

Steven Ferguson

National Senior Account Manager at THE FEDERAL BUYERS GUIDE

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#readytowork

Authorized to work in the US for any employer

Work Experience

.Manager, Partnership Opportunities

Synergy Global Forum - New York, NY

July 2017 to Present

Responsibilities included new business development with Cornell University, Columbia University, Penn State (Smeal College of Business) St John's University and Yeshiva University. NYU/Stern College of Business and others

Client. Contact includes phone and correspondence

Average 50 to 70 calls per day to colleges around the country as well as business schools

Prepared daily sales reports on all clients and potential giants to the founder of the firm and to the VP of Partnerships

Sold over \$3000. in business in October 2017 in preparation for our forum in NYC at Madison Square Garden

Corresponded over the phone with students, alumni, faculty and the general public specifically for the sale of tickets for Synergy Global Forum

New Business Development Manager

City Realty

August 2015 to October 2016

Responsibilities included new business development with Queens, Brooklyn and Manhattan territories

Responsible for setting up and going to over 30 appointments in a 14 month period

Set up and prepared for the most appointments in our group on a monthly basis

Client contact included phone, correspondence and face-to-face meetings as well

Prominent clients included Halo Realty and Fiddler Realty

Print/Digital Sales Director

Individual Digital - Brooklyn, NY

October 2014 to June 2015

Responsibilities include new business development in the categories of NYC sports teams retailers, consulting education at NYC community and senior colleges, tax firm preparers, auto dealerships, bowling facilities in NYC, retailers including Home Depot and Ranger Outlets for Local Union 100 (the Transit Workers Union of New York along with Local Union 101, the National Grid of New York and the Machinists Union of New York

Client contact includes phone, correspondence and occasional face-to-face meet vs as well
Current clients include Modells, Borough of Manhattan Community College, Jackson Hewitt Tax Service and the Brooklyn Cyclones

Additional responsibilities included maintaining and increasing our databAse system via Bitrix 24 inputting as well as orchestrating tbd majority of correspondence to present t o potential clients on a daily basis

Referred promotional event at the Ba rays Center in Brooklyn, New York between Local Union 100 and Local Union 101 in a wonned take all free throw shooting ck nest after a Philadelphia 76ers-Brooklyn Nets game

Print/Digital Sales Director

Individual Digital - Brooklyn, NY

October 2014 to May 2015

Responsibilities included New business development in the categories of NYC sports teams, sports retailers, continuing education of NYC community and senior colleges, ta x firm preparers, auto dealerships, bowling facilities in NYC, retailers including Home Depot and Ranger Outlets for Local Union 100, the Transit Workers Union of New York along with Local Union 101, the National Grid of New York and the Machinists Union of New York

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Referred promotional event at the Barclays Center in Brooklyn, New York between Local Union 100 and Local Union 101 in a winnervtake all free throw shooting contest after a Philadelphia 76'ers-Brooklyn Nets game

National Senior Account Manager

THE FEDERAL BUYERS GUIDE - New York, NY

May 2006 to June 2014

Hired as the first Account Manager in the NY office of the FEDERAL BUYERS GUIDE when it was a startup organization in 2006. The FEDERAL BUYERS GUIDE has been in existence for 32 years in Santa Barbara

. Communicates with C-level executives regarding new business development of the FEDERAL BUYERS GUIDE including owners, presidents of companies, marketing directors, marketing managers, ad agency directors and sales managers

. Currently responsible for selling print via phone for 4 annual print guides. They are the Federal Buyers Guide, Department of Defense Buyers Guide and the GSA Buyers Guide, . Other responsibilities include selling internet advertising for 15 annual online guides including the the State, County and Municipal Government Guide, Government Healthcare, US AID, the Military/Industrial Government Guide and the Industrial Buyers Guide

. Developed and organized the company sales pitch including how to handle objections with the FEDERAL BUYERS GUIDE for the New York office

. Writes all correspondence and proposals on a regular basis for print and internet advertising on a daily basis

. Assists the junior Account Managers with their written correspondence and proposals on a regular basis for print and internet advertising on a daily basis

