

B2B & B2C MARKETING & SALES | STRATEGIC BUSINESS DEVELOPMENT | INTEGRATED MARKETING

Energetic, accomplished Sales and Marketing professional with a track record of helping organizations grow revenue and increase market share, executing on leading-edge integrated marketing strategies. Insatiable focus on client management and growth. Experience spans across businesses such as software technology, automotive, non-profit, general merchandise, consumer goods, and health care. Regarded for the ability to drive processes; develop and motivate teams; and work well under pressure to manage and meet multiple project deadlines on schedule and under budget. Articulate presenter with outstanding interpersonal skills, adept at persuasion, power, and influence.

Core Competencies

• Strategic Sales & Market Planning

• Lead Generation/Conversion

• Client Relationship Management

• Superior Client Servicing

• Creative Strategy

• Digital Advertising

- Integrated Marketing
- Sales & Business Development
- Team Leadership
- Vendor Relations
- Superior Negotiator
- Mobile Marketing

Core Accomplishments

Sales

Increased pipeline opportunities 200%

Surpassed sales goals by 25%

Client Interface

Collaborated with prospective clients to prepare efficient product marketing strategies and drive business development

Professional Experience

Director of New Business Development Company Name 1/4 City, State

- Motivate and lead the activities of the existing sales organization, and take charge of introducing i.Predictus to new clients.
- Manage overall governance of website, including defining and executing overall strategy, digital campaigns, coordinate improved infrastructure and operations.
- Define long-term yearly strategic goals.
- Identify business opportunities, negotiate and close business deals and maintain extensive knowledge of current market conditions.
- Provide direction to marketing staff to enhance communication strategies/product messaging.
- Maintain capabilities decks and manage library of solutions and case studies.
- Participate in educational opportunities and professional organizations.
- Created strategies to grow customer base which resulted in a 15% increase in monthly sales.

07/2013 to 08/2014

Digital Media Account Executive Company Name 1/4 City, State

- Provided the highest level of customer service and expanded revenue opportunities in existing customers by maximizing the benefits of the products and services offered by AutoTrader.com and KBB.com.
- Responsible for over \$500,000 in annual revenue.
- Generated and expanded relationships with assigned partners and prospects to maximize revenue opportunities.
- Consulted with partners to determine their business needs and offer the best utilization of the products and services offered.
- Prioritized assigned customer list to focus on revenue potential.
- Established business plan for assigned territory.
- Negotiated prices, terms of sales and service agreements.
- Exceeded team sales goals by 25%.

01/2010 to 01/2013

Director of Marketing Company Name 1/4 City, State

- Conceptualized, planned, and executed marketing and sales strategies aligned with company vision and brand.
- Researched and analyzed consumer and market profiles; leveraged results to identify unmet needs and opportunities.
- Oversaw print, online, direct mail advertising efforts; lead vendor negotiations and ensured quality results.
- Prepared sales proposals and called on real estate management companies and affiliates.
- Established violations department generating more than \$450,000 in annual revenue.

01/2008 to 01/2011

Creative Director Company Name 1/4 City , State

- Created integrated strategies across digital, print, direct mail, and OOH advertising.
- Established and managed budgets; continually reviewed processes to identify cost savings and improvements.
- Managed relationships with vendors; negotiated contracts and service agreements.
- Clients included Scout Recruiting Group, Marketsmith, Inc., Media Advisors Group, Radio Shack, SpecialTee Designs, Promotrim International, Suite Salon and Day Spa, The Indus3, Exquisite Salon, 19thCenturyOnly.com and Body Connections Spa.

01/2006 to 01/2008

Director of Marketing and Sales Company Name 1/4 City , State

- Established marketing and business development strategies.
- Led budget planning and management.
- Oversaw campaign development and management, association events, trade- show exhibits, and collateral production.
- Completed numerous client-focused projects encompassing marketing research, competitive intelligence, new product launch, and marketing communications.
- Development and retention of client relationships through thought leadership and integrated marketing strategies.
- Clients included Takeda, USG, Direct Marketing Association, Conde Nast, Phillips Publishing, National Geographic, Nielsen Business Media, and Marvel Publishing.

01/1993 to 01/2005

Creative Director Company Name 1/4 City , State

- Led creative design from initial concept through production for print and digital; supervised and mentored design team.
- Delivered presentations to secure client buy-in.
- Oversaw print and digital media buying.
- Participated in educational opportunities and professional organizations.
- Supported diverse clients such as Pottery Barn, Pottery Barn Kids, Children's Wear Digest, Children's Better Health Institute, Harvard Health Publications, BMG, COACH, J.Crew, Cook's Illustrated, Crate and Barrel, Godiva, Playboy Enterprises, Victoria's Secret, Weider Publications, and Williams-Sonoma.

Education

Bachelor of Fine Arts PARSONS/THE NEW SCHOOL 1/4 City , State

Associate of Arts : Business UNION COUNTY COLLEGE 1/4 City , State

Technical Skills

Adobe Creative Suite, InDesign, Photoshop, Illustrator, Word, Excel, PowerPoint, Salesforce, Visio