

JESSICA CLAIRE

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SKILL HIGHLIGHTS

- Solution Selling
- New Business Development
- Account Management
- Account Growth
- Marketing and Advertising
- Proposals and Presentations
- Product Line Expansion
- Campaign Development

EDUCATION

Western Washington University
Bellingham, WA
Bachelor of Arts: Speech Communication
Minor in [Business Administration](#)

EXECUTIVE PROFILE

27 years of inside/outside sales experience in solution selling, new business development and account management. Highly skilled at building proposals and presenting to key decision-makers. Proficient at negotiating and securing contracts. Accomplished at increasing sales of existing products and programs while successfully launching new lines. Proven ability to sell to small to large businesses as well as ad agencies.

KEY ACHIEVEMENTS

- Contract Negotiation:*
- Successfully negotiated and secured annual contracts in 2015/2016 with agency and client for BECU and Seattle Sounders FC worth over \$600K.
- Account Management:*
- Efficiently manage 20+ active accounts each month with an annual billing of \$1M+.
- Proposals and Presentations:*
- Awarded \$90K Chase Bank campaign after successfully building, selling and managing initial \$125K campaign. Worked with both internal partners and outside vendors to optimize both campaigns to ensure the best performance.

PROFESSIONAL EXPERIENCE

Zenreach - Digital Account Executive/Regional and Key Accounts
City, STATE • 03/2014 - Current

- Excel in sales and management of targeted digital marketing solutions for both regional and key accounts with a total annual revenue of \$1M+.
- Key accounts include BECU, Puget Sound Energy, Washington's Lottery, Alaska Airlines, Seattle Sounders FC and Seahawks.
- Specialize in the following verticals: Financial, Travel, Political, and Films. Work with regional and national agencies.
- Work as part of a team with internal print and digital campaign managers, design, operations, credit, accounting, and outside vendors and suppliers on a daily basis.
- Nominated for "Salesperson of the Year" in 2015.

Zenreach - Print Account Executive/Major National
City, STATE • 2012 - 02/2014

- Successfully manage and sell print display advertising to local major accounts with a total annual spend of \$2M.
- Account list includes Boeing, Les Schwab, Seattle Mariners, Seahawks, Sounders FC, Car Toys, and Whole Foods.
- Major contributor to National Accounts team goal in winning "Unit of the Quarter" Award for Q2 in 2012.

THE SEATTLE TIMES - Target Marketing Specialist
City, STATE • 2011 - 11/2011

- Surpassed quarterly sales goals in selling customized print and deliver insert program, direct mail and commercial print products to newly acquired local accounts.
- Increased print insert revenue over 50% by establishing 10 new active accounts within first three months from local franchises including Denny's, Gold's Gym, and Grocery Outlet.
- Key contributor to Target Marketing team goal to win "Unit of the Quarter" Award/Q3 of 2011.

CHICAGO TITLE INSURANCE COMPANY - Account Manager
City, State • 07/2006 - 06/2009

- Achieved and exceeded sales targets for a \$30M title and escrow company by selling title insurance and escrow services to real estate brokers, agents and mortgage lenders.
- Leveraged strong interpersonal communication skills to connect products and services to meet diverse client needs.
- Achieved 30% increase in title business from current customer base by analyzing account history trends and assessing opportunities.
- Key player in quarterly marketing meetings with King County sales team to brainstorm, design and implement effective marketing campaigns which increased market share by as much as 10%.
- Earned recognition for contributing over \$1M in annual sales revenue in 2007.

HOMES & LAND MAGAZINE - Account Manager
City, State • 01/1991 - 02/2006

- Achieved and surpassed sales and profit contribution targets in selling print and digital display ads for the 5th highest ranked H&L Magazine.
- Developed and grew long-term relationships with targeted customers which included real estate brokers, agents, builders, and mortgage lenders.
- Consistently met and exceeded annual sales goals by as much as 20% by identifying customer's needs and matching those with an array of products and services.
- Increased customer base by more than 10% in less than a year.
- Identified and acquired new business through consistent cold calls, routine office visits and group presentations.
- Developed a sales action plan to target both existing and new customers.
- Successfully sold and launched new ancillary products to supplement the magazine and grow the bottom line.
- Spearheaded the development of new highly profitable supplementary products.
- Worked closely with design, production and accounting to ensure a successful launch.
- Received awards for "Over 10% Sales Growth" and " Most Pages Sold - Ever!" in 1994.
- Most Pages Published" in the Homes & Land Publishing system from 1994 to 2004.

SKILLS

Account Management, Online Advertising, Lead Generation, Solution Selling