Justin Billinger

5904 N.W 160th Edmond, OK 73013

**Cell: 405-414-6503/ advrtiz@gmail.com**

**September 9th**

**Re: Market Strategist**

**Identifying new business within the market, and servicing existing accounts by maintaining prompt follow up and overcoming objectives has been the focus of my entire sales career. Whether introducing new products to my territory or educating the client with product solutions has helped me maintain low account turn over. I have been recognized for my self-motivation and ability to close the sale. My proven record of success in diverse sales roles is a reflection of the competitive sales that I have bestowed.**

**Most notably my career has included:**

**Driving revenues to new heights, exceeding aggressive plan numbers in a highly saturated B2B market.**

**Displaying the service and product acumen to sustain business on a daily basis.**

**Developing and delivering high-impact presentations to various audiences with an effective, persuasive and focused communication style.**

**I am certain that my background positions me to play an important role in the success of VI Marketing and Branding. I am very interested in learning more about opportunities within the organization and how I can contribute to the achievement of your sales, business and service objectives.**

**I have enclosed my resume, which further details my experiences and key contributions.**

**Sincerely,**

**Justin Billinger**

**Enclosure: Resume**

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## Cell: 405-414-6503/ advrtiz@gmail.com

**- Career characterized by achievements in B2B sales and account acquisition and retention.**

**- Drive sales in start up, high growth, and highly saturated environments**

**Self-motivated, results driven leader with a solid record of success penetrating new markets, capturing new accounts, developing strong client relationships, and generating unparallel sales and retention. Skilled in managing the sales cycle from opportunity identification to delivering high-impact presentations, differentiating features and benefits, closing accounts, and bolstering client loyalty. Comfortable in team centric or autonomous roles where empowerment is given and accountability is expected. Adept in tailoring communication style to suit the needs of a diverse audience. Core Strengths include:**

**Consultative/ Solutions Selling Competitive Product Positioning**

**Competitive Market Intelligence Customer Needs Assessment**

**Negotiations/ Presentations New Product Introduction**

**Team Leadership Sales Forecasting**

**Strategic Market Planning New Market Development**

**Account Retention Monthly Gap Planning**

**Self-Motivating**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Professional Experience\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

#### YP.com/ AT&T advertising Solution.

***Internet Sales Manager (Feb. 2011- Present)***

**Show effective management of territory and client-base to meet and exceed individual and division/branch revenue objectives. Work closely with the local leadership team to promote, integrate and meet the ISM and Division/Branch objectives. Work with local sales representatives to assist in the sale of SEM and YP.COM products through field coaching, training and collateral. Exceed Sales Objectives designed to be in line with Market Growth. Deliver sales presentations to the local Advertisers through joint and/or team selling with the local sales representative, as well as through acting as the subject matter expert in local search seminars. Coordinate and act as a liaison with the performance managers, product managers & customer service. Obtain leads for upsell opportunities from the sales agent, through cold-call blitzes and networking. Work with Marketing on business development initiatives.**

* **As of September 9th 2013 my office is at 101% to objective.**
* **Exceeded $950,000 in new revenue by the end of 3rd quarter 2013**

#### YP.com/ AT&T advertising Solution.

***New Media (Oct. 2010 – Feb. 2011)***

**Prospecting new business and company provided leads face-to-face for the purpose of selling our Internet and print advertising products. Consulting with businesses to obtain pertinent information about the business itself, potential markets, problems faced in doing business, current advertising and results from it. Discusses role of Internet advertising in attracting new customers and retaining clientele. Preparing sample visuals and value proving background information, as basis for recommending advertising programs customized to meet the needs of each business. Preparing forms, letters, and executing contracts. Handling an aggressive work schedule of daily sales contacts - ability to prioritize and organize work is critical.**

* **Within (4) months in sales I was promoted to Management.**

#### OPUBCO Communications, Oklahoma City, OK

***B2B Sales Executive* (2005 – Oct. 2010)**

**Expected to develop a very challenging territory through B2B client acquisition, account development, and innovative sales and marketing strategies for the retail display advertising team. Identifying emerging opportunities, create ROI models, produce high-impact sales presentations and repeatedly overcome brand and competitor loyalty to win over accounts in a vertical territory. Representing 5 different products with several niche elements. Serving as the only vertical sales rep in the sales territories focusing on new markets in Oklahoma City and the surrounding metro area. Through superior request, I was involved in several sales and marketing committees for outlining key tactics, activities, and resources to ensure effective execution is sales.**

* **Grew vertical territory in overall sales by 19.67% since my employment date**
* **Achieved record breaking success in niche products by increasing sales 138.96%**
* **Present and display product strategy on weekly basis to 30+ sales people to boost awareness and success.**

#### Loud Magazine/VOX, Oklahoma City, OK

***B2B Sales Executive* (2003 – 2005)**

**Challenged to sell into a zero based territory with ground floor account development and promotion for start up business. Participated in focus group committees and research development for new product standards. Self-motivating sales environment with very limited resources and benefits. Overcame objectives by eliminating the negative and displayed the positives. Maintained an intimate awareness of competitor offerings to effectively leverage differentiating factors including cost, benefits, and service.**

* **Brought in over 75% of the total monthly revenue by generating cold calls and maintaining a high closing ratio.**
* **New employment training to 10+ employees throughout my employment with ride-a-longs and hands on demonstration throughout the sales cycle.**
* **Increased business relationships through community involvement and volunteering.**

**Citadel Communications, Oklahoma City, OK**

***Promotions* (2000 – 2003)**

**Promoted several different markets in the radio industry. Worked closely with Disc Jockeys and advertisers to maximize product awareness. Worked with sales executives to endure positive advertiser relationships. Time management is imperative to maintain the fast paced high expectations of radio promotions.**

* **Requested by the majority to promote events.**
* **Built business relationships through personal integrity and ethics.**

**Box Talent, Oklahoma City, OK**

***CEO Assistant/ Band Booking* (1998 – 2000)**

**Assisted the CEO of the business through daily direction and expectations. Personal meetings to organize the workday and throughout workweek was common. Implementing work assignments to other employees through close communication and follow-ups. Manage band booking and overseeing events.**

**Champ Oil & Gas, Norman, OK**

***Sales Manager* (1995 – 1998)**

**Sold working interest leases in the Oil & Gas Industry. Managed five employees by monitoring call reports and weekly sales planning. Researched leads for cold calls. Serviced accounts with $100,000 investment minimums. Maintained close communication with geologist for daily reports. Organized annual customer events. With out of the box sales incentives revenue increased 40%.**