

MIRANDA REED SWICK

professional portfolio 2025

Business development leader whose commitment to workflow efficiency, team synergy & client relationship management is central to executing innovative sales strategies that generate lasting, impactful results.

EXPERIENCE

SALES DIRECTOR

ATRA Form Studio
Full-Time Jun 2021 - Feb 2025 • 3Y 9M
Los Angeles, California

DESIGN CONSULTANT

AA Architecture
Partner Jun 2022 - Feb 2025 • 2Y 9M
Malibu, California

NETWORK LIAISON

Morphus
Partner Apr 2023 - Dec 2024 • 1Y 9M
Mexico City, Mexico

OVERVIEW

Reputable track record in business development, marketing, client acquisition & sales strategy execution. Implements efficient workflows including detailed record-keeping to accumulate data that identifies trends & pinpoints areas for improvement – ultimately reducing expenses & maximizing time utilization. Manages onboarding & training for new associates, addresses distributor inquiries & oversees all order management communications between production & clients. Balances extensive leadership duties with personal sales obligations, consistently meeting or exceeding quarterly goals. Launched campaigns, directed outreach tactics & led strategic networking opportunities to cultivate a substantial, loyal client base ready to be leveraged in future roles. Exceptional negotiation skills align client & company expectations, enhancing financial outcomes & meeting deadline targets.

HIGHLIGHTS

- Generates average of \$1.5M annually in product sales
- Expanded client database by 13,500 contacts in two years
- Co-managed architectural & interior renovation for La Villa Contenta Malibu; residence projected to list for \$90M turnkey (80% market value increase) mid-2025
- Secured substantial outbound leads, attributing to 65% of annual revenue (2024)
- Contributed in global outreach & branding efforts securing features in Architectural Digest & Elle Decor

SKILLS

- Client Relationship Management
- Leadership & Team Management
- Workflow Process Improvement
- Partnership development
- High-Value Negotiation
- Business Acumen
- Associate Training
- Results-Driven Salesmanship
- Event Coordination
- Brand Commitment
- Digital Marketing
- Adaptive Networking
- Entrepreneurial Discipline
- Technical Proficiency
- Project Management
- Market Analysis
- Crisis & Risk Management
- Budget Optimization
- Attention to Detail
- Execution Strategies