

DIGITAL MEDIA SALES CONSULTANT

Summary

Dedicated and highly seasoned advertising employee with over 19 years of inside and outside newspaper sales experience in both the print and digital realms. My goal is to be an asset to The Augusta Chronicle and to utilize my abilities and experience to further my personal growth.

Highlights

- Excellent communication skills
- Detail oriented
- Excellent organizational skills
- Great follow through
- Relationship building
- Solution focused
- New Business Development
- Cold Calling
- Skilled at understanding customers' needs and building campaigns focused on those needs

Accomplishments

Circle of Excellence, 2010 - The Augusta Chronicle

Advertising Salesperson of the Month, September 2010 - The Augusta Chronicle

Advertising Salesperson of the Month, January 2005 - The Savannah Morning News

Employee of the Month, March 2003- The Savannah Morning News

Advertising Employee of First Quarter 2000- The Fayetteville Observer

Experience

Digital Media Sales Consultant Mar 2012 to Current

Company Name 1/4 City , State

- Responsible for working alongside all advertising personnel to grow digital sales and serve as a source of reference for all members of the advertising staff.
- Work with advertising sales representatives to build proposals for businesses and present solutions to companies for advertising needs.
- Prepare and analyze needs analysis to build customized proposals.
- Overcome customer objections.
- Run, analyze, and explain advertising reports.

Recruitment Advertising Representative Jan 2011 to Feb 2012

Company Name 1/4 City , State

- Service assigned and unassigned transient and monthly recruitment calls.
- Focus on the up-selling of monster.com products and Top Jobs.
- Utilize Ranger Data to complete callbacks.
- Sell accounts into job fairs.
- Establish new monthly recruitment accounts and contracts.
- Handle incoming Online Ads.
- Promote special pages and sections.
- Quote current recruitment and national rates.

Automotive Multi-media Account Executive Jan 2007 to Jan 2011

Company Name 1/4 City , State

- Service assigned and unassigned transient and monthly automotive dealers.
- Focus on building new ad campaigns and up-sell online products to direct traffic to the customers' lot.
- Pull monthly reports and handle monthly projections.
- Quote current automotive rates.

Recruitment Advertising Representative Jan 2005 to Jan 2007

Company Name 1/4 City , State

- Service assigned and unassigned transient and monthly recruitment calls.
- Focus on the up-selling of career builder.com and Top Jobs.
- Utilize Ranger Data to complete callbacks.
- Sell accounts into Fall & Spring Job Fairs.
- Establish new monthly recruitment accounts and contracts.
- Handle all incoming Classified Plus Ads, Place Ads and Ad Order Entry Ads and distribute them to recruitment and private party team

members.

- Promote special pages and sections.
- Quote current recruitment and national rates.

Classified Private Party Rep Jan 2001 to Jan 2005

Company Name i¼ City , State

- Service assigned, unassigned, transient and commercial sales calls.
- Promote special pages and sections.
- Quote current classified rates.
- Cold calling.
- Help with weddings and obituaries as needed.
- Fill in for sales supervisor as needed.

Special Occasions Representative Jan 2000 to Jan 2001

Company Name i¼ City , State

- Service assigned, unassigned, and transient sales calls.
- Promote special pages and sections.
- Quote current classified rates.
- Cold calling.
- Typing and answering all wedding announcements and questions, special occasion announcements and assist in typing obituaries as needed.

Classified Commercial Representative Jan 1997 to Jan 2000

Company Name i¼ City , State

- Service assigned, unassigned, transient and commercial sales calls.
- Establish new monthly accounts and contracts.
- Promote special pages and sections.
- Quote current classified rates.
- Cold calling.
- Complete appropriate reports and billings.

Classified Private Party Rep Jan 1995 to Jan 1997

Company Name i¼ City , State

- Service assigned, unassigned, and transient sales calls.
- Promote Special pages and sections.
- Quote current classified rates.
- Cold calling.
- Complete appropriate reports and billings.

Education

Marketing Augusta State University i¼ City , State

1994-1997

Bachelors of Science , Psychology 2012 University of Phoenix i¼ City , State

Psychology

Master of Science , Counseling and Clinical Psychology Troy University i¼ City , State

Expected graduation: 2016

Additional Information

Additional Skill-Building Training:

Landy Chase Value-Based Selling- The Augusta Chronicle,

2010 Franklin Covey- The Savannah Morning News,
2005 Telephone Selling- The Savannah Morning News,
2003 Customer Service Training- The Savannah Morning News,
2003 Telephone Selling- The Savannah Morning News,
2002 Advertising Legal Issues Training Class- The Augusta Chronicle,
2001 CARE (Communication Actions that Result in Effectiveness)- The Fayetteville Observer,
1999 Customer Service (Telephone Manners that Win)- The Fayetteville Observer,
1998 Selling from the Heart- The Augusta Chronicle,
1997 Relationship Strategies- The Augusta Chronicle,
1997 Exceptional Customer Service- The Augusta Chronicle,
1997 Telephone Skills Workshop- The Augusta Chronicle

Personal:

Active in animal rescue organizations

Skills

Ad Building, Ad Order Entry, Advertising, Advertising sales, Automotive advertising, Billing, Cold calling, Contract negotiation, Customer Service, Digital advertising, Needs analysis, Proposal Generation, Recruitment advertising, Telephone Skills.