business Development Associate

Infolinx

June 2018–Present, Kensington, MD

Acted as sales support for all of Infolinx's 100+ accounts

Worked directly with Vice President of Sales to qualify sales leads, write proposals, schedule demos, and close deals

Designed and managed database that tracked sales pipeline and actual revenue in Airtable

Collaborated with marketing team to design and implement marketing campaigns based on current industry trends

Planned and coordinated roundtable and networking events for clients and prospects

Wrote blog posts and case studies for Infolinx website

### Newsletter Director, Writing Center Lead Consultant

University of Delaware Writing Center

September 2015–May 2018, Newark, DE

Responsible for leading a team of three students on producing a new monthly newsletter to promote the writing center

Designed and lead interactive and collaborative writing workshops with university students.

Chosen for this position because of excellent written and oral communication skills, in addition to editing skills.

Worked one-on-one with students to provide tutoring to improve their written communication skills

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## PROJECTS

### Personal Blog

In October 2019, I began my own blog as a way to share my experiences and reflections on the process growing into one's adulthood. I began this project to share insights on the challenges facing 20-somethings, to practice my passion of writing, learn web design skills, and to normalize the ups and downs that come with becoming a responsible and fulfilled adult.

### Infolinx On the Record Podcast

In October 2019, Infolinx launched a podcast to share the stories and insights from the information governance (IG) and data privacy experts. Infolinx VP of Sales and I co-host the podcast and discuss industry trends and challenges that IG professionals are experiencing today. I research and write the interview questions for each guest we have on the podcast.

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## INVOLVEMENT

### Pi Beta Phi Nation's Capital Alumnae Club

Member • June 2018–Present

Attended Club meetings, participated in club volunteering and social events with Pi Beta Phi alumnae in Washington, DC.

### Pi Beta Phi, DE Alpha Chapter

University of Delaware • Chapter President; Standards Board Member; Founding Member • February 2016–May 2018

Lead sorority of 230 members and cultivated a culture of honesty and respect in a newly founded chapter.

### UDance Dance Marathon

University of Delaware • Canning Director; Canning Permits Chair; Committee Member • October 2014–April 2018

Managed a team of five that coordinated all street fundraising events for all University of Delaware Student Groups. Our implementation of new fundraising strategies contributed \$60,000 to UDance's \$2 million total fundraising.

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## EDUCATION

**Bachelors of Science, Cognitive Science**

Minor in Entrepreneurial Studies, Psychology • University of Delaware • Newark, DE • 2018 • 3.8, Magna Cum Laude

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## **SKILLS**

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**Communication:** Oral, Written, Podcasting, Sales

**Writing:** Professional, Creative, Blogging, Academic, Technical, Proposal

**Other:** Highly Creative, Effective Time Manager, Independent, Enjoys Collaboration, Customer Service

**Microsoft Office, G Suite**