

BIANCA FRAILS

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Business Development & Strategic Relationship Management Professional

PROFESSIONAL SUMMARY

Results-driven business development professional with 10+ years managing complex stakeholder relationships and direct, quota-driven sales experience. Generated \$1.2M+ in secured contracts at a 78% win rate, grew pipelines 20%+, and ranked top 5 districtwide for sales performance. MBA-trained, skilled at translating technical information into decision-maker-ready narratives and earning trust with stakeholders at every level.

CORE COMPETENCIES

Business & Territory Planning • Customer & Stakeholder Relationship Management • AI-Enabled Marketing, Sales & Program Operations • CRM Platforms (Salesforce, Microsoft Dynamics, Zoho) • Sales Goal & Quota Attainment • Lead Generation & Pipeline Management • Market & Data Analysis • Needs Assessment & Consultative Communication • Cross-Functional Collaboration • Revenue & Performance Reporting • Compliance & Ethics Adherence • Executive-Level Presentation

PROFESSIONAL EXPERIENCE

Marketing Manager | Frails & Wilson Attorneys at Law | Jul 2024 – Present

- Build and manage a referral-partner pipeline of real estate brokers and agents, converting relationships into repeat business as the firm's preferred closing attorney through consultative, in-person selling.
- Collaborate with a team of 6 attorneys and paralegals to assess marketing needs and align outreach strategy with practice priorities.
- Negotiate broadcast and advertising contracts to expand market visibility and strengthen referral volume.
- Design marketing materials and manage digital campaigns, using performance data to prioritize spend and sustain pipeline growth.

Owner & Lead Consultant | The Avenue | Apr 2017 – Present

- Independent consulting practice managing a portfolio of nonprofit, corporate, and public-sector clients across metro Atlanta.
- Own the full sales cycle from prospecting and relationship-building through proposal development and contract close, while collaborating cross-functionally with client teams, vendors, and stakeholders to deliver on commitments.
- Track record of growing and retaining a diverse client book through consultative selling and long-term relationship management.

*Selected Client Engagements below

*Program Manager, Consultant | CERM Legacy Foundation | Nov 2024 – May 2026

- Manage relationship-based programming connecting corporate, educational, and community partners in the southeast region coordinating each stakeholder group from initial engagement through program execution.
- Convert multi-year engagement data into structured reporting, applying generative AI tools to accelerate drafting and personalize funding narratives, the same discipline required to use CRM and territory-performance data to plan and adjust an account strategy.
- Built end-to-end systems for intake, communication, and follow-through automating scheduling and follow-up to improve consistency across every program cycle.

*Executive Director, Consultant | Startup Runway Foundation | Oct 2024 – Apr 2026

- Owned and managed a book of corporate and institutional sponsor accounts, including Truist, Georgia Power, Cox, and InvestAtlanta, retaining relationships year-over-year through proactive account management, regular touchpoints, and consistent value delivery.
- Nurtured and grew the program pipeline 20% into new markets, using Salesforce to prioritize outreach and track account health while managing the full account lifecycle: needs assessment, pitching, renewal

conversations, and post-engagement follow-through. The same relationship-management discipline required to retain and grow a territory's customer base.

***Community Engagement**, Consultant | EPA Grant Georgia AIM Project 3 | *Oct 2024 – Jul 2025*

- Managed a statewide North Georgia territory for a federally funded workforce initiative, identifying and cultivating relationships with community and event partners to secure engagement opportunities and speaking space at conferences and public events.
- Built and executed a scalable outreach model that delivered 1,200+ stakeholder engagements in six months across the territory, hitting grant milestones ahead of schedule.
- Drove stakeholder awareness of AI in manufacturing through a 60-foot mobile activation featuring live manufacturing simulations and an interactive robot dog, using the platform to generate interest in career pathways among students and community stakeholders.
- Directed field operations, reporting, and compliance documentation for a federally funded initiative, using LLMs to accelerate grant reporting and stakeholder communications, demonstrating the discipline required for regulated, guideline-driven customer interactions.

Client Services Manager | Corporate Environmental Risk Management (CERM) | *Sept 2019 – Sept 2023*

- Wrote and managed sales proposals and funding narratives that generated \$1.2M+ in revenue at a 80% win rate, translating technical, complex information into compelling, decision-maker-ready stories.
- Increased engagement 65% across all marketing channels by designing and executing a targeted outreach and content strategy.
- Coordinated corporate community investment initiatives directly with the CEO and executive leadership, building trust and alignment with senior stakeholders.

Territory Sales Representative | IBIIworld | *Nov 2018 – Mar 2020*

- Owned the full sales cycle for an arts education program across the DeKalb and South Gwinnett territory, prospecting school administrators, PTAs, and teachers, negotiating rates, and closing signed contracts for afterschool, field trip, and camp programs (grades 3–5).
- Consistently exceeded sales targets, maintaining program rosters above 80% capacity while growing the territory year over year, adding 3–5 new school accounts annually.
- Drove local demand generation to hit enrollment goals, securing on-site signage and newsletter placement, coordinating teacher-distributed flyers, and partnering with local businesses to host family night promotional events.
- Managed a high-volume, self-directed field schedule across a two-county territory, including billing and invoicing with school accounts payable departments.

Assistant Store Manager; Retail Sales Associate | Foot Locker Inc. | *Apr 2007 – Mar 2014*

- Ranked among the top 5 Assistant Managers for sales performance districtwide, helping the store consistently exceed sales dollar and percentage goals by an average of 15% per quarter.
- Cut new-hire training completion time in half over six months by partnering with the market leader on team training and performance coaching.
- Earned 3 Customer Service Champion Awards (2013–2014) for exemplary performance in Foot Locker's Customer Satisfaction Program.

EDUCATION & CERTIFICATIONS

Master of Business Administration | St. John's University, Rome, Italy & Queens, NY | 2015

Bachelor of Business Administration, Marketing | Georgia State University, Atlanta, GA | 2013

Project Management Professional (PMP), Exam Scheduled October 2026, PMI

AFFILIATIONS & RECOGNITION

Second Helpings Atlanta, Board Member • ACEC Top 100 Women in Engineering, 2023 • Technology Association of Georgia, Pathways to Leadership Advisory Committee • Atlanta Business League Women of Influence Committee