

## MULTIMEDIA SALES CONSULTANT

### Professional Summary

Experienced Marketing/Sales Consultant looking to leverage 35 years of marketing/sales/production, into a professional Consultant role in the Baton Rouge area. Strong analytical and problem-solving abilities with outstanding team management skills. Track record of achieving exceptional results in reaching goals and maintaining strong relationships with customer base.

### Skills

- Persuasive negotiator
- Highly organized
- Analytical
- Excellent work ethic
- Strategic account development
- Enthusiastic about networking
- Strong interpersonal skills
- Detailed-oriented
- Resolution-oriented
- Energetic and Driven
- Positive outlook
- Proficient in Excel, Strata, AdMall, Power Point, Salesforce, Mactive, Comscore
- Google Analytics

### Work History

Multimedia Sales Consultant , 09/2018 to 06/2019

Company Name " City , State

- Worked with clients to understand requirements and provide exceptional advertising service
- Evaluated inventory and delivery needs, optimizing strategies to meet customer demands
- Assessed client needs to determine and suggest relevant product solutions in alignment with client budgets and schedules
- Forged and nurtured impactful relationships with customers to cultivate loyalty, boosting customer satisfaction
- Stayed knowledgeable on latest digital platform, including SEO, SEM, OTT, PPC innovations and technological advancements through various training methods

Multimedia Sales Consultant , 06/2017 to 08/2018

Company Name " City , State

- Performed initial client assessment and analysis to begin research process
- Delivered a high level of service to clients to both maintain and extend the relationships for future business opportunities
- Built and strengthened relationships with new and existing accounts to drive revenue growth
- Solved customer challenges by offering relevant print and digital products and services
- Effectively communicated with clients using well-developed interpersonal skills, which helped to improve relationships and rapport
- Monitored service after the sale and implemented quick and effective problem resolutions
- Identified new business opportunities through cold calling, networking, marketing and prospective database leads
- Asked appropriate open-ended questions to discover prospects' needs and requirements
- Helped local clients expand business operations through targeted advertising

Outside Sales Executive , 10/2016 to 06/2017

Company Name " City , State

- Prospected and conducted face-to-face sales calls with business executives and directors throughout assigned territory
- Attended monthly sales meetings and quarterly sales training
- Negotiated prices, terms of sales and service agreements
- Wrote sales contracts for orders obtained and submitted orders for processing
- Met existing customers to review current services and expand sales opportunities
- Maintained knowledge of current sales and promotions, policies regarding payment and exchanges and security practices

Advanced Advertising Account Executive , 01/2008 to 10/2016

CompanyName " City , State

- Prepare and deliver sales presentations to new and existing customers to sell new advertising programs, and to protect and increase existing advertising
- Prepare promotional plans, sales literature, media kits, and sales contracts, using Power Point and Excel
- Obtain and study information about client's products, needs, problems, advertising history, and business practices to offer effective sales presentations and appropriate product assistance
- Gather all relevant material for bid processes, and coordinate bidding and contract approval
- Managed a portfolio of 30 accounts and \$40,000 monthly average in sales
- Increased sales volume in Ascension Parish Market from \$0 sales to \$480,000 sales volume
- Selected the correct products based on customer needs, product specifications and applicable regulations
- Built relationships with customers and the community to promote long term business growth
- Handled all political orders in Louisiana providing clients with estimates of the costs of advertising products or services
- Same position and responsibilities as Viamedia and Comcast in Southeast Regional area
- Ad Insertion company for EATEL

Advertising Sales Representative , 07/2006 to 12/2008

Company Name " City , State

- Identify, develop, or evaluate marketing strategy, based on knowledge of establishment objectives, market characteristics, and cost and markup factors
- Negotiate contracts with vendors or distributors to manage product distribution, establishing distribution networks or developing distribution strategies
- Check figures, postings, and documents for correct entry, mathematical accuracy, and proper codes
- Perform personal bookkeeping services
- Classify, record, and summarize numerical and financial data to compile and keep financial records, using journals and ledgers or computers
- As AFAE (Automotive Focused Account Executive) identify Automotive dealers in market to explain how specific types of advertising will help promote their products or services in the most effective way possible
- Same position and responsibilities as AdGorilla and Viamedia Ad Insertion company for EATEL, Bailey, Spillway and Fidelity cable HH's

Marketing Coordinator , 04/1990 to 07/1996

Company Name " City , State

- Coordinated resources to craft marketing plans for various projects including product launches and events
- Wrote copy that maintained compliance with corporate and legal guidelines
- Worked with advertising teams to create, deploy and optimize marketing initiatives for TV customers
- Planned events, including tradeshow and vendor fairs, for clients and partners to attend
- Built brand awareness and generated leads while managing internal and external marketing campaigns and programs
- Proofread marketing documentation to check for spelling, grammar and syntax errors
- Developed fresh, crisp content to diversify current promotional options

Education

Some College (No Degree) : Marketing/Accounting Louisiana State University - City , State

Affiliations

Sales and Marketing Executives

International Member Women in Media

American Red Cross

BR Eye Bank Auxiliary

Ascension Chamber of Commerce

BR Food Bank

St George School & Church

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