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Top Skills

Publishing

Digital Media

Advertising

Faith Gingold

East Coast Sales Director at Evite
New York, New York

Summary

Highly results driven Media Sales Manager with a strong background in building high performance sales teams, establishing strong relationships with key decision makers and strategically leveraging multi-platform assets to drive revenue.

Adept at cultivating excellent client relationships through a strong ability to identify business needs and creatively develop strategy that addresses both needs and goals.

Positive team leader with a strong track record of training and leading dynamic cross functional teams in driving new business as a cohesive unit as well as providing them with the tools to succeed autonomously.

Strong ability to develop strong client relations through attendance at networking events, trade shows and C-Level Client meetings in order to promote the brands I have supported.

Extremely passionate about being a part of an organization that develops cutting edge content that provides readers with insights into positive lifestyle choices.

Experience

Evite

East Coast Sales Director

April 2018 - Present

Greater New York City Area

Since 1998, Evite has been the web's leading online invitation and social event planning service, with over 31 million registered users. From our corporate headquarters in Los Angeles to the farthest edges of the web, Evite helps hosts get their parties started with hundreds of stylish invitation designs that

are free and easy to use. How easy is it? Well, Evite users send 24,000 invites an hour - now that's something worth celebrating!

In addition to invitations, Evite also offers a wealth of creative party ideas, planning checklists and other tools to save hosts both time and money. Our reliable and comprehensive services bring back our users time and again.

With the launch of the Evite iPhone app and mobile Web site, over 2 million users have taken their content on the go, providing advertisers with unique opportunities to target mobile users!

Headquarters: Los Angeles, CA

Founded: 1996

www.evite.com

Crisp Mobile

Account Director

October 2017 - April 2018 (7 months)

New York, NY

Crisp Mobile is a mobile shopper commerce platform; deep layered targeting, dynamic creative personalized user experience message, optimized to retail performance delivering increased sales for CPG/retail. Crisp is the only mobile retail end to end solution to drive CPG, Retail and QSR sales at retail and e-commerce - purchase based mobile. Crisp is a part of Quotient Technology.

Drive mobile commerce revenue utilizing Crisp's mobile ad technology + data targeted powered creative + premium targeted inventory. Crisp's end to end mobile ad product delivering success in engagement + activation in categories ranging from branding, video, social, ecommerce, buyer activation and content.

Everyday Health

VP, Lifestyle Sales

May 2014 - April 2017 (3 years)

345 Hudson Street, New York, NY

Manage a diverse sales team for Everyday Health, a digital media company which owns websites and produces multi platform content relating to health and wellness.

- Managed a team of 5 sellers in New York office for all non-Rx categories which includes What to Expect.com, Drugstore.com, Mayo Clinic.com and MedPage Today.
- Recruit and manage the NY team of 5 sellers focused on driving revenue from all key agencies and clients, leading to revenue growth by 32% year over year.
- Collaborate with product, editorial, marketing and sales development on creation of new, innovative product solutions that drove significant user engagement and advertising revenue

American Media

Integrated Sales Director - Shape & Shape.com

May 2013 - January 2014 (9 months)

4 New York Plaza

Oversee the digital team at Shape.com and collaborate with Integrated Sales Reps on multi platform advertising initiatives for a company that specializes in producing healthy lifestyle content.

- Built a new business pipeline and exceeded fiscal year-end sales goals by 20%.
- Manage digital sales through collaboration with clients from concept to launch executing cross-platform national campaigns
- Prospected new business opportunities with traditional advertisers and digital new business accounts
- Trained and managed 5 digital only sellers while developing better communication between the digital team and the print sellers at Shape including Account Management and Ad Ops teams

Meredith Corporation - Ladies Home Journal

Associate Publisher

September 2012 - January 2013 (5 months)

Ladies Home Journal

Oversaw integrated sales strategies for Ladies' Home Journal, a cross platform health and wellness content producer with a targeted demographic of women.

- Managed the Ladies Home Journal sales staff, 10 sellers nationwide
- Fully collaborated with the publisher to set integrated sales strategy, devise sales communications and develop client marketing solutions
- Assisted staff in all client negotiations

Time Inc. - Southern Living Magazine/Southern Living.com

7 years

Eastern Advertising Director

January 2012 - September 2012 (9 months)

1271 Avenue of the America's

Managed sales activities for the Eastern market for the ultimate insiders' guide to Southern culture, recipes, travel, and events.

- Managed 4 Integrated Sales Representatives in the Northeast territory
- Managed territory of 32 million in print and digital revenue
- Grew brand revenue and share of market in the first three quarters of 2012
- Assisted sellers with problem solving and developing client relationships

Eastern Advertising Director

October 2005 - January 2012 (6 years 4 months)

Health Magazine - Time Inc.

Managed digital and print sales activities for a company that produces energizing workout moves, healthy recipes, and advice on losing weight and feeling great.

- Managed 5 Integrated Sales Representatives in New York and South East
- Managed territory of \$24 million in print and digital revenue
- Analyzed monthly/annual business projections
- Responsible for positioning decisions across the country as well as book make-up

Education

State University of New York College at Oneonta

Bachelor's degree, Business/Managerial Economics

Fashion Institute of Technology

Associate's degree, Merchandising and Buying Operations