

**Karen Thompson**  
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A results- driven Sales Professional who excels in a high energy, relationship building and team-oriented environment. Successful in accelerating new sales, while retaining key clientele in diverse business verticals.

## **Experience**

### **Katworks**

**November 2017-**

#### **Business Consultant**

Helping new and online businesses with their growth strategy through an integrated digitaladvertising, content, social outreach, branding and market penetration plan.

- Digital advertising, E-commerce and innovative sales growth strategy

### **Daily Journal of Commerce**

#### **Senior New Business Development, Event and Digital Advertising sales**

**May 2016 - November 2017**

B to B Trade Publication

Focusing on C-Suite Executives, and Businesses primarily in the Engineering, Construction, Commercial Real Estate, Architecture and Property Management space.

Utilized cold-calling for SEO; SEM; Geotargeting; Geofencing; Retargeting and Programmatic advertising to clients. And native video advertising platforms

Brought on State Government clients who were the first-time presenting sponsors for a 450 person women's event and conference. Did same with Investment Brokers for another business event.

- New Business Development, Digital Advertising/Sponsorship Sales
- 130% over quota for 5 months.
- Focusing on C-Suite executives and business owners with a wide range of verticals.

### **Konnectagain.com**

**January 2013 -December 2015**

#### **National Business Development Sales**

KonnectAgain is a SAAS platform for millennial to engage with their university, school or even workplace cohort. It is the only platform built to bridge the gap from sharing and in-kind engagement to giving and endowments later in life.

- Generated, engaged and closed new business for regional, national and international universities and online higher-education segment for this SAAS start-up.

### **Sabbatical**

**2011 - 2013**

I had the privilege to spend time out of the country taking care of an aging relative. This was both a challenging and rewarding job. During this period, I found balance by taking on various short-term writing and sales assignments to keep my mind engaged in a career that I truly enjoy.

### **Buyersedge.com**

**National Digital Advertising Sales Manager**

## **2007 – 2010**

Sold national retailers, travel groups, electronics manufacturers, and interactive agencies for this largely unknown comparison shopping site, on a CPM and CPC basis. Brought in over \$3 million dollars of new revenue a year, and developed, created and closed comprehensive, creative digital concept solutions for national manufacturers such as Canon, USA, and Dentsu America, until the buyout from Accoona of China.

- Regional and National Digital Ad Sales/New Business Development
- Researched, accessed, engaged and closed retailers, brands and VARS sellers, travel Companies and manufacturers for this largely unknown comparison-shopping site on a CPM and CPC basis.
- Brought in over \$3,000,000 of new revenue a year and created/implemented digital marketing campaigns.
- Successfully grew a sales pipeline of over 60 small to medium sized new accounts.

## **Nextag.com**

### **2003-2006**

#### **National Digital Account Executive**

Business development and lead generation for advertising campaigns for new and established cross-industry clients.

One of four members of the senior national sales team for this leading online shopping comparison engine. Started sales effort for NexTag's education lead generation vertical. Grew the travel vertical by 200% over the course of one year.

Targeted online brands and retailers nationally while closing over \$3m in new business yearly. I juggled a 250+ ever growing pipeline, while continually adding new accounts. Nextag (now Wize commerce), was a mature start-up in a pre-IPO phase.

- Penetrated and juggled a 250+ pipeline of new accounts in diverse verticals while working with deadline sensitive priorities daily. Opened the online education vertical.
- Sales for every quarter were over quota
- Generated over \$3.5 million dollars of new business annually. Worked collaboratively with an interdisciplinary team, employing workplace best practices.
- Tasked with opening new verticals, including Education and worked with clients such as Travelocity, The Gap, Macy's, Boscov's, Seagate, Fujitsu, Expedia and Art.com.

## **Education**

San Francisco State University – Bachelor of Arts in Journalism, Dean's Honor List