

Jane Smith

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SENIOR SALES MANAGER

Sales Account Development and Management

Sales and marketing professional with twenty years of experience in the publishing industry. Excel at territory development, major account management, and new business development.

PROFESSIONAL EXPERIENCE

Vice President, **Name of Website**, City, ST 1999 to Present

- Led a nine person multi-disciplined team with primary responsibility for revenue generation, client relations, strategic direction, and project management, with billings in range of \$500K to \$2M
- Identified and implemented marketing strategies to create interactive marketing solutions utilizing state of the art technologies and oversaw the development of custom digital marketing services to achieve clients' objectives
- Successfully tapped new market, expanding reach into emerging digital technology sector

Management Supervisor, **Acme Marketing**, City, ST 1998 to 1999

- Main client contact point for corporate clients including [name of client] and [name of client]
- Identified strategic goals and project managed multiple ongoing web-direct marketing campaigns with billings in range of \$1M to \$3M; supervised creative and technical staff
- Rebuilt relationship with national account that represented 35% of agency's billings, persuading them to commit to new representational agreement
- Helped clients' achieve marketing goals by working with creative and technical teams to develop 10 international, multi-language web-based intranets for communication and marketing

Senior Vice President of Content & Strategy, **Name of Website**, City, ST 1995 to 1998

- Defