

Carmen Santiago

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(201) 918-1911

Accomplished professional with a successful track record of proven sales experience across multi-platforms. Experience in working with both emerging and established media companies in developing new business, building partnerships and generating revenue.

Authorized to work in the US for any employer

Work Experience

Account Executive

A4 MEDIA (Altice)- NEW JERSEY

March 2017 to Present

Drive local, regional and national ad revenue through Cable, News12, OTT, mobile and digital sales - prospecting, presenting, closing new business, managing and growing existing accounts to exceed yearly quotas

- ❖ Develop a deep understanding of client objectives, successful in positioning solutions against competitive offerings and a commitment to advance a4's forward-thinking strategies within the marketplace

Director of Sales, East Coast Ad Sales (consultant)

Z LIVING - New York, NY

March 2015 to December 2016

- ❖ Actively identified and managed leads pipeline to successfully secure new business and revenue streams for emerging network in New York Region

- ❖ Developed and maintained strategic agency/client relationships through full sales revenue cycle

Director of Sales, East Coast Ad Sales

NUVOtv - New York, NY

May 2009 to December 2014

Generated ad revenue by identifying, targeting and selling integrated sponsorship packages to general market and multicultural agencies in New York and Texas regions - continuously grew network's revenue year over year

- ❖ Negotiated Upfront/ Scatter national advertising as well as Direct Response business within assigned regions

- ❖ Developed and fostered relationships with key agency representatives and client decision makers

Regional Account Manager - Multicultural Division

NATIONAL CABLE COMMUNICATIONS - New York, NY

October 2006 to January 2009

multicultural team in the management and growth of category and spot cable business

Director of Sales

AZTECA AMERICA - New York, NY
May 2006 to September 2006

Account Executive/Manager

AZTECA AMERICA - New York, NY
July 2003 to May 2006

Negotiated, managed, serviced and grew a multimillion-dollar agency list

- ❖ Responsible for generating up to 35% of overall revenue by negotiating/closing Upfront/Scatter national business
- ❖ Lead/Managed the top sales team within organization

Senior Account Executive

GALAVISION CABLE NETWORK - New York, NY
January 2001 to June 2003

- ❖ Maintained largest list of New York business, generating 25% of total ad sales revenue for 2002/2003
- ❖ Negotiated Upfront and Scatter national advertising business within New York region

Account Executive

GALAVISION CABLE NETWORK - New York, NY
July 1999 to December 2000

Generated/Maintained direct response and infomercial accounts; grew business by 220%

Education

B.A. in International Marketing

PACE UNIVERSITY - New York, NY

Skills

- SPECIALTIES: Local and National Sales Revenue Hunter, Digital Platforms, Business Development, Experienced Upfront Negotiator, Team Player, Strong Communicator, Relationship Builder and Professional Demeanor, Fluent in Spanish, Hispanic Market Expertise, Proficient in Microsoft Office and Salesforce
- Outside Sales
- CRM Software
- Account Management
- Sales Management