

Jane Doe

9055 Fairy Star Lane
Madison, Wisconsin 53701

Home: (608) 555-1234
Cell: (608) 555-1333

Email: Jane.Doe@gmail.com

SENIOR ADVERTISING SALES EXECUTIVE

***With Proven Track Record in Driving Sales and Growing Market Share
Documented Success in Leading and Developing High Performance Sales Teams***

- 10 years of progressively responsible sales experience; consistently exceeds sales goals and achieves revenue growth of 20-30% annually.
- Top sales performer with strategic vision, leadership, and tenacity to successfully develop new business, capture market share, and accelerate revenue growth.
- Effective negotiator with key emphasis on enhancing profit margins and creating mutually beneficial sales deals.
- Dynamic communicator with highly developed presentation and motivational skills.

AREAS OF EXPERTISE

- **New Business Development**
- **Contract Negotiation**
- **Cross-Media Selling**
- **Key Account Management**
- **Strategic Planning**
- **Sales Leadership**
- **Staff Training & Mentoring**
- **Relationship Building**
- **Strategic Partnerships**

PROFESSIONAL EXPERIENCE

ABC Company – Madison, WI **Senior Account Executive**

2006 – present

Strategically develop and manage key accounts throughout the Midwest Region. Aggressively identify prospects to uncover new business opportunities and grow revenues. Strategically partner with clients to offer effective advertising solutions, resulting in increased sales and client profitability. Build strong partnerships with direct clients and advertising agencies. Negotiate contractual deals with key accounts employing cost containment strategies to enhance profits.

- Skillfully managed the ABC Key Account Sales Team during the ABC/DEF integration; developed and motivated team to exceed company sales quotas and goals by 120%.
- Successfully grew ABC Network business by 20% during first year of network integration.
- Creatively leveraged cross-media platform to increase Sears account sales from \$350,000 to \$1.1M (+214% growth).
- Consistently increased ABC strategic new business by 30-35% through persistent sales calls.

XYZ Company – Chicago, IL **Account Executive**

2000 – 2006
2003 – 2006

Strategically developed and managed business throughout the Midwest Region. Personally initiated efforts in soliciting new business and forging strong, sustainable partnerships to drive

PROFESSIONAL EXPERIENCE, continued

XYZ Company, Account Executive, continued

sales and increase market share. Created strategic sales plans to target key accounts and dominate the advertising sales market. Staffed, trained, and mentored the sales administrative team.

- Streamlined administrative processes to increase team productivity and revenue potential.
- Successfully co-developed and negotiated comprehensive cross-media sponsorship package for Allstate Insurance Company, which resulted in receiving a 30% share of business.
- Strategically managed and consistently increased share of business of largest network account, Johnson & Johnson, by 15% annually.
- Increased new business revenue by 20-30% annually, through aggressive cold calling and persistent sales call follow-up.

Sales Planner / Account Executive

2001 – 2003

Developed and managed accounts. Negotiated contracts. Developed sales proposals to support the Account Executive team.

- Increased annual sales on assigned accounts by 50% within first year of selling.
- Streamlined stewardship system and various operational procedures, resulting in enhanced client satisfaction.

Sales Coordinator

2000 – 2001

- Held responsibility for various administrative media responsibilities.

EDUCATION & PROFESSIONAL TRAINING

University of Illinois at Chicago

- Master of Arts in Communication Studies

University of Illinois at Urbana-Champaign

- Bachelor of Arts in Mass Communication

Professional Training

- Miller-Heiman Strategic Selling – 2008
- Communispond, Presentation Skills – 2006
- Communispond, Negotiation – 2005
- Communispond, Socratic Selling – 2004

PROFESSIONAL AWARDS

Sales Leadership Excellence Award, ABC Company – 2009
Next Century Sales Mid-year Award, ABC Company – 2007
Customer Service Excellence Award, XYZ Company – 2005
Strategic Selling Excellence Award, XYZ Company – 2004