

# DOUGLASS GORDON FOOTE III

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## PROFESSIONAL EXPERIENCE

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### Bazaarvoice

New York, NY

#### Sales Director, Advertising

May 2018 - Present

- Generate revenue for the advertising team by owning entire sales cycle from prospecting to closing to campaign management. Deal sizes have ranged between \$20k-\$500k
- Work with both advertising agencies and directly with clients to execute advertising campaigns. Client/Agencies include Mindshare, Spark Foundry, Universal McCann, Horizon, John Deere, RXBar, Troy-Bilt, SharkNinja, Dyson, Peloton, and others
- Work with internal Account Management and AdOps teams to build campaign plans and execute client strategies
- Build and establish working relationships through a consultative sales approach that focuses on the client's goals and KPIs
- Develop account list and pipeline via dedicated research and thorough prospecting

#### Advertising Business Development

October 2016 – May 2018

- Advertising Team MVP for Q2FY18
- Generate pipeline by booking meetings for the Advertising Sales Directors through outbound calls and emails
- Finished FY18 (May '17 – April '18) at 140% of quota and 175% of on target earnings
- Focus on specific verticals and collaborate with other team members on messaging and best practices for outreach
- Oversee most day-to-day activities of the Business Development team and train, mentor, and onboard new team members

### Nashville Predators Hockey Club/Bridgestone Arena

Nashville, TN

#### Corporate Development Manager

June 2016 – October 2016

- Hybrid sales role for the Nashville Predators and Bridgestone Arena that focuses on corporate partnerships and premium sales while continuing to generate revenue through season ticket, group, concert, and event space sales
- As of October 2016, generated \$500k in new business for the 2016-2017 fiscal year, including \$80,000 in premium club sales and \$100k in corporate partnerships. At time of resignation, was leader in sales generated.
- Actively researched potential partners and organized meetings with high level decision makers to develop partnerships
- Met with Senior VP of Corporate Development and other members of corporate team to strategize on prospective partners

#### Season Ticket Account Executive

December 2014 – June 2016

- For the 2015-2016 fiscal year, generated \$580,000 in new business alone, eclipsing quota by \$60,000. Also generated \$775,000 in overall revenue
- In a non-traditional hockey market, helped set a franchise record for the 15-16 season by selling out 41 of 47 home games
- Finished the 2014-2015 fiscal year with the second highest New Ticket Sales revenue. Exceeded yearly goal by \$85,000
- Made 40-50 calls daily in an effort to create new leads and follow up on current prospects and accounts
- Served as the main contact and customer service rep for over 300 clients
- Created, planned and executed events for companies and groups of 15-200 individuals
- Generated revenue for Nashville Predators and Bridgestone Arena through new ticket sales, renewals and upgrades
- Developed successful working relationships with prospective clients through appointments, event outings, and follow-ups
- Met regularly with Director of Ticket Sales to collaborate on how to take advantage of new sales strategies
- Served as a mentor for newer members of sales staff and assist them with sales initiatives

#### Associate Account Executive

September 2014 – December 2014

- Continuously solicited new business through 60-70 daily calls
- Provided a Nashville Predators presence at several local events in an effort to generate leads for prospects
- Focused on prospects through individual game purchases or requests online for additional information

#### Sales Associate

July 2013 – September 2014

- Promoted to full time Sales Associate September 2013 after eclipsing sales goals. Only individual from the initial ten Seasonal Sales Reps to receive said promotion
- Made 80+ phone calls daily to exceed sales goals, create new business and generate revenue through sales campaigns

#### Fan Relations Intern

January – May 2013

- Planned, organized and executed season ticket holder appreciation events for up to 400 attendees
- Assisted with game-related activities by staffing the arena Fan Information Center
- Resolved all problems and suggestions voiced by fans, season ticket holders and patrons of the arena
- Monitored fan email and phone line regularly and performed general administrative work for the Fan Relations Department
- Did all of the above while also working at Edley's Barbecue in Nashville, TN as staff member (April 2012 – December 2012)

### Workshop Marketing

Nashville, TN

#### Assistant Account Executive

October 2011 – February 2012

- Focused on building brand image of 8-10 clients through meetings and strategy sessions in order to establish goals and needs
- Distributed marketing materials to local businesses to elevate awareness of clients and their planned events
- Drafted press releases, monthly reports, and other marketing documents for projects of 8-10 clients

## EDUCATION

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### The University of Georgia – Terry College of Business

Athens, GA

#### Bachelor of Business Administration in Marketing

B.B.A. 2011

- Member of Terry College of Business Young Alumni Board
- Mentor to students as part of the Terry College of Business Alumni Mentor Program