

Hakimu R. Jackson
706 NE 161st Court
Vancouver, WA 98684
503.330.4401
hakimuj@gmail.com

Profile

- An aggressive, hard working account executive that excels in relationship building and servicing clients.
- Well organized, creative and resourceful, with sales and negotiating skills needed to attain sales goals.
- Skilled in problem solving, PC proficient, possessing the ability to learn quickly and succeed in any organization.
- A strong negotiator with a proven record of sales success.

Performance Highlights

- Responsible for generating over \$1 million dollars in television advertising annual sales by servicing key accounts and cultivating relationships.
- Routinely met or exceeded annual budget forecasts.
- Frequently used packaging and relationships with media buyers to negotiate increases in spending.
- Instrumental in developing an innovative sales promotion for a regional advertiser that resulted in the client allocating a large portion of their advertising budget to my television stations and new cable television entity.
- Recipient of “Sales Rep of the Quarter” award from a key regional television station client. Also routinely received the “AE of the Month” award for sales performance.

Professional Experience

Chambers Communications, Portland, Oregon 2003-Present

Account Executive

Responsible for the regional sales of a broadcast company with television stations in Bend, Eugene and Medford, Oregon. Initiated advertising sales for a new cable television entity in Portland through cold calling and cultivating established relationships.

Millennium Sales & Marketing, Portland, Oregon 1997-2003

Sales Manager

Responsible for selling television advertising time to advertising agencies on behalf of TV station clients. Provide account service for advertising agency media buyers. Utilize quantitative and qualitative data to merchandise and position television station clients. Responsible for generating billing and forecasting reports for Directors of Sales and upper management.

NovaLogic Inc., Calabasas, California

1995-1996

Marketing Intern

Worked closely with Product Marketing Managers. Instrumental in compiling information regarding competitive products. Involved in day-to-day marketing duties as well as special marketing projects.

Education

California State University, Northridge

1992-1996

B.S., Business Administration- Marketing