

ROBERT HOECK
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Summary of Qualifications

An experienced results-driven cross-platform media sales executive, having achieved continued success in generating revenue, exceeding sales quotas and developing client business through solutions-based selling, and the effective direction of people and resources.

- Extensive Client and Agency Contacts in the Los Angeles Market across various categories; **Automotive**, Entertainment, Consumer Electronics, Technology, Financial Services, QSR, CPG, Retail
- Media Sales Positions: Sales Manager, West Coast Sales Director, Ad Director, Group Publisher
- Advertising Agency Experience Media Planning & Account Management

AccuWeather

West Coast Sales Director July 2017 – Present

- Manage all west coast account base, with emphasis on Automotive OEM Client / Agency accounts including; Toyota, Lexus, Honda, Acura, Kia, Hyundai, Mazda, Mitsubishi, Entertainment, and Travel/Tourism

Internet Brands, *CarsDirect.com*, *TheCarConnection.com*, *MotorAuthority.com*, *GreenCarReports.com* **Sr. West Coast Automotive Account Executive December 2015 – July 2017 (1 Year 7 months)**

- Manage all west coast Automotive OEM Client / Agency account base including; Toyota, Lexus, Honda, Acura, Kia, Hyundai, Nissan, Infiniti, Mazda, Mitsubishi
- Drove over 3 million in total revenue for CY16 a 23% increase over CY15
- Increased CY16 vs. CY15 Toyota/Scion business five (5) fold
- Increased CY16 vs. CY15 American Honda business 48%, including breaking Acura business
- Broke Kia Business for 2016

Advanced Publications, *Parade*

Los Angeles Director April 2013 – September 2014 (1 Year 6 Months)

- Manager West Coast Account Base including Auto, Entertainment / Broadcast / Studio, Consumer Electronics, CPG, Technology, Financial, Beverage
- Developed and sold digital, print and integrated solutions for advertisers driving \$2 million in ad revenue

Bonnier Corporation, January 2006 – March 2013 (7 Years 3 Months)

West Coast Advertising Director (*Popular Science*, *Field & Stream*, *Outdoor Life*) September 2012 – March 2013 (7 Months)

- Managed West Coast Sales Staff of Two (2) representing six (6) million in print & digital revenue across 3 brands
- Maintain personal account with emphasis on automotive; Toyota, Lexus, Honda, Acura, Nissan, Hyundai, Kia

West Coast Manager (*Popular Science*) January 2006 – August 2012 (6 Years 8 Months)

- Managed West Coast based Accounts Los Angeles and San Francisco, emphasis on automotive; Toyota, Lexus, Mazda, Honda, Acura, Hyundai, Kia, Mitsubishi, Nissan
- Responsible for both print & digital sales
- **2011 winner of the “Future Now” Sales Award for Popular Science**
- **2006 winner of the “Sales Person of the Year” Award for Popular Science**

PRIMEDIA (now TEN), *Truck Group*; *Four Wheeler*, *4Wheel & Off Road*, *JP*, *Diesel Power* **Group Publisher December 2003 – December 2005 (2 Years)**

- Managed P&L for The Truck Group; Nine (9) Magazines & Web Sites, Launched Diesel Power, Directed Four (4) Publishers, Plus a staff of 60 plus
- Managed Advertising Sales & Marketing, content development for Print, Digital, TV Shows, and Events
- Total Ad Revenue exceeded \$37 Million per Year

CBS SportsLine.com

Sr Account Manager January 2002 – October 2003 (1 Year 10 Months)

- Managed National Accounts including; Toyota, Lexus, Nissan, Infiniti, Mazda, Mitsubishi, Universal, Sony, Apple
- Closed \$1.2 Million net Sales to Import Auto Account (was largest to date for LA office)

autoMedia.com

VP Sales April 2000 – December 2001 (1 Year 9 Months)

- Helped develop and launch Digital Start-up Automotive Content Company
- Developed Sales Presentations, Identified Prospects, **Closed 1st Content Deal in company's history**

EMAP USA / Petersen Publishing (now TEN) June 1994 – March 2000 (5 Years 9 Months)

Advertising Director Motor Trend May 1999 – March 2000 (11 Months)

- Managed Sales Staff representing over \$30 million in ad revenue, Set Sales Goals for Staff, determined Pricing

Western Manager / Sales Representative Motor Trend June 1994 – April 1999 (4 Years 10 Months)

- Managed Automotive Accounts, **#1 Revenue producer for Motor Trend Awarded "Sales Person of the Year for 1998"**
- As Western Manager as well as maintaining personal Account List, also supervised Sales Staff of Three (3)

General Media, *Four Wheeler*

National Advertising Manager / Western Manager November 1989 – May 1994 (5 Years 6 Months)

- Managed National Sales Staff representing \$6 million in Ad Revenue, **#1 Revenue Producer '89 & '90**

Parade Publications

Sales Representative April 1988 – October 1989 (1 Year 6 Months)

- Managed National Account Base in LA Territory

Weightman Advertising, Philadelphia PA

Sr Account Executive February 1987 – March 1988 (1 Year 1 Month)

- Managed Alpo Pet Foods Account

Ted Bates Advertising, New York NY

Account Executive April 1984 – February 1987 (2 Years 10 Months)

- Managed US Navy & Mars Account

Saatchi & Saatchi / Compton, New York, NY

Sr Planner / Media Planner November 1981 – March 1984 (2 Years 4 Months)

- Developed Media Plans for P&G Crisco and J&J Tylenol, worked on Tylenol during the 1982 Cyanide Scare

Education: The Pennsylvania State University, BA Degree