

Dell Farrell

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EXPERIENCE

ACCOUNT EXECUTIVE, DIGITAL MEDIA SALES

Detroit, MI

07/2014 – present

- Work alongside Partnership Development team to coordinate and develop new and renewal business
- Develop and execute go-to-market sales strategies and tactics that result in exceeding personal and company revenue targets
- Work within a team and help develop effective strategies for winning in a highly competitive environment
- Maintain an accurate representation of opportunity pipeline in Sales CRM Platform and provide activity/status reports to management
- Monitor effectiveness of campaigns and make recommendations for improvements
- Works with clients and station personnel to develop advertisements
- Establish, maintain and grow meaningful client relationships

DIGITAL MEDIA SALES EXECUTIVE

Philadelphia, PA

10/2010 – 04/2014

- Review and provide feedback on processes, products that will improve operational efficiencies
- Develop and cultivate long lasting client relationships with all levels including Owners, CEO, CMO, Brand Managers, Agencies and Media buyers
- Utilize a sales automation system to manage day-to-day activities and update management of such activity through system generated activity reports
- Consistently meet or exceed management defined activity, revenue and product goals. Exceed monthly revenue goals
- Navigate internally with various business units to create compelling Media solutions
- To give customer feed-back to your manager so that opportunities can be discussed and maximised on and any concerns dealt with in the right way
- Coordinate, manage and resolve account maintenance issues

DIGITAL MEDIA SALES CONSULTANT

Los Angeles, CA

01/2005 – 06/2010

- Meet or exceed revenue expectations
- Manage the full sales cycle from prospecting to closing deals
- Make daily in person and over the phone calls to prospective businesses
- Establish and maintain a pipeline through lead generation
- Develop new client relationships that take advantage of our digital solutions
- Work with sales support team to ensure proper order fulfillment
- Maintain ongoing client communication for follow-up and expansion opportunities

EDUCATION

JAMES MADISON UNIVERSITY

Bachelor's Degree in Business Integrity

SKILLS

- Knowledge of online/digital and interactive advertising tools in order to advise advertisers on the effective use of online/digital and interactive advertisements
- Knowledge of any of the following: Matrix Sales Intelligence, Borrell Compass, GA360, Aptivada, Wide Orbit Traffic, FB Business Manager, Google Adwords, Buzzboard, Anvato
- Well organized, professional, high energy and detail-oriented
- Ability to make decisions and solve problems, while collaborating with teammates, utilizing all resources available
- Knowledge of online/digital and interactive advertising tools in order to advise advertisers and peer advertising sales representatives on the effective use of online/digital and interactive advertisements
- Able to develop ability to sell concepts and solutions utilizing our media as a means to an end
- Candidate should have good driving record with dependable transportation
- Strong oral, problem solving, communications, writing, negotiation and presentation skills
- Confident, flexible, multi-tasker, and able to work independently
- Have a great personality and you do not take no for an answer