

Heather Lindaman
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Personal Statement

Business development executive offering 16 years of sales and development experience in highly competitive markets. I am a results-driven professional with a proven track record of exceeding sales objectives year after year. Ability to work with little to no supervision as well as in group environments. My strong communication skills combined with a friendly demeanor allow myself to quickly relate to individuals, build trust, and build powerful relationships with key stakeholders. By providing a consultative approach in sales and relationship development, I am able to uncover the true needs and challenges of my clients and how I can best assist them.

Skills

Microsoft Office; Insightly CRM; Salesforce; Google Suite

Work History

Blinds48, LLC

Lehigh Valley, PA

Sales Representative

2020-present

- Responsible for entire Lehigh Valley/Carbon County region.
- Perform pre-qualified in-home/business/virtual consultations.
- Offer aesthetic and design options to clients based on their wants/needs.
- Prepare price quotes, schedule install measurements, take payments for closed sales.
- Write purchase agreements, explain disclosures involved with sale.
- Client follow-ups through phone and email.

First Commonwealth Federal Credit Union

Lehigh Valley, PA

Senior Business Development Executive

2017 – 2019

- Drove business growth through onboarding new companies throughout Lehigh, Northampton, Carbon, and Berks counties.
- Worked closely with business bankers, market managers, and financial center managers to grow each market's share of wallet.
- Worked one-on-one with members to ensure all of their financial needs were met for all of their deposit, loan, and investing needs.
- Prospected and cold called on businesses to educate the importance of credit union benefits for their employees.
- Taught financial wellness seminars during breakfast or lunch at employer groups and prospects.
- Finished 2018's New Member objectives at 349% of plan.
- Represented the face and the brand of FCFCU in the community at Chamber/Community events.
- Nurtured existing and cultivated new business relationships to achieve a growth rate of 417%.
- Member of the Community Events and Engagement, Corporate Responsibility, Diversity and Inclusion, and Sustainability Teams within the organization.

Heartland Payment Services

Charlotte, NC / Lehigh Valley, PA

Sales Representative-Outside Sales

2016 – 2017

- Prospected for new business in mature market offering merchant, payroll, lending and gift card services.
- Responsible for self-generating leads.
- Cold-called businesses both from a home office and face to face.

- Fostered relationships and trust with clients and prospects.
- Developed relationships in networking groups which led to various warm leads.
- Attended various networking functions and built my circle of influence.

Tapas on Main

Bethlehem, PA

Bartender

2014 – 2016

- Ran all aspects of the bar in a high-volume restaurant.
- Built a local following and established regular clientele.
- Facilitated social media output for local promotions and events.
- Processed nightly inventory.
- Created a seasonal cocktail menu to compliment dining menu.
- Demonstrated strong multi-tasking skills under stressful conditions.

Supermedia

Bethlehem, PA

Marketing Sales Representative

2012 – 2014

- Established rapport and strong relations with key decision makers of small to mid-sized businesses.
- Developed a robust pipeline of prospects using cold-calling techniques.
- Inside and outside sales calls performed based on the needs of the client.
- Conducted needs assessments to identify gaps in marketing plans.
- Customized digital and print marketing solutions for businesses.
- Demonstrated strong closing skills in sales cycle, often leading to one-call closes.

Education

Muhlenberg College

Allentown, PA

Bachelors in Business Administration – Human Resources Concentration

December 2021

Lehigh Carbon Community College

Schnecksville, PA

Business Administration study--no degree

2019

Professional Groups and Certifications

- Cancer Support Community of the Lehigh Valley
Charles B. Pratt Jr Golf Tournament Committee 2019
- American Heart Association, Lehigh Valley
Heart Walk Committee 2019
- Lean Six Sigma – Yellow Belt certification 2019
- Greater Lehigh Valley Chamber of Commerce
Ambassador Council, Vice Chair 2018 -- 2020
Ambassador Events Committee 2018 -- present
Ambassador Membership Committee 2018 -- present
- Carbon Chamber and Economic Development Corporation
Women in Business Group, Co-Chair 2018 -- 2020
- The VAST
Development Committee 2018 -- 2019
Board Member 2020 -- present
Development & Events Committee, Chair 2020 -- present