



# MARKETING ALLIANCE

A MARKETING RESOURCE COMPANY

## **Business Development Executive Charlotte County, FL**

Marketing Alliance, Inc. is recognized throughout the United States as a leading economic development marketing firm, with offices in Punta Gorda, FL and Jackson MS. We partner with our clients to help them identify their strengths and craft their message in order to differentiate and compete.

Recently Marketing Alliance has expanded its presence in Florida and is currently relocating all of the creative production to our Punta Gorda, FL location. With this strong talent pool locally in Florida we hope to expand our services within the state.

Marketing Alliance specializes in strategic plans, community branding, digital marketing, website development, interactive maps, video production, 3D animation, social media, and multimedia kiosks systems.

We have an opening for a Business Development Executive with a **minimum of 5 years' experience** to join our growing team and to help expand our presence throughout the United States.

**Job Description:** This individual should be highly motivated, sales goal oriented, disciplined and driven to succeed. Responsibilities include promoting Marketing Alliance by networking and developing business relationships with economic development organizations and tourism organizations, site selectors, and related associations. Business Development Executive duties include contacting prospective economic development and tourism organizations, conducting face-to-face meetings and video conference meetings, development of marketing recommendations and estimates/proposals, attending conferences, and working with the Marketing Alliance creative team in the development of marketing initiatives for our economic development and tourism clients.

### **Requirements:**

- Excellent communication skills, both verbal and in written form. • Motivated individual who can work independently and collaboratively.
- Excellent time management skills. • Organizational skills and attention to detail.
- Enjoys networking and building business relationships.
- Is a creative thinker and enjoys learning and constantly looking for new techniques and solutions.
- Understanding and experience operating in an hourly rate business model.
- Driven to cultivate and close sales in order to increase company revenue.

**Marketing Alliance, Inc.**

Punta Gorda, Florida · Jackson, Mississippi  
[www.marketingallianceinc.com](http://www.marketingallianceinc.com)



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- New business development experience required.
- Economic development and/or tourism experience required.
- Experience in Salesforce or another CRM system is a plus.

## **Benefits:**

- Health insurance coverage available.
- 401K plan with employer match of 3% of compensation.
- Two weeks paid vacation.

Job Type: Full-time

Required education: Bachelor's

Required experience: 5 years

Job Type: Full-time

Salary Range: \$50,000.00 to \$70,000.00/year plus commission

Please submit cover letter and resume to:

John Abbate, President

Marketing Alliance, Inc.

110 Sullivan Street, Suite 112

Punta Gorda, Florida 33950

[jabbate@marketingallianceinc.com](mailto:jabbate@marketingallianceinc.com)

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