

DIGITAL MEDIA CONSULTANT

Summary

Dynamic and results-driven Outside Sales and Territory Manager with over 15 years of successful new business development, competitive market share expansion, and customer relationship development. Creative, goal oriented and motivated team leader who develops strong working relationships, adapts well to a changing environment and provides clear direction.

Highlights

- Successful Sales & Revenue Generation
- Operations Management
- Leadership & Team Building
- Training/Instruction
- Experienced Account Management
- Client Relations/Customer Service Development
- Effective Presentation Skills
- Adapt at Creating & Executing Strategies

Accomplishments

2004,05, President's Club award recipient.

2013 Top five Digital Solutions Media Consultant while working at the NY Daily News.

Started a successful magazine publishing company in 2004 with distribution spanning as far as Japan. Generated \$500,000 in advertising revenue.

Experience

Digital Media Consultant 11/2012 to 09/2014 Company Name City , State

Achieved monthly sales goals through vigorous marketing and selling of the NY Daily News Digital Solution products to small to mid-sized businesses. Maintained a daily 20-25 face-to-face cold call regimen to setup appointments with perspective clients in the NYC, Northern NJ areas. Provided clients with multi-service solutions based on their insight and marketing needs.

- Presented and created custom presentations outlining details and benefits based each client's marketing needs and goals.
- Developed and implemented innovative marketing strategies to reach sales goals.
- Strong knowledge of the Internet as a sales & marketing tool and the use of social media.
- Successfully managed all campaign execution according to the client's program goals.
- Manage existing client relationships and while continuously looking for ways to grow revenue across team accounts.
- Drove weekly pipeline development through qualified daily meetings in the field with key clients and decision makers.

Owner / Sales & Marketing Director 06/2003 to 07/2011 Company Name City , State

Responsible for the overall profitability of A.N.S. Multi-Media, Inc. and setting the publication's overall direction (including editorial, marketing, circulation and advertising sales); determined the target market, and production modes. Planned, organized, directed and controlled the resources for producing the publication, including setting the budget, allocating and controlling costs. Successfully increased the magazines production from 5000 copies to 60,000 copies being sold quarterly in the first 12 months of production.

- Responsible for building an advertising base from 0 to 125 clients with clients such as Harley-Davidson, and Aprilla Motorsports achieving annual gross sales of \$250,000 in advertising revenue.
- Developed the Urban Biker brand through traditional, non-tradition marketing such as social media, the Urban Biker website, sponsorships, and promotional materials.
- Directed the development of advertising sales support and marketing materials; such as media kits, email blast, and weekly newsletters.
- Created all promotional programs to help meet sales objectives and grow the business.
- Managed a staff of 3 graphic designers, 6 freelance writers and photographers, and a full-time sales staff of 2 account managers.

Major Accounts Manager 05/2007 to 06/2010 Company Name City , State

Developed and managed the hotel vertical market for Simplex Grinnell in the northern New Jersey area. Responsible for increasing the hotel vertical market in Northern NJ. by 25%. Achieved goals through marketing, and selling life safety products to new clients, while up selling to existing account base, while maintaining an ambitious 25+ call per day schedule.

- Conducted custom presentations new and existing clients that covered their safety needs, the benefits, new products.
- Sold test & inspection services for life safety systems, along with fire alarm monitoring, and security monitoring services.
- Provide solutions to customers needs regarding security and life safety.
- Surveyed customers' business and analyzed customers' requirements to recommend proper test & inspection services to meet NFPA codes and customers' needs.
- Compiled lists of prospective customers for use as sales leads based on information from business directories and other sources.
- Effectively presented the Simplex Grinnell product line and services.

Sales Manager 09/2002 to 05/2007 Company Name City , State

Responsible for training and managing 10 Whole Sale Account Managers in the Parsippany, NJ office. Ensured that all account managers had new and up to date marketing materials and loan rates weekly. Scheduled all trainings for new account managers and provided supervision as needed with each account manager. Responsible Developing new territories and growing the account base by daily face to face calling, and promoting the benefits of Wachovia Bank loan programs.

- Conducted presentations, and training on all loan products to new and seasoned mortgage loan officers.
- Conducted weekly sales meetings and training ensuring that all were working up company standards. Provided coaching to those who were lacking in sales numbers.
- Established sales objectives by creating a sales plans and quota for account representatives in support of regional objectives.
- Wrote, designed and produced weekly marketing material.
- Responsible for directing and managing the sales activities of the branch increased loan sales by 30% in the first 6 months.
- Reviewed loan agreements to ensure that they were complete and accurate according to policy.
- Conferred with underwriters to aid in resolving mortgage application problems.
- Responsible for the performance and development of all the Account Managers.

Territory Sales Manager 01/1997 to 09/2002 Company Name City , State

Responsible for leading a team of six drivers and six pre-sales agents covering South Carolina and northern Georgia. Responsible for ensuring that all of the Edy's Product lines were delivered customers.

Managed over 500+ accounts with coverage area in two states while being tasked with developing independent opportunities that lead to the territory increasing by 25%. Led the team by example to promote a winning attitude, the culture of Edy's, and teamwork.

- Increased annual sales and profit goals through efficient management and satisfaction of customer needs within assigned territory in two states.
- Oversaw daily operations of the front line sales team on the grocery side of the business with annual sales of \$10 Million.
- Managed all reset schedules, interviewing, hiring, and training of all front line sales staff.
- Communicated daily with all team members of assigned territory (sales reps, drivers and warehouse) to ensure customer satisfaction and timely delivery of all products was being meet.
- Handled all customer request including providing promotion items, flavor samples, removal of out of dated products and in store Developed all assigned accounts relative to sales volume, market share, product distribution, space allocation, and customer service.

Education

MBA : Business Management Present New Jersey Institute of Technology City , State , United States

Relevant Course Work: Organizational Behavior, Economics, Accounting

Bachelor's Degree : Marketing 2002 University of South Carolina City , State , United States

Concentration: Sport & Hospitality Marketing

Skills

Leadership, Team Building, Contract Negotiation, Vendor Relations, Customer Satisfaction, Sales Force proficient, Comfortable working with all Windows applications, Effective Sales Training