**Ethan Adam**

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**612-597-3785**

# **Education**

## Bachelor of Individualized Studies in Marketing

University of Minnesota-Minneapolis-Saint Paul, MN

# **Work Experience**

## Senior Account Executive

**CBS Radio/Entercom-Minneapolis-Saint Paul, MN August 2004 to May 2018**

* Annual Billing 1.1 million - 1.7 million
* Exceeded sales goals and aggressively sought out new direct business
* Account Executive of The Month March 2018, 1st Place Sales Contest
* Built integrated marketing plans including digital initiatives, radio, promotions and various events
* Presented compelling and creative advertising campaigns to C-level clients
* Created several unique marketing programs for clients such as; Sun Country Airlines, Holiday Vacations, Haskell's, Pabst, Saint Paul Hotel and others
* Developed new, direct business through strong client relationships
* Continually increased annual business with existing clients
* Managed budget process including forecasting yearly/quarterly/monthly business plans and projections
* Mentored and trained new Account Executives

## Senior Account Executive

**ABC Radio/Disney-Minneapolis-Saint Paul, MN November 1994 to July 2004**

* Top sales rep for five consecutive months
* Consistently exceeded sales quota by 20%
* Developed new clients through strong industry relationships and prospecting
* Created and implemented marketing campaigns for on-air, on-line and on-site events

**Account Executive**

**KAJZ/KBJZ-Los Angeles, CA November 1992 to February 1994**

Sold and created marketing campaigns including on-air and on-site events. o Events Include: The L.A. Food & Garlic Festival, The Play Boy Jazz Festival, The Beverly Hills Food & Wine Experience, L.A. Jazz Festival and others.

# **Skills**

advertising (10+ years), excellent verbal and written communication skills. (Less than 1 year), marketing (10+ years), public relations (Less than 1 year), Public Relation, PR

# **Additional Information**

Areas of Strength

Developed and directed key marketing and public relations programs and events, including one of the largest radio promotions in the market. Skilled strategic planner including events, on-line, digital, on-air and promotions that drove revenue for client and radio stations.

Professional presenter with excellent verbal and written communication skills. Strong relationships with advertising agencies and direct clients.