

Cordelia Maggio

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EXPERIENCE

SALES MANAGER, LGBT TRAVEL EVENT

San Francisco, CA

06/2015 – present

- Work closely with senior management and other team departments to develop and execute your sales and business development plans
- Proactively create your own network in order to assist new and organic business development
- Create and develop strategic relationships with the leading travel providers to maximise client growth and retention
- Create and develop business plans that will shape and influence the future direction of the event
- Develop and manage bespoke partnerships with the top key accounts
- Develop robust sales strategies to counteract competitive events
- Understand and practice the principles of key account management

SALES MANAGER, TRAVEL TRADE

Dallas, TX

12/2009 – 02/2015

- Formulate business development strategy, accurate forecast and execute key sales initiatives
- Strong trade network in APAC sales regions
- Develop strategies for new product portfolios
- Oversee account acquisition, retention and expansion programs within corporate and social markets
- Monitor and support all sales activity including lead generation, site inspections, sales presentations and client entertainment
- Formulate, track and analyze sales reports
- Participate in local and overseas trade shows

SALES MANAGER TRAVEL

Detroit, MI

06/2006 – 11/2009

- Manage the performance of the campaigns across all titles/platforms to ensure the optimisation and optimum delivery of each campaign
- Proactively pursuing and securing advertising business from new agencies or new travel clients within an existing agency
- Responsibility for pitching and winning new direct clients to News UK, across all titles
- Delivery of innovative, bespoke, multi-channel solutions through print and online channels across the News UK portfolio that present one solution for clients to engage with the Company's target audiences
- Proactive engagement with agency contacts across all levels to build a strong contact network and create the opportunity to win business off brief as well as consistently winning business in response to brief
- Delivering excellent service to both direct clients and media agencies including delivering feedback on campaign performance; acting as a point of contact for any trouble shooting; delivering effective and creative sales proposals, presentations and negotiations
- Generate incremental revenues from existing agencies by up-selling additional advertising opportunities, multi-market, cross platform solutions and long term commitments

EDUCATION

CALIFORNIA STATE UNIVERSITY, FULLERTON