

## SENIOR SALES EXECUTIVE

**MULTI-PLATFORM MEDIA SALES | AD SALES GROWTH | BRAND DEVELOPMENT & MANAGEMENT**

*Generating superior revenue growth through effective account leadership, brand strategy, and execution.*

Highly accomplished Sales Executive with career track of driving revenue growth within challenging markets, including advertising and multi-media sales. Extensive experience in winning key accounts and establishing recurring revenue pipelines. Recognized as a top performing leader in advertising and multi-platform media with expertise in identifying and building new markets, building successful sales teams and driving consistent growth. Advanced strengths in leading sales presentations and training demonstrations for all levels of an organization. Focused on supporting bottom line performance by delivering enhanced client experiences and capitalizing on new business opportunities.

### LEADERSHIP & SALES COMPETENCIES

Sales & Business Development • Strategic Sales Planning • Account Management • Relationship Development  
Market Strategies • Team Leadership & Development • Market Analysis • Marketing & Promotions • Networking  
Client Retention • Storytelling Expert • Account Development • Market Expansion • Product Training/Education

### SNAPSHOT OF CAREER HIGHLIGHTS

- ❖ **Authored a bestselling book** on how to go from invisible to irresistible using storytelling as a tool to become magnetic to ideal clients.
- ❖ **Host a podcast designed to support sales professionals in winning new opportunities** by educating them on how to pitch a product or solution.
- ❖ **Built extensive experience in the multi-media platform sales industry**, with demonstrated success in securing new ad sales revenue with key enterprise accounts. Won ad sales contracts with leading companies, including Lexus, Guess, KIA, Toyota, St. John, Sony Pictures, Paramount Pictures, Warner Bros., Disney and many more.
- ❖ **Gained expertise in selling across numerous sectors, channels and categories**, including automotive, fashion, travel and electronics, as well as print, digital, mobile and social media platforms.

### PROFESSIONAL EXPERIENCE

**ABC CONSULTING** – New York, NY

2014 – Present

#### Senior Sales Consultant

Keynote sales speaker and trainer, recruited by leading enterprise companies to help boost sales results; hired by Coca Cola, Redfin, Honeywell and Anthem. Established positive sales cultures for enterprise brands by providing training, presentations and mentoring for sales teams and leadership on driving sales and building stronger client relationships.

- **Led a TEDx talk**, which generated over 1M views. Taught individuals on using resilience to go from forgettable to memorable and secure a higher volume of converted sales.

**XYZ** – New York, NY

2017 – 2019

#### Chief Marketing Officer

Founding member of this cutting edge shared equity real estate company contributing to the start-up and strategic leadership of operations. Assisted in developing business plan, processes and strategies to ensure successful company launch. Served as marketing executive, overseeing all branding, social media, outreach and communication efforts.

- **Spearheaded brand development for the company**, including creating logo, messaging and collateral to secure positioning within competitive market.
- **Forged partnerships with outsourced marketing firms** to conduct public relations (PR), social media and marketing campaigns to boost company exposure and business development.
- **Created pitch deck that led to \$1.8M in seed funding** to drive the successful start-up; secured spot for CEO to present on TV and in national press.

**ABC ENTERPRISE** – New York, NY

1996 – 2014

#### Executive Director Corporate Partnerships (2013 – 2014)

Selected to drive the creation and management of corporate partnerships across 18 brands spanning video, digital and print platforms. Coordinated and led resources across 23 brands' sales teams to develop, implement and execute strategies, sales messaging and initiatives for driving significant growth results. Held direct responsibility for identifying and capitalizing on new business opportunities across competitive markets.