

ADAM COMPAGNONE

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Top performing consultative sales leader with extensive experience in online, video, programmatic, social, mobile, data/analytics, SaaS, custom content, talent acquisition, shopper marketing, television, events and print with a proven track record of meeting and exceeding revenue expectations

TIME INC. New York, NY

2016-2018

CORPORATE ACCOUNT DIRECTOR

Managed all aspects of client partnerships including digital direct, programmatic, 1st/3rd party data, social, video, mobile, custom content creation, talent acquisition, shopper marketing and events across 25 brands utilizing data driven solutions.

- Grew overall digital business by 67% and increased key client spend by 42%. Achieved 137% of budgeted goal.
- Clients included Bayer, Merck, BMS, Teva and other health and wellness partners.

RODALE, INC. New York, NY

2015 – 2016

EAST COAST SALES DIRECTOR

Generated \$4.2 million in digital revenue of Rodale's suite of active lifestyle brands by providing integrated marketing solutions utilizing assets including digital, video, social, shopper marketing, programmatic, analytics data and events.

- Highest total digital sales of 45 sales executives; Grew new business by 79%. Attained 110% of target.
- Clients included GroupM, Hearts & Science, Zenith, Horizon. P&G, Unilever and other major partners.

MANTA MEDIA. New York, NY

2013 – 2015

NATIONAL SALES MANAGER

Oversaw online, mobile and programmatic direct advertising sales of a \$2.7 million account portfolio in the Eastern region for the largest online business social networking site.

- Increased overall territory by 157%; Highest total sales of seven sales managers. Reached 122% of budget.
- Clients included Publicis, OMD, GroupM, Citibank, Chase, Yext and other key advertisers.

ADVANCE PUBLICATIONS – THE BUSINESS JOURNALS New York, NY

2009 – 2012

NATIONAL SALES MANAGER

Supervised all client activity and growth of a \$4.7 million account portfolio in the Eastern region. Partnered with clients to provide integrated solutions to best fulfill overall marketing goals.

- 2012 – Winner of highest total sales and largest percentage sales increase overall. Achieved 173% of goal.
- Clients included Verizon, Chase, Comcast, AT&T, Citibank, Marriott and top interactive agencies/clients.

NEWS CORPORATION – FOX INTERACTIVE MEDIA New York, NY

2008 – 2009

SENIOR ACCOUNT EXECUTIVE

Managed sales activity and development of a \$1.1 million territory for this 2nd largest media organization.

- Ranked as #1 salesperson in 2009 out of a team of 3 professionals. Expanded territory by 205%.
- Clients included IPG, OMD, Publicis, MEC and Horizon.

WPP - KANTAR MEDIA New York, NY

2002 – 2008

DIRECTOR – INTERACTIVE SALES

Directed all sales activity of a SaaS platform for the marketing intelligence portfolio. Developed a strategic territory plan, performed lead generation, pipeline management and closed business with Fortune 500 advertisers, online/offline ad agencies and web publishers.

- Achieved 147% of budgeted goal in 2007, expanding this territory by 176%. Surpassed budget by 57%
- Clients included WPP, OMD, Horizon, Google, Comcast, Lowe's, GSK, USPS, and other industry leaders.

EDUCATION

M.B.A. Media and Communications Management, Fordham University, New York, NY

B.A. Telecommunications and Business, Indiana University, Bloomington, IN
