
BENJAMIN TOWNSEND

2056 Bent Creek Dr, Colorado Springs, CO 80921 719-330-8484 townsprings@gmail.com

BUSINESS DEVELOPMENT MANAGER

Results-oriented Account Executive with over 26 years of experience in sales, marketing, and client relationship management across diverse industries, including real estate and media. Proven track record of developing and executing comprehensive marketing strategies that enhance visibility and drive sales outcomes. Skilled in advising clients on negotiation strategies and legal compliance, ensuring successful transactions and strong client relationships. Experienced in producing high-quality media content and managing digital marketing initiatives to improve brand engagement and lead generation. Adept at building and maintaining B2B and B2C relationships, consistently achieving sales targets and fostering long-term client loyalty.

EXPERIENCE

BROKER, TOWNSEND REAL ESTATE, COLORADO 1998–PRESENT

- Developed and executed comprehensive marketing plans for residential and commercial properties, enhancing visibility and sales outcomes.
- Advised clients on negotiation strategies and legal responsibilities, ensuring successful transactions and compliance.
- Guided property owners in preparing their homes for sale, optimizing presentation and market appeal.
- Created impactful marketing materials that effectively showcased properties and attracted potential buyers.

PARTNER, DARK LOTUS MEDIA, COLORADO 2009–PRESENT

- Produced a wide range of media, including corporate, B2B, B2C, and public content, driving brand engagement and awareness.
- Directed motivational media projects, infusing energy and excitement into promotional campaigns.
- Crafted and executed multiple creative public productions, enhancing client visibility and outreach.
- Developed and designed corporate websites and digital marketing strategies, improving online presence and lead generation.

PRESIDENT, BIG TREE CORPORATION, COLORADO 1998–2014

- Managed corporate finances and payroll, ensuring fiscal responsibility and efficiency.
- Hired and supervised accounting professionals to maintain accurate financial records.
- Led the development and execution of print marketing strategies, strengthening brand recognition.
- Designed and implemented website and digital marketing initiatives, enhancing customer engagement and outreach.

OWNER, HALO PAINTING, COLORADO 1992–2015

- Estimated project costs and materials, ensuring competitive and accurate proposals.
- Developed and presented detailed proposals, securing contracts and expanding client base.
- Hired and managed contractors, overseeing quality and timeliness of work.
- Directed marketing efforts to foster strong B2B and B2C relationships, resulting in sustained business growth.

SALES ASSOCIATE, MCI WORLDCOM, COLORADO 1990–1992

- Achieved top sales awards and bonuses through consistent performance and client relationship building.
- Implemented sales training and strategies, enhancing team effectiveness.
- Selected for top sales ‘Circle of Excellence’ conferences, recognizing exceptional sales performance.

EDUCATION

REGIS UNIVERSITY, DENVER, CO – BACHELORS OF LIBERAL ARTS, MINOR
IN BUSINESS ADMINISTRATION 2022

JONES REAL ESTATE COLLEGE, DENVER, CO – REAL ESTATE LICENSE 1998

SKILLS

- **Sales Strategy Development**
Expertise in creating and executing sales strategies that drive revenue growth and market penetration.
- **Client Relationship Management**
Proven ability to build and maintain strong B2B and B2C relationships, enhancing customer loyalty and satisfaction.
- **Negotiation and Closing**
Skilled in advising clients on negotiation strategies, ensuring successful transactions and compliance with legal responsibilities.
- **Digital Marketing**
Experience in developing and implementing digital marketing strategies, including SEO, content marketing, and social media management.
- **Media Production**
Proficient in producing high-quality media content for corporate, B2B, B2C, and public platforms, driving brand engagement.
- **Marketing Strategy**
Strong background in developing comprehensive marketing plans that enhance brand visibility and drive sales outcomes.
- **Project Management**
Effective in managing multiple projects simultaneously, ensuring timely completion and adherence to budgets.
- **Financial Management**
Experience in managing corporate finances, payroll, and budgeting, ensuring fiscal responsibility and efficiency.
- **Team Leadership**
Proven ability to lead and motivate teams, enhancing performance and achieving sales targets.
- **Analytical Skills**
Adept at analyzing market trends and performance metrics to inform decision-making and optimize sales strategies.
- **Creative Problem Solving**
Strong ability to identify challenges and develop innovative solutions to drive business growth.

