

# Randy Moore

## **Senior Sales Executive, North America - Ingenta**

Brooklyn, NY 11201

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718-222-8572

Outside Sales Print and Digital Advertising Sales Account Executive, seeking a career sales position selling innovative business solutions.

Willing to relocate to: West, TX

Authorized to work in the US for any employer

## Work Experience

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### **Senior Sales Executive, North America**

Ingenta - Oxford

October 2015 to Present

Sells global publishing software solutions as services company to publishers in North America  
Identifies leads and generates new business through trade shows, lead generation, social media contacts and industry networking.

Schedules and moderate's client product demos with installation team.

Serves as point person for contract negotiations.

Clients include Hearst, Trusted Media Brands, Elsevier • 2018 - Exceeded company sales goal of \$1.125M • Responsible for \$1 million-dollar sales territory in North America.

- Generated \$250,000 in new business in first year in territory.

### **Account Executive**

Ingenta

2017 to 2017

Time Warner Cable - New York, NY

October 2013 to October 2015

Responsible for selling integrated media solutions (spot & local cable, digital, sponsorships etc.) •

Consistently exceeded sales goals.

- \$450k of new business to client base of local and regional advertisers.
- Achieved 105% of budget in 2014.

### **Multi Media Account Executive**

Star Ledger - Newark, NJ

May 2010 to October 2013

Directs all print and online sales efforts for Star Ledger, NJ.com and Inside Jersey Magazine.

Provides integrated media solutions for regional accounts and agencies

Media mix includes print, SEM, SEO, Social Media and geo-targeting impressions.

- Won Multiple Contests for New Business Sales.
- Award Trips for exceeding company sales goals.
- Salesperson of the quarter.

## **Senior Account Executive**

Newark Public Radio, Inc

April 2006 to May 2008

Directs all sales efforts to major agencies and targeted list of clients.

- Brought in over \$100,000 of new business in first year of responsibility.
- Sold major sponsorship for Kids Jazz Series to major publishing firm.

## **Director of National Accounts**

AD COUNCIL

October 2004 to March 2006

Responsible for conducting outreach and PSA placement within all U.S. media outlets including TV, radio, magazine, outdoor, and internet. Clients include national, local magazines, publishing groups, outdoor media, and cable TV networks.

- Secured over \$15 million dollars of donated media in first year of responsibility.

## **Affiliate Relations Manager**

NATIONAL CABLE COMMUNICATIONS

September 2000 to April 2003

Provides direct support to Director of Sales for assigned markets including: preparation of ratings/CMR analysis; historical sales trends; creation of sales pieces; and development of affiliate performance tracking against key priorities.

Responsible for negotiation spot representation agreements; servicing existing affiliate relationships and facilitating a smooth business flow between cable systems, and NCC.

Responsible for insuring quality service to all assigned regional affiliates and maintaining strong relationships with all levels of systems management across all MSO's.

## **Senior Sales Representative**

ESPN MAGAZINE - New York, NY

February 1999 to September 2000

Achieved top bonus two years in a row.

- Expanded advertising schedules of existing clients.
- Sold an integrated media packages to advertisers working with ESPN.com and ESPN Networks.

## Education

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### **BA in Psychology/Social Work**

SYRACUSE UNIVERSITY - Syracuse, NY

### **Marketing Concepts**

New York University

### **Master's**

Baruch College

## Skills

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- Microsoft Office, Google Adwords, (10+ years)

- Business Development
- B2B Sales
- Digital Marketing
- Email Marketing
- SEM
- Direct Sales
- Google Analytics
- Search Engine Optimization (SEO)
- WordPress

## Links

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<https://www.linkedin.com/in/andy-w-moore-09a6341>

## Certifications and Licenses

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**driver's license**