

ESTHER C. BAILEY-BASS

Professional, Strategist, Leader, Coach and Team Player

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Background

My professional background represents exciting and challenging opportunities, layered with varied skills and talents which have lead to success in diverse arenas. I am well-versed in non-profit and for-profit sales, marketing and fundraising with 12 years of sales growth experience for a local public radio station. I have expansive knowledge, skills and talent in community relations, new business development and special projects, public relations, and event planning and execution. As a leader, strategist and professional, I believe in the greatness of teams and individuals.

Why me?

Big thinking and collaboration inspire and motivate me, igniting my curiosity and passion for learning. I believe that a positive attitude coupled with a willingness to learn leads to excellence, generates resourcefulness, expands possibilities, and increases the pursuit for change and growth. I am a natural creative and critical thinker who embraces new challenges with enthusiasm and fortitude. As a goal-oriented, results driven professional, I am resolute when working for a purpose or toward an objective.

SUMMARY OF EXPERTISE

BUSINESS TO BUSINESS SALES / BRAND MARKETING

Sales and Marketing Professional with 10+ years demonstrated successful sales and marketing experience in time-sensitive, fast paced environments; experienced in driving company growth and reputation for fostering successful professional relationships; and a detailed-oriented, self-starter possessing excellent written, oral and interpersonal communication skills.

CORE COMPETENCIES

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|--|---------------------------------|
| • Consultative sales method | • Successful closing techniques |
| • New business development | • Promotional copywriting |
| • High-impact sales presentations | • Internal/external client care |
| • Account management skills | • Strong product knowledge |
| • Team building and leadership qualities | • Excellent organization skills |

PROFESSIONAL EXPERIENCE

Nashville Public Radio and Public Radio Partners

Public Radio Partners (PRP) is a privately owned business providing outsourced underwriting sales departments to public broadcasting stations. In calendar year 2009 PRP generated \$16 million in underwriting revenue for its client stations.

Corporate Support Representative, 2000 – Present

- Annual revenue billing in excess of \$400,000
- Proven account growth resulting in 20% increased revenue
- Consistently exceeded set revenue goals for 7 consecutive years
- Reduced account attrition after re-distribution
- Generate qualified sales referrals from clients, cold calling, and email prospecting
- Create successful sales presentations from client needs assessment and utilization of market and industry data
- Maintain strong client relationships through consistent communications and superior client service

Xerox Business Services

The world's leading enterprise for business process and document management.

Client Liaison/Customer Relations**Customer Service Professional, 1999 – 2000** (Temp to hire position)

- Organized customer service department by developing new quality assurance procedures and guidelines to improve efficiency, quality control and on-time delivery
- Created a system to solicit client feedback to quickly resolve client complaints and ensure top-quality service and satisfaction
- Improvements based on client feedback resulted in higher client satisfaction survey results
- Provided clerical support of document proofreading, duplication, collating and distribution of presentation materials for easy retrieval and distribution and further ensured accuracy and on-time delivery

The Tennessean

The Tennessean is a broad-based information company serving Middle Tennesseans as their leading source local news and information.

Marketing Assistant, 1997 – 1999

- Assisted in all aspects of marketing department operations, including support, development and distribution of marketing and sales materials on deadline
- Created concept for employee newsletter "*Broadway Beaf*", coordinated volunteer writing staff and editorial process and distributed monthly newsletter consistently and timely.

Classified Account Executive, 1995 – 1997

- Generated revenue from existing and new accounts through display advertising sales, classified line ads, special sections, special editions and special ad promotions.

EDUCATION**Belmont University, Nashville, TN**

MBA Certificate Program

The University of Akron, Akron, OH

Bachelor of Arts, Business and Organization Communication

SOFTWARE

MAC & PC Literate

Microsoft Word, Power Point, Outlook; Arbitron (ListenerPC, MarketPC) The Media Audit, ACT! Database, Marketron/WICKS Broadcast Traffic Software

AWARDS

Nashville Public Radio & Public Radio Partner, *\$1,000,000 Team Sales Award*

International Association of Business Communicators, *Gold Pen Excel Award* Recipient

The Tennessean, *Director's Circle*

**PROFESSIONAL AND VOLUNTEER
ORGANIZATIONS****The YWCA of Middle Tennessee**

- Board Member 2007-Present
- Executive Board Member 2008-2009

CABLE Member 2000 – Present

- Board Member 2004-2005

CABLE

- Athena Judge December 2012 – January 2013

Young Leaders Council (YLC)

- Graduate 2006

Maxwell Place Homeowners Association

- Board 2008-2010