

SALES R. PRODUCER

Address • City, State Zip

Office Phone: XXX-YYY-ZZZZ ext. 218 • Mobile Phone: XXX-YYY-ZZZZ • Home Phone: XXX-YYY-ZZZZ

Office Email: sales@producer.com • Home Email: producer@sales.com

Advertising Sales • National and Regional Account Management • Media Consulting

PROFESSIONAL PROFILE

- Extensive marketing, sales, media and promotions background.
- Highly productive in print media advertising sales and account management.
- Million dollar plus producer.
- Proven track record managing major accounts and territories.
- Education in advertising, psychology and business.
- Motivated self-starter, exceed sales goals – thrive on business related client interaction.
- Highly effective in a fast paced environment with multiple deadlines and responsibilities.
- Resourceful problem solver, able to create and build new sales categories. Experienced hunter
- Work well as a member of a team as well as independently.

AREAS OF EXPERTISE

- Direct Sales
- Territory Development
- Account Development
- Cold Calling
- Lead Development
- Sales Leadership
- Executive/Major Client Contacts
- High Level Negotiation
- Revenue Leadership, Top Producer
- Clients Have Included: High Tech, Telecommunications, Entertainment, Large Scale Retail, Alcohol
- Planning/Executing Multimillion Dollar Media Budgets
- National Advertising Campaigns
- Multiple Partner and Coop Advertising Campaigns
- Management of Multiple Deadlines
- Ad Copy and Layout Creation
- Writing Advertising Proposals and Press Releases
- Print Expertise & Radio Experience
- Mac: ACT!, MS Word, Excel, Quark XPress

PROFESSIONAL BACKGROUND

ADVERTISING SALES LEADERSHIP

Build relationships with business owners and media buyers. Develop advertising plans and proposals –provide leadership in multi million dollar sales. Initiate daily cold calling and lead development. Create promotional packages and partnerships as part of national and regional account management.

Clients: Sprint, Intel, Valley Transportation, Santa Clara County Health & Hospital, Guinness, Anheuser-Busch, Tower Records, 24 Hr. Fitness, AT&T, Warehouse Entertainment, Best Buy, NNN, Media Com, Big O Tires, Comerica, Ski Resorts, Luxor Hotel & Casino and many others.

- Recognized as top earning professional achieving **over \$1MM in sales** for past three years.
- Proven record of developing new categories and self-generating leads and revenue streams even in poor economic conditions.
- Met or exceeded sales goals monthly and annually. Achieved **112-120% over quota** for past three years.
- **Grew sales revenue from \$300,000 per year to \$1.6MM managing approximately 30% attrition rate.**
- Managed and developed large client base, created new accounts and strategic, multiple market and multiple partner advertising campaigns utilizing a highly effective consultive sales process.

EXPERIENCE

- Chainof Newspapers
City, ST
- National & Regional Account Manager** Dec 1999 - Present
Sales Volume: \$1-1.6 Million Plus Per Year Each of Three Years.
Role: Sell advertising space into four SF Bay Area-based Alternative Weekly Newspapers plus six community -based weekly publications throughout Silicon Valley. Facilitate national advertising sales with Alternative Weekly Network of 120 publications plus some Canada.
Key Clients: See previous list in addition to American Wireless, Yesvideo.com (a venture with local film/video processing and Kodak/Fuji Film), Brass Ring Careers, Bass Ale, Cutty Sark.
- Chainof Newspapers
Chainof Newspapers Chain
Network-Sacramento
- Contract Media Consultant** 1998 - Present
Consult and execute multi-market media buys in multiple print media. Assist in placement of over \$3-5MM annual of advertising.
- Chainof Papers
City, ST
- Major & Key Accounts Sales Executive** 1998 - Dec 1999
Sales Volume: \$500-700K. Lead company during accelerated growth.
Role: Sold print advertising space into 10 weekly newspapers and other out-of-market publications by developing/building relationships with marketing managers, district managers, business owners, ad agencies.
Key Clients: Rock Bottom Brewery, Cort Furniture, cellular dealers, Sunnyvale Volkswagen/B&B Saab, Carpeteria.
- Chainof Newspapers
City, ST
- Retail Account Executive** Dec 1994 - Dec 1998
Sales Volume: \$500,000.
Role: Sold retail-advertising space into nine weekly newspapers. Developed/managed large local and regional client list. Established/maintained relationships with clients and advertising agencies. Created marketing and advertising strategies. Wrote ad copy and produced layouts. Handled billing and collections.
Key Clients: Retail/music clients such as Sony Music, Best Buy, Tower Records, Warehouse Entertainment, Rasputin Music and various record distributors.
- Chainof Newspapers
City, ST
- Advertising and Marketing Coordinator** Aug 1994 - Dec 1994
Role: Primary media planner/buyer for Internet startup.
Functions: Purchased print, local radio, cable television, direct mail and magazine advertising. Assisted in developing marketing strategies and creating ad copy & press releases.
- Chainof Newspapers
City, ST
- Promotion Assistant** Jan 1993 - Jun 1994
Clients: Local music acts.
Services: Created press releases. Supervised and carried out promotions with record labels and publications. Distributed music samples to radio stations. Provided tour support: road management, booking, scheduling.

EDUCATION/CERTIFICATION

- **BA, Psychology, Minor in Advertising**, American State University, American City, ST
- **Business Management Certification**, Coolville College, American City, ST

SALES R. PRODUCER