

Zachery Gulgowski

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EXPERIENCE

DIGITAL SALES SPECIALIST

New York, NY

03/2014 – present

- Work with CODAN Account Managers to develop, present, close and execute integrated client solutions
- Work with CMG LOCAL SOLUTIONS Account Managers to develop, present, close and execute integrated client solutions
- Work in tandem with the Digital Sales Managers and LSM to form revenue strategy, expense management, training, and overall cross-media revenue production
- Create strong business relationships and develop a sense of team with the Account Executives and assist with targeting
- Responsible for day-to-day management of all advertising sales including forecast management, campaign management and sales analysis including
- Assist the Digital Sales Manager with the operation of the CBS-3/CW Philly digital sales department, including account and order management
- Manage campaign performance and make optimization recommendations

DIGITAL SALES MANAGER

Los Angeles, CA

09/2008 – 10/2013

- Establish, develop and manage a prospect list that reflects the segmentation strategies established by the company
- Create strong business relationships and develop a sense of team with the AE's and assist with prospecting, building plans, negotiating and closing deals
- Work with Account Executives, Managers, clients and internal production group in the development of digital elements to ensure campaign and brand effectiveness
- Create strong business relationships and develop a sense of team with the Account Executives and assist with targeting, building, negotiating and closing deals
- Work in tandem with the Local Sales manager and Director of Sales in revenue strategy, expense management, training, and overall cross-media revenue production
- Collaborate with local market partners to develop programs that foster world-class sales management behavior, development and best practices
- Work with internal brand teams, Marketing Solutions and Digital Sales Managers to develop creative solutions and integrated sales programs for clients

DIGITAL SALES COORDINATOR

New York, NY

12/2004 – 06/2008

- Work closely with the Digital Sales Manager to prospect, develop campaigns, make calls and generate digital revenue to assist in achieving station budget
- Prepare expense reports, make travel arrangements, and provide general administrative assistance to the Digital Sales Manager
- Develop excellent relationships with clients and developing mutually beneficial partnerships with key decision makers at agencies
- Provide the Contract Management and Sales Operations departments with fully executed ILA's
- Provide insights for product planning, merchandising, performance and testing
- Assist with creative development and designs of digital asse
- Develop a working knowledge of all iHeartMedia assets and how/when to use them, to best meet a client's campaign objectives

EDUCATION

EMORY UNIVERSITY

Bachelor's Degree in Marketing

SKILLS

- Ability to use Internet and MS Office effectively with strong knowledge of Microsoft Excel
- Knows their "numbers", is always aware of performance to goal. Encourages team to focus on long-term profitable growth over near-term gain
- Excellent computer skills; proficient in using PowerPoint, Excel and Word
- Strong communication skills and the capability to effectively respond to questions from managers, colleagues and customers
- Excellent organizational and analytical skills, including proficient PC skills in Microsoft Office applications
- Demonstrated record of success in a goal oriented, highly accountable sales environment
- Able to prioritize quickly and maintain focus on tasks requiring extended effort and persistence
- Ability to lead, train, and direct professionals successfully