



VICENTE GIBSON

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EXPERIENCE

05/2020 – present
Dallas, TX

LOWE INC

Digital Media Sales

- Applies command of existing process; identifies critical risks and dependencies; identifies team issues; may escalate for resolution
- Experience in product management or technology consulting
- Experience supporting retail, supply chain, ecommerce, or digital marketing operations
- Affect change; adaptability
- Pitch & win SMB clients for GrabAds campaigns
- Build & maintain high-level media buying relationships
- Pipeline management, sales forecasting and key sales reports with business KPIs
- Run local Pitches & RFPs and Joint-Business Plans (JBPs) with key partners

10/2013 – 03/2020
Dallas, TX

MOORE-BRAKUS

Digital Media Sales

- Min 4-7 years of digital media sales experience
- Excellent communication & presentation skills with ability to transmit across different level stakeholders
- Team Player with the ability to work across a matrix environment in a fast paced environment
- Strong organisational skills with ability to manage multiple accounts
- As client satisfaction is key for Publicis Media this role is about finding the right products and solutions for the client, making the advantages of APEX transparent and share the referring regulations transparently with them
- Build and manage business plans, based on revenue target with strategic approach to satisfying/exceeding objectives

EDUCATION

SAVANNAH COLLEGE OF ART AND DESIGN

Bachelor's in Business/Marketing

SKILLS

- The APEX Sales Germany Lead must have an entrepreneurial approach and capability to craft sales stories around Inventory Media and Agency Guaranteed products (APEX Guaranteed). You will oversee the sales strategy of APEX activity across both Digital and Offline, with a direct responsibility for growth
- You will work closely with the Agency leadership team to develop long-term strategies for clients (both existing and new), supporting them in positioning APEX as a key partner for client marketing goals. You will need to build strong relationships and establish clear lines of communications with agency teams, and ensure a seamless and integrated way of working