

Contact

Cranford, New Jersey
michael.gedonius@hotmail.co m

www.linkedin.com/in/
michaelgedonius (LinkedIn)
www.wsjoffice.com (Company)

Top Skills

Digital Media
Advertising
Digital Strategy

Michael Gedonius

Integrated Media Sales Professional
Greater New York City Area

Summary

20 year media sales and management professional with a proven track record of success spanning across print, digital, mobile, out of home, and streaming radio.

Specialized focus on building large cross-platfrom marketing solutions for Fortune 200 partners.

Experience

Taboola
Senior Sales Manager
January 2017 - Present
Greater New York City Area

Open Road Integrated Media Inc.
VP, National Sales
March 2016 - December 2016 (10 months)
Greater New York City Area

Playboy Enterprises
Account Director
March 2015 - February 2016 (1 year)
Vigorously represented media sales for Playboy across Print, Digital, Mobile and Events and was part of the launch team for Playboy's major re-branding (aka - no more nudity) of Playboy Magazine.

Apple
Account Executive
October 2013 - February 2015 (1 year 5 months)
iAd and iTunes Radio reaches millions of iPhone, iPad and iPod Touch users around the world in their favorite apps. With the iAd Network, you get access to the Apple audience, the world's most engaged, passionate and loyal consumer.

Wall Street Journal Office Network
Executive Director of Sales & Digital Development
May 2010 - October 2013 (3 years 6 months)
New York, NY

The Wall Street Journal Office Network is the premier at-work marketing platform. Along with our strategic partner, Dow Jones, we have built a network of 760+ premier office buildings concentrated in the top 15 markets reaching 1MM+ business managers and professionals every day.

TMZ.com
East Coast Account Executive
July 2009 - May 2010 (11 months)

Aggressively representing the biggest and baddest celebrity/pop culture website on the planet.

Alpha Media Group
East Coast Director
2008 - 2009 (2 years)

Managed a stellar group of senior sales professionals from Boston to Miami with 20 million in annual sales. In addition, I also covered a key list of top advertisers including Verizon and Pepsi

Dennis Publishing
Account Executive
2006 - 2008 (3 years)

Wenner Media
Account Executive
2000 - 2006 (7 years)

Travel Weekly
Account Executive
1997 - 2000 (4 years)

Education

Purdue University
BS, Advertising/Communications

Purdue University

Bachelor's degree, Advertising