

## BUSINESS DEVELOPMENT MANAGER

### Experience

January 2014

to

Current

Company Name City , State Business Development Manager

- Platform for video content and targeted native video ads Report to COO and CRO with new business initiatives and business strategies for publishers and advertisers.
- Launched Cinema6's first campaigns, with a premium spirits brand and athletic brand resulting in 100% profit Negotiated contracts with 3rd party vendors (Jun Group, Veeseo, Adblade, Bidtellect).
- Adding clients to partner with by phone, email and meetings resulting in the creation of a pipeline for Cinema6 Compose weekly reports on new business, campaigns and other daily tasks.

January 2013

to

January 2014

Company Name City , State Sales and Service Desk Specialist

- Private Wealth Management - Alternative Investments Supported and managed relationships with Financial Advisors in the Pacific Northwest and Mid-America regions, as well as throughout the country and internationally.
- Educated Financial Advisors on specific Alternative Investment products on the Merrill Lynch platform, including strategies, fee structure, and purchase and redemption schedules.
- Identified as the Sales and Service Desk Specialist with the highest and most consistent call record, leading the team in services provided to Financial Advisors that called on the Alternative Investments Service Desk.
- Developed and helped launch the Best Practitioner program for Financial Advisors geared towards generating new business on the Alternative Investment platform.
- Awarded 2013 Alternative Investments Most Net Sales to Budget for the Pacific Northwest Region.

January 2010

to

January 2013

Company Name City , State New Business Director

- Provided financial solutions for client that reduced cash flow expenditures and realized losses on assets by utilizing those underperforming assets to offset media expenditures.
- Responsible for introducing ORION Trading to 75-150 accounts with annual media budgets in excess of \$4mm on advertising including, but not limited to television, radio, digital print, and OOH, nationally and locally.
- Sourced and maintained relationships with corporate executives at Fortune 1000 organizations.
- Responsible for sourcing and brokering new business with significant clients including Vail Resorts, Cargill, Pergo, Black and Decker, and Colonial Williamsburg.
- Responsible for production of monthly newsletters for ORION clients and employees on current innovations that provided creative solutions to business problems.

January 2008

to

January 2009

Company Name City , State Sales Manager

- Maximized Showtime Networks subscriber growth and revenue in affiliate customer service centers in the Mid-West and Western territories.
- Managed 10 accounts in the cable industry sector with \$894,623 of combined revenue and maintained a 1% account net growth, in a television advertising environment that exhibited significant declines in growth.
- Led on-site training by educating and motivating affiliated Customer Contact Personnel, which included 15-20 people per training on product, sales, retention, new product introduction, and created and implemented motivational methods to influence sales.
- Led new business development initiatives in Seneca, SC and Seattle, WA, territories that directly resulted in increased revenue from locations that previously generated zero advertising revenue.
- Established and maintained an extensive network of clients through calls, meetings, and designed client management events.

July 2006

Company Name City , State Summer Analyst

- Conducted research for Portfolio Managers on portfolio investments including analyses of 10-K and 10-Q reports.
- Tracked the trading volume and prices of key stocks for institutional and private clients, producing weekly reports to various Portfolio Managers and assisted the trading desk with market database analysis on prospective trades.

### Education

2007

HOBART COLLEGE City , State Bachelor of Arts : English English

May 2007

Media and Society Media and Society

Interests

Member, Men's Club Ice Hockey (2003 - 2007), devoted 12 hours per week in practice and competition Volunteer, Political Activism House (2004), organized and conducted voter registration drives for college students 1999-2003 THE DELBARTON SCHOOL Morristown, NJ

Member, Men's Varsity Ice Hockey (NJ State Champions - 2002) New Jersey Hockey Hall of Fame inductee - 2014

Additional Information

- Member, Men's Club Ice Hockey (2003 - 2007), devoted 12 hours per week in practice and competition Volunteer, Political Activism House (2004), organized and conducted voter registration drives for college students 1999-2003 THE DELBARTON SCHOOL Morristown, NJ Member, Men's Varsity Ice Hockey (NJ State Champions - 2002) New Jersey Hockey Hall of Fame inductee - 2014

Skills

ads, advertising, Avid, budgets, Budget, business strategies, cable, cash flow, coach, client management, content, contracts, SC, client, clients, customer service, database analysis, email, Financial, Investments, market, meetings, Microsoft Excel, Power Point, Microsoft Word, network, Networks, new business development, newsletters, Personnel, producing, profit, radio, Research, Sales, phone, television, video