

JAMES E. (JED) DAVIS

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QUALIFICATIONS PROFILE

A highly analytical, innovative, and well-organized professional with proven expert in interpersonal communication and exceptional at dealing with clients and customers. Equipped with broad experience in the coordination and implementation of on-air and online content, as well as advertising for multiple radio station websites.

Competitive Advantage

- Demonstrates strong presentation, negotiation, and communication skills with the ability to build top-producing relationships with customers and business partners worldwide.
- Valued team player with enviable capacity to formulate and execute strategies and initiatives to support corporate mission.
- Exceptional in championing new growth opportunities through market analysis, product development expertise, and keen business instincts.

RELEVANT EXPERIENCE

iHeartMedia - Austin

Integrated Brand Manager

August 2013 - Present

- Partnered with station marketing managers, on-air talent, and the entire market team in to deliver the best on-air and digital consumer experience. Including copy writing for on-air/streaming, Banner Ads and Targeted Display.
- Worked in conjunction with the digital department to propose, close, and implement station specific advertising and promotional contracts with local, state, and national clients.
- Ensured on-air promotions, contests, events, and activities were synced with web components.
- Coordinated sales and digital activations for key community and station events such as, but not limited to: SXSW, Country Music Live Series, and Texas Tailgate Zone.

Cox Media Group - Austin

Multimedia Advertising Consultant

2012 - 2013

- Sold advertising and event marketing to specific territory in East Austin.
- Traveled with in my territory to individual businesses presenting print, direct mail and print/deliver opportunities.
- Presented Social Media Marketing, SEO/SEM and Targeted Display for Web.
- Made a minimum of 5 face to face contacts per day, and a minimum of 10 proposals and price quotes per week.
- Kept daily log of contact, presentations and renewals in Salesforce.

DealerTrack Inc - Dallas

Sales Manager

2011 - 2012

- Sold a java based managed chat service to car dealership in central United States.
- Demonstrate with online presentation through gotomeeting.com with multimedia visual proposals and PowerPoint.
- Made a minimum of 30 contacts per day, and a minimum of 10 proposals a week.
- Assist web development team with implementation of software to dealer website.
- Keep daily log of contact, presentation and renewals in Salesforce.

Viamedia TV - Grapevine

Account Executive

2011 - 2011

- Identify demographic advertising needs for advertising on the Verizon FiOS Cable Network.
- Create and propose advertising recommendations that best suit customer needs through multimedia visual proposals and PowerPoint.
- Prepare accurate advertising contracts on behalf of the Viamedia TV.
- Coordinate and assist with production plans; assist in coordination of external production.
- Assist with special projects, which include on-site promotions at city events and festivals.

Dallas Observer - Dallas

Account Executive

2009 - 2011

- Managed an average of 200 active accounts to grow revenue in the Dallas market in an alternative, weekly print/online sales environment.
- Grew online revenue for www.dallasobserver.com and VVM partner websites including www.urbanspoon.com www.tokeofthetown.com Also grew revenue for five Dallas Observer weekly email newsletter blasts. Selling exclusive email blasts and text messaging services to Dallas/Ft. Worth area clients and national businesses. Averaged 35k impressions and two email blasts weekly.
- Co-developed large sponsorship marketing campaigns and events with the marketing department. 2010 Dallas Observer Music Awards Showcase took place in Deep Ellum, TX.

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Cumulus Radio - Dallas

Account Executive

2008 - 2009

- Grow revenue share for KDBN 93.3 *The Bone* in the Dallas/Ft.Worth metroplex in a classic rock radio station environment.
- Worked closely with national advertising agencies that included OMD, Carat & SpotPlus to develop targeted campaigns to drive traffic for their specific clients.
- Prospect new business using all media outlets for on-air, non-traditional and streaming advertising. Maintained three daily face-to-face appointment schedules for developing new business. Assist with special projects, which include on-site promotions at city events and festivals.

BMG Music Publishing - Carrollton

Account Executive

2006 - 2008

- Grow market share for FirstCom Music in radio/TV outlets in the southeastern United States utilizing inside sales. Selling production music, jingle packages and hardware for creative services departments.
- Maintain current production music account list, over 400 radio and television stations, by up-selling new production music, hard drives and web access.
- Develop new business by cold calling and e-marketing. Made a minimum of 80 new business cold calls a day.
- Understand client's current production music needs, and be able to develop and qualify needs into a customized solution.
- Strong phone selling skills, including expertise in qualifying, negotiating and closing.

CBS Radio - Dallas

Account Executive

2003 - 2006

- Grow market share for KLLI with the men 25 – 54 demographic by developing new business and increasing current billing accounts by 5% or more.
- Maintain current account list of over 50 billing accounts, marketing and collections. Clients varied in type, from Blue Bell Ice Cream to 4 Wheel Parts.
- Prospect new business using all media outlets. Internet, newspaper, billboards, magazines.
- Understand ROI of radio advertising, and be able to develop and defend the value that contributes to ROI and convey the values to prospects and existing accounts.
- Strong phone selling skills, including expertise in qualifying, negotiating and closing.

Clear Channel Radio - Dallas

Account Executive

2001 - 2003

- Learn the business of radio advertising and how to grow market share for KEGF with the men 18 – 34 demographic.
- Build account list from new business and maintain a list of accounts provided sporadically by sales manager, marketing and collections.
- Prospect new business using all media outlets (i.e. billboards, magazine, internet and competition comparison).
- Strong phone selling skills, including expertise in qualifying, negotiating and closing.
- Understand ROI of radio advertising, and be able to develop and defend the value that contributes to ROI and convey the values to prospects and existing accounts.

EDUCATION

Austin Coding Academy, Austin, TX

Full Stack Web Development

2015-2016

TECHNICAL EXPERTISE

Microsoft Office Suite (Word, Excel, PowerPoint) | Adobe Photoshop | Salesforce | HTML 5 | CSS | Javascript | php | Laravel | SQLite | Search Engine Optimization | Dreamweaver | Viero | Fusion