

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

Social Media Marketing Diploma – NMCO

2013

Radio Studies Diploma – Tel Aviv Radio

2007

Intelligence Analyst – IDF

2005