**Ray Murphy**

Sales Professional

(425) 445-0619 ray.mrphy@yahoo.com

**SUMMARY OF QUALIFICATIONS**

* Consultative approach and solutions selling of complex products and services
* B2B market research, writer, editor, copywriter

**EXPERIENCE**

**SENIOR ACCOUNT EXECUTIVE** 04/13 - 08/18

Scotsman Guide Media Bothell, WA

Scotsman publishes two tabloid-sized monthly magazines with combined nationwide circulation of more than 200,000 residential and commercial mortgage brokers

**Print & Digital Media Advertising Sales (monthly trade publication, inside sales):**

* Top producer from 2016 – 2018
* Opened more than 60 accounts; generated $300k per month out of the company’s $500k/month gross revenue
* Exceeded $20k quota each month from April 2013 thru August 2018
* Prospected via internet, competing publications, attendance at trade shows. Averaged 80% daily cold calling in 2013, decreasing incrementally to 20% by 2018.
* Account management: up-sales, cross-sales, renewals; 80% renewal rate
* Three to five call close. Average ticket $4000
* Wrote advertising copy for clients
* Led sales teams in banner advertising sales for monthly electronic newsletters

**INSIDE SALES EXECUTIVE**  03/11 - 04/12

Healthfirst Mountlake Terrace, WA

Leading US marketer of Emergency Medical Kits, division of Henry Schein Inc.

**Pharmaceutical Sales (selling emergency medications and compliance solutions to physicians, clinics and dental offices in Northeast US):**

* Salesperson of the Year Award for 2011 (highest volume)
* Leader of two person sales team that generated $3 million gross revenues in 2011
* In last 6 months of 2011, doubled company’s gross sales for all of 2010

**INSIDE SALES EXECUTIVE** 09/10 - 01/11

Fluke Networks (contractor through Kelly Services) Everett, WA

Global mfg of cable and wireless testing instrumentation

* Exceeded quota each month of $198K gross sales
* Exceeded daily KPI: 40 outbound calls/emails + $50K new business formally quoted
* Top producer in third month on job
* Prospected and closed new business with SmithKline Glaxo, Fairleigh-Dickinson University, Dept of Veterans Affairs and many others.

**ADVERTISING SALES SPECIALIST** 01/09 - 04/10

Russian World NewspaperKirkland, WA

Russian language bi-monthly paper which enabled businesses to reach 30,000 Russian-speaking Seattle area residents

* Solely responsible for ad sales to English-speaking small business in Puget Sound area
* Prospected and sold dozens of merchants, from DISH Network to restaurants, doctors, nursing homes, salons, dry cleaners, etc
* Prospected and sold seasonal advertisers who could be renewed yearly (blueberry farms, pumpkin farms, food and music festivals)
* Created ad copy and delivered to in-house translator and designer ahead of deadlines

**ADVERTISING SALES EXECUTIVE** 10/06 - 11/08

Scotsman Guide Media Bothell, WA

**Print & Digital Media Advertising Sales (monthly trade publication, inside sales):**

* Top producer in New Sales, first year with company
* Opened more than 100 accounts; sold $282,000 in new advertising, and $764,000 in renewal advertising
* Exceeded $20k quota each month but one (June 2008)
* Prospected via internet, competing publications, attendance at trade shows. Averaged 80 outbound cold calls per day
* Three to five call close. Average ticket $3500
* Renewed, up-sold, cross-sold.

**DISTRICT MANAGER** 03/03 - 08/06

Decton Medical Solutions Los Angeles, CA

A provider of outsourced staffing solutions to hospitals, Decton started in the construction trade in San Diego and then expanded into the hospital market

**Management:**

* Started Los Angeles office. Won and staffed twenty hospital accounts in Los Angeles and Orange Counties, including the company’s largest single account; increased staffed employees from 9 to 155 in eleven months. Supervised on-site employee performance and weekly payroll.
* Finished ’05 by setting three consecutive weekly sales records for medical division, billing over $56K per week.
* Hired and managed one recruiter and one admin.
* Responsible for startup of Denver office Feb 06.
* After company won contract for 8 additional states, promoted to District Manager of new Oregon-Washington territory.

**EDUCATION**

**Bachelor of Arts Degree - English Literature**

*magna cum laude* - Georgetown University