

# CHARLOTTE CARTER

Brand Promotion Sales Executive

## SUMMARY

21+ years experienced sales executive with rapid career progression & deep experience in the field of brand promotion sales, advertising space sales, market research, sales forecasting and account management. Highly skilled in managing and growing hundreds of sales accounts leading to substantial increase in revenue. Possesses the ability to add value to the organization consistently by forecasting annual, monthly etc. sales targets and executing relentlessly to achieve the same. Adept at conducting extensive market research to formulate latest strategies based on latest trends, competitor analysis etc.

## KEY SKILLS

- Brand Promotion Sales
- Advertising Space Sales
  - Sales Strategy
- Marketing Strategy
- Account Management
  - Sales Forecasting
  - Market Research
- Competitor Analysis
- Business Development
  - Leadership
- Coaching & Mentoring
  - Recruitment

## PROFESSIONAL EXPERIENCE

### DT Media

#### Deputy General Manager – Ad Sales

New York, NY

May '15 - Present

##### Key Deliverables

- Managing the **Real Estate Category** in all editions for NY region
- Heading the **Retail category** for South & West NY for Café
- Selling **brand promotion** i.e. content based promotion, coverage of events, and other BTL event for the real estate category

##### Sales & Key Account Management

- Handling all **real estate accounts** in NY (300 accounts), 50 accounts for corporate, and retail accounts
- Developing **monthly activities** for team members resulting in **revenue generation**
- Driving **sales efforts** for attainment of **periodical targets** with a view to optimize revenue from Corporate, mid size & small size Real Estate Players

##### Forecasting, Client Servicing & Market Research

- Forecasting **monthly/annual sales targets** and **executing business plans** in a given time frame to enhance profitability and achieve desired growth objectives
- Predicting **monthly market ad volumes** for & setting goals for market share & yields
- Identifying **prospective clients** by extensive study of market trends, by analysis and mapping requirements, adding to business growth
- Conducting **extensive market research** to analyze the latest market trends, tracking competitor activities and rendering valuable inputs to fine tune marketing strategies.

##### Team Leadership, Recruitment & Mentoring

- Supervising **manpower recruitment** as per projected business objectives
- **Training, developing and mentoring** sales Executives, driving them to achieve pre-planned business targets in the set time frame
- **Monitoring & tracking team activities** for any business opportunity, assisting them in closing sales & sharing best market practices to enhance productivity & make high quality acquisitions
- **Leading a team of 5 people** in the Real Estate category including 2 Managers, 1 Asst Manager and 2 Sr. Executives
- **Leading a team of 6 people** in the Retail category for South and West US including 1 Manager, 1 Asst Manager and 4 Sr. Executives

## KEY PROJECTS

- Organized **Handshake 2017** corporate event for Marketing Heads & CEOs on-board the global Serviceplan team
- Coordinated 'Logistics & Promotion for Footprints 2009' for 2500+ members, with more than 30 guest speakers & panelists
- Conducted 'No Money Marketing', a seminar attended by key real estate professionals to showcase frugal marketing
- Panelist on 'Has The Business Gone Digital?', a pan US conclave for 200+ real estate professionals
- Developed content for ICMLive.com
- Organized **Money & Wealth Consciousness** meet with wealth coach Tony Robbins for 50+ entrepreneurs & wannapreneurs.

## Key Achievements

- Acquired 9 new accounts for the organization post the demonetization phase
- Achieved 23% growth from Aug '13 - Mar '14 in the Retail category
- Achieved 46% growth from Apr '14 - Apr '15 in the Real Estate category
- Nominated for the Star Award (team) for the Real Estate team

## Infomedia

### Sales Manager

New York, NY

Oct '08 - Mar '09

##### Key Deliverables

- Managed a team of 12 Executives and 2 managers to drive sales for Indian Exporters Guide (Print & Online) and International exhibitions (Catalogue Shows)
- Attained sponsorship from the company for the following exhibitions/shows:
  - 3 times to Hanover Messe (The World's Largest Industrial Exhibition) held in Germany
  - MIDEST (Largest Industrial Exhibition) held in France
  - ARABHEALTH (The World's Largest Health Show) held in Dubai
  - CPHI Italy (The World's Largest Exhibition for Active Pharmaceutical Ingredients & Chemicals) held in Italy

## Yellow Pages

### Territory Manager

New York, NY

Jan '03 - Oct '05

##### Key Deliverables

- Managed a team of 6 Executives & 1 Telemarketing Executive
- Ensured achievement of **Monthly revenues**
- Monitored **day to day activities**
- Maintained daily /weekly /monthly reports
- Conducted training & mock call sessions twice a week
- Handled Client feedback & complaints as a part of report

## EDUCATION

### Bachelor of Commerce

Berkeley, CA

### UC Berkeley

Jul '91 - Jul '95

The University of California, Berkeley is the top public university in the United States