Amy Goffin

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|  | **Advertising Sales Executive** |  |
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Accomplished and growth-focused professional with extensive experience in advertising sales, digital advertising, and account management. Skilled in strategic sales initiatives execution and market penetration, stakeholder engagement and key account management. Demonstrated expertise in developing and implementing sales strategies across all AMC Networks and possess superior negotiation skills coupled with a net profit bottom line mentality. Solid history of success in identifying new business opportunities, preparing and executing strategic sales plans, achieving all set KPIs, and providing recommendations for process improvement. Adept at leading training and development programs efficiently for employees and building and leading teams to achieve shared visions and goals.

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| * Advertising Sales Management * B2B Sales * Strategic Planning & Execution | * Portfolio Management * Budgeting & Forecasting * Revenue Management | * Key Account Development & Growth * Team Training & Leadership * Effective Communication |

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|  | **Career Experience** |  |
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**Director, Advertising Sales**, AMC Networks (AMC, BBC America, IFC, SundanceTV, WEtv), NY Dec 2017 to Present

Develop and implement sales strategies across all AMC Networks to optimize advertising sales revenue. Oversee strategically focused and consultative sales team of account executives, sales planners, and sales assistants with assigned targets that include nurturing and executing account specific partnerships and best-in-class client services across Magna, WPP, and publicize NY agencies. Co-ordinate internally across departments, including pricing and inventory monetization and marketing and advanced advertising to establish strategic and data driven cross portfolio solutions. Negotiate complex annual agreements with senior agency executives. Maintain significant and robust long-term relationships to strengthen business links.

* Led quarterly and yearly revenue targets, pipeline management, and growth goals across diversified book of business.
* Operated incremental revenue and value in negotiating Magna 2020 upfront deal.

**Account Executive** Jan 2008 to Nov 2017

Broke key categories and accounts, such as Wireless/AT&T, Technology/Microsoft, and QSR/Taco Bell. Sold and monitored multi-platform and custom branded content partnerships with key properties and clients that included The Walking Dead/Microsoft, Better Call Saul/Acura, Talking Dead/XBOX, and Mad Men/Heineken.

* Surpassed revenue targeted goals with +22% average annual growths that resulted in increased business revenue.
* Broke the QSR category and added three new advertisers and brought in first $10M clients.
* Appointed as Cable Fax Sales Person of the Year Finalist awards for 2010.
* Developed AMCN Networking i.e. an internal mentorship program.

**Account Executive**, NBC Universal (Telemundo Network), NY Mar 2006 to Dec 2007

Maintained efficient and effective relationships with different agencies that included Carat, Universal McCann, and Zenith Media. Organized multiple accounts, including Johnson & Johnson, Sony Pictures, and Hyundai/Kia. Originated strategic partnership opportunities, such as multi-platform promotions, product integration, and custom programming.

* Increased key account growth with +26% compared to previous year.
* Fostered solution-oriented proposals to develop new client relationships and budgets effectively.

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|  | **Additional Experience** |  |
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* **Executive Class Member** at Chief, Betsy Magness Leadership Institute, NY
* **Volunteer Experience** at WICT: Women in Cable Telecommunications Leadership Conference Planning Committee, NY
* **Account Executive** at TV GUIDE (TV Guide Network & Interactive Program Guide), NY
* **Multi-Platform Marketing Manager** at TV GUIDE (TV Guide Network & Interactive Program Guide), NY
* **Marketing and Events Manager** at Rodale Press (Prevention Magazine), NY
* **Marketing Communications Manager** at STARTUPS.COM, NY
* **Marketing & Promotions** at TIME INC. (The Parenting Group), NY

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|  | **Education** |  |
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**Bachelor of Science – Marketing**

University of Maryland – Maryland, US