

Robert Smith

Media Account Executive

CONTACT DETAILS

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PERSONAL STATEMENT

Dynamic, innovative, and creative marketing professional with a track record in diverse areas of sales, marketing, and business development. Seeking a challenging marketing position within diverse industries to highlight numerous skills and educational background.

WORK EXPERIENCE

Media Account Executive

ABC Corporation - June 2013 - April 2014

Responsibilities:

- Driven incremental revenue into new and existing accounts by leveraging relationships to secure new business.
- Managed a book of business with established solutions and sales methodologies.
- Partnered with other resources to ensure customer success and adoption.
- Defined the important business drivers for the customer and develop a strategy that uses Rokus performance advertising solutions to help grow the customers business.
- Proactively built and grown a pipeline of sales targets, contacts, and sales opportunities via prospecting and leveraging your brand connections and their agencies.
- Owned the voice of the customer in any internal discussions regarding product innovation, measurement requirements, and customer service.
- Responded to RFPs and craft strategic annual Upfront partnerships by working closely with Rokus account management, marketing, product and research teams.

Media Account Executive

Delta Corporation - 2010 - 2013

Responsibilities:

- Advertising agency providing sponsorship driven video programming aboard major airlines worldwide San Diego, California Media Account .
- Identify & develop new relationships with potential advertisers Increase &/or maintain existing advertiser relationships & revenue Develop advertiser .
- Conduct daily cold calling generate tv advertising revenue Consult advertisers in creative development and production process Maintain detailed .
- Re-establish key relationships with local businesses & advertising revenue Create and present media campaigns tailored to advertiser budgets & goals .
- Conduct daily cold calling and marketing efforts to local businesses Create, propose and implement cost effective cable advertising schedules .
- Annual Budget Buster Award.

SKILLS

Microsoft Office, Ten Key Alpha, Ten Key Numeric, Outlook.

LANGUAGES

English (Native)
French (Professional)
Spanish (Professional)

INTERESTS

Climbing
Snowboarding
Cooking
Reading

REFERENCES

Reference - 1 (Company Name)
Reference - 2 (Company Name)

- Identify & develop current & new prospects media clients for print, inserts & internet advertising -prepare presentations, proposals, & sales .

Education

Business Management