

ANDREW S. WOODS

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BUSINESS DEVELOPMENT EXECUTIVE

Advertising / Direct Sales / High-Impact Sales Presentations

Self-motivated, assertive and highly energetic senior sales executive with exceptional interpersonal communication skills, experienced in customer needs, assessment, presentations, and account management. Consistently working towards driving sales revenues and developing new business opportunities.

PROFESSIONAL EXPERIENCE

10/2018 – Present **DIRECTOR OF BUSINESS DEVELOPMENT**
Evesta Marketing, NY – *Digital Marketing Agency*

- Identified, prospected, and closed cost-per-performance advertising deals with national advertisers.
- Managed various publisher relationships to place performance advertising campaigns
- Pitched to potential advertisers and negotiated pricing
- Provided detailed reporting of the advertisers to track progress

2/2017 – 10/2018 **VICE PRESIDENT OF BUSINESS DEVELOPMENT**
Broadside Media Group, BC – *Digital Marketing Agency*

- Identified and recruited new affiliates/publishers.
- Negotiated all aspects of campaigns, including pricing, budgeting, and daily lead caps.
- Worked closely with publishers/affiliates and optimization team to maximize each client's budget.
- Proactively monitored traffic sources on all campaigns.
- Communicated and monitored compliance/brand guidelines with publishers.

8/2016 – 2/2017 **SENIOR BUSINESS DEVELOPMENT EXECUTIVE**
Adbistro, FL – *Audience Development Platform*

- Assisted content publishers in meeting campaign goals by driving unique users directly to desired landing pages for optimal monetization.
- Negotiated all aspects of campaigns with publishers.
- Worked closely with publishers and optimization team to maximize each client's budget.

4/2015 – 8/2016 **SENIOR BUSINESS DEVELOPMENT EXECUTIVE**
Revcontent, NY – *Native Advertising Company*

- Create and negotiate detailed contracts directly with websites and publishers.
- Structured revenue share deals with websites to run the Revcontent Native Ad unit.
- Work with operations/engagement teams to facilitate widget implementation.
- Well-versed in the practice of keeping RPMs profitable and revenues high

9/2014 – 4/2015 **DIRECTOR OF SALES**
Flex Marketing Group, NY – *Online marketing company specializing in performance-based digital advertising*

- Sold email marketing on a CPM basis.
- Assessed client needs and goals on a return on investment basis.
- Identified, prospected and closed cost-per-performance advertising deals with national advertisers.
- Discussed client goals and objectives to set-up media buys and managed those objectives.

11/2010 – 8/2014 **SENIOR ACCOUNT EXECUTIVE**
AffiliateNetwork.com, NY – *A world leader in online marketing and lead generation*

- Trained and managed a sales team.

- Sold corporate suite of services including, affiliate marketing (email, search, display and social media), email marketing and list management, co-registration, network display advertising and search marketing PPC.
- Cultivated relationships with agencies and marketing executives to grow key accounts.
- Met or exceeded goals each month and successfully sold and managed a \$3.0M+ book of business.

SENIOR ACCOUNT EXECUTIVE

12/2006 – 11/2010

Silver Carrot LLC, NY – *Online marketing company specializing in lead generation and affiliate marketing*

- Worked directly with clients and agencies on affiliate network to drive leads to their sites.
- Managed existing clients and cultivated long lasting relationships with newly acquired clients and agencies
- Sold services on a cost per thousand, cost per click, cost per acquisition, and cost per lead basis and consistently exceeded sales goals and quotas
- Prepared proposals with client specific media recommendations and negotiated contract terms, conditions, and rates.
- Utilized campaign analysis to advise clients in order to increase performance and determine future buys.
- Supervised sales interns and provided training in sales prospecting.

SALES REPRESENTATIVE (ADSONAR)

02/2005 – 11/2006

Quigo, NY – *Provider of online performance-based marketing solutions, including content-targeted advertising and search marketing for premium-branded websites and advertisers.*

- Ranked among the top five sales executives for consistently exceeding monthly targets.
- Researched, identified, and initiated presentation meetings by cold-calling prospective accounts and developed sales proposal presentations for integrated online programs and search engine advertising initiatives.
- Negotiated contracts and closings with new clients and handled all aspects of account management.
- Consulted clients and successfully optimized Internet campaign traffic for a greater ROI.

EDUCATION

05/2004

Bachelor of Arts, Communications

University of Rhode Island, Kingston, RI.