

JANE DOE

BUSINESS DEVELOPMENT & MEDIA PROFESSIONAL

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EXECUTIVE PROFILE

As a tenacious executive with a strong international sales background, I seek to maximize opportunities and optimize business performance for a cutting edge corporation. With a passion for brand building, I have conducted market research to leverage customer insight, market needs, and creative positioning for all brands under my umbrella.

EXPERTISE

- Brand Building
- Identity Creation
- Strategic Planning
- Product Development
- Project Management
- Creative Planning
- Trend Analysis
- Market Research
- Budget Management
- Online / Facebook Marketing

CORE AREAS OF FOCUS

- ✓ Digital Media
- ✓ Social Media
- ✓ Business Development
- ✓ International Business

PROFESSIONAL EXPERIENCE

Business Development & Sales Manager – Media X

2014 – 2015

Leading provider of digital solutions for entertainment industry

- Initiated and managed strategic sales activities for key accounts and territories utilizing Salesforce software
- Conducted continuous negotiations and processed sales with powerful TV networks and production companies
- Developed strategic plans to close complex deals via visuals, presentations, meetings, and price quotes
- Collaborated closely with R&D and art departments, while spearheading inside sales through SaaS/Cloud

Founder, Head of Marketing – Record Label X

2013 – 2014

- Built, developed, and managed the record label, leveraging productive business partnerships with key industry players
- Spearheaded all creative activity for label including branding, public relations, online marketing (Facebook Ads Manager), social media and web development of talent, and promotional strategies for both business and artists

Content Manager – XYZ Productions

2012 – 2013

- Managed the musical content and international media for "The X Factor" (Reshet)
- Identified and executed major contracts for show with media giants Syco (Sony), Fox, BBC, and Sports Illustrated
- Conducted all musical management, research, casting, documentation, and testimonial content for "The Band Project" (Children's television show)

Head of Production – News XYZ

2009 – 2012

A leading news publication and website featuring real-time news and analysis of Israel and the Middle East

- Led a team of producers to deliver consistent, quality content up to high editorial standards
- Managed a diverse range of media-rich projects: provided executive production of special print editions
- Cultivated valuable working relationships with local and international content providers and agencies

EDUCATION & QUALIFICATIONS

Bachelor of Art, Communications and Media Studies – University Name

2011

Magna Cum Laude; Dean's Honors List (2008); Student Union Class Delegate

Multi-linguist – English: Native; French: Fluent; German: Basic

2013

Social Media Marketing Diploma – NMCO

2007

Radio Studies Diploma – Tel Aviv Radio

2007

Intelligence Analyst – IDF

2005