- . Renews and up sells a client base of 300 companies into a variety of internet and print advertising programs
- . Developed and organized the company sales pitch including how to handle objections with the FEDERAL BUYERS GUIDE for the New York Office
- . Writes all correspondence and proposals on a regular basis for print and internet advertising on a daily basis
- . Major clients include GORMAN RUPP, COLEMAN CAMPING Equipment and WOLTERS KLUWER HEALTHCARE
- . Ran the weekly sales meeting with the Marketing Director coordinating the New York and Santa Barbara offices via conference call

Regional Sales Manager

REED BUSINESS INFORMATION - New York, NY
2004 to 2006

Responsibilities included selling integrated advertising packages via phone for both print display and internet advertising for four regions: Northeast, Texas-Central, Delaware Valley-Ohio and Pacific Northwestern for the Graphic Arts Blue Book predominantly via cold calling. The Graphic Arts Blue Book is a 100 year old trade and reference directory for the print and graphic arts industry considered the "Yellow Pages" or the "Bible" of the industry

- . Sold sponsorships after each Blue Book is published. This included all eight regional Blue Books
- . Have either matched or exceeded targeted sales every month in print and internet advertising
- . Additional responsibilities included renewing our current advertisers and up selling them
- . Traveled to trade shows including Chicago (Graph Expo 2004, Print 2005), Toronto (Print Ontario 2004 and '2005) and Philadelphia (On Demand.2005)

Display Advertising Space Sales Manager

THE BROOKLYN PAPERS - Brooklyn, NY
2003 to 2003

Responsibilities included selling display advertising in a Northern Brooklyn territory. This included Brooklyn Heights, Clinton Hill and Carroll Gardens

- . Exceeded expected revenues of \$10,000 per month in only my second month of tenure with THE BROOKLYN PAPERS
- . Prominent included MONTELEONE'S BAKERY, THE BROOKLYN GRILL, CURVES, FEMSURGE. FEMSURGE and MONTELEONE'S BAKERY signed as year-long clients

Sales Manager-Display/Classified

Ancillary Services - New York, NY
2000 to 2002

Formerly responsible for all ancillary service projects with CONTEMPORARY LONG TERM CARE MAGAZINE including the annual "Yellow Pages" directory as well as the Senior Living Design Supplement and the Senior Living Food Service Section via predominantly cold calls. This included the sale of both display and classified ads

- . Also sold both recruitment classified and classified display ads on a monthly basis in CONTEMPORARY LONG TERM CARE MAGAZINE
- . Met or exceeded expected revenues for all advertising projects including the monthly classified section known as the Marketplace Directory and the annual Buyers' Guide
- . Receives an 8% raise in December 2000. The normal raise is 3-4%

. Averaged over \$17,000 per month in display advertising revenues between CONTEMPORARY LONG TERM CARE MAGAZINE in an eight month span in 2002
. In June 2002 amassed combined revenues between CONTEMPORARY LONG TERM CARE MAGAZINE Buyers Guide ads and non-Buyers Guide ads of \$90,000 for that month alone

Advertising Account Executive

NEW YORK PRESS - New York, NY
1998 to 2000

Responsibilities included the reinstatement, redevelopment and new business development of the Travel/Getaways section via phone
. Surpassed department objective of producing at least 2 pages of the Travel/Getaways section each week within 6 months. Accomplished this 3 months
. Prominent clients included COUNCIL TRAVEL, THE HILTON GARDEN INN and COMFORT SUITES

Classified Advertising Executive

New York Observer - New York, NY
1993 to 1998

Developed client relationships via cold calls for newspaper ad placement in 5 Real Estate categories including Manhattan Residential, Manhattan Office Space, New England, Pennsylvania and Florida

Education

B.A. in English/Communications

City College

A.A. in English/Communications

Borough of Manhattan Community College

Skills

- Energetic
- Hardworking
- People Person
- Outgoing
- Hard Worker
- Hardworker
- Print Advertising
- DoD Experience

Additional Information

Developed ability to produce increased revenues
Ability to work simultaneously as both a team player and independently
Effectively negotiates deals with a high level of organization and professionalism
Good communicator in speaking with all levels of management

in a positive and consultative manner

SKILLS

Proficient with 4.0 ACT system, Kattare, the Internet, Microsoft Excel, Microsoft XP, Microsoft Word for Windows 2003, Powerpoint, Filemaker Pro