

# Natalie Rushman

## Business Account Manager

613-727-4723 | [rush0123@algonquinlive.com](mailto:rush0123@algonquinlive.com) | [www.linkedin.com/in/natalierushman](https://www.linkedin.com/in/natalierushman)

### Profile

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Results-driven Business Development and Sales student with strong knowledge of customer relationship management, market analysis, and strategic account management. Adept in identifying business opportunities and developing strategic partnerships to drive revenue growth. 3+ years of sales experience with a focus on relationship building and client retention.

### Summary of Qualifications

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- Skilled in strategic account management to build and maintain long-term relationships with key accounts, understanding their needs and providing tailored solutions
- Conduct and analyze market research to gather insights into industry trends, customer preferences and competitive landscape to inform decision-making
- Apply knowledge of Big Data and data analytical technologies to visualize reports, analyze patterns, and project sales opportunities
- Adept in using Customer Relationship Management (CRM) software (Salesforce, HubSpot) to record customer interactions and sales data
- Persuasive communication skills with an ability to clearly convey ideas, persuade stakeholders and build rapport with clients

### Education

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#### Business Development and Sales Graduate Certificate

Algonquin College, Ottawa, Ontario

September 2024 – Present

#### Business Administration Diploma

Algonquin College, Ottawa, Ontario

January 2021 – December 2023

### Academic Projects

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#### B2B Marketing Strategy Development

Algonquin College, Ottawa, Ontario

January 2025 – Present

- Conducted industry and competitor analysis to identify target audience and define unique value proposition and messaging framework
- Implemented SEO, PPC, social media marketing, content marketing and lead nurturing strategies to attract and convert leads
- Defined KPIs, used analytics tools to track performance, gather customer feedback, and continuously optimize marketing efforts

## **CRM Implementation Project**

Algonquin College, Ottawa, Ontario

October 2024 – December 2024

- Implemented a CRM system for a small business to improve customer relationship management, streamline sales processes, and enhance customer satisfaction
- Researched and analyzed various CRM systems based on features, ease of use, scalability and cost to identify the model that fit the business's needs and budget
- Cleaned and migrated data, integrating CRM with other business systems, customizing based on thorough testing
- Developed a training program for all users, including hands-on workshops, tutorials and user manuals to support user adoption, gathered feedback for continual optimization

## **Work Experience**

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### **Sales Associate**

Aritzia, Ottawa, Ontario

July 2024 – Present

Banana Republic, Ottawa, Ontario

February 2022 – June 2024

- Delivered exceptional customer service by engaging with customers, understanding their needs and providing tailored product recommendations
- Consistently achieved and exceeded sales targets through effective communication and persuasive selling techniques
- Developed and maintained strong relationships with customers, resulting in repeat business and increased customer and brand loyalty
- Participated in sales meetings and training sessions to stay informed about new products, sales strategies, and industry developments

## **Volunteer Experience**

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### **Event Fundraising & Support**

Canadian Cancer Society, Ottawa, Ontario

April 2023 – June 2023

- Assisted in the planning and implementation of marketing strategies to promote the "Run for the Cure" event including social media campaigns and email newsletters
- Engaged with the community, distributing flyers in person and leveraging personal networks to fundraise and raise awareness
- Supported event logistics including venue-setup, registration, and attendee coordination, ensuring a smooth and successful event

## **Professional Development**

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### **Sales: Closing Strategies**

LinkedIn Learning, Online

November 2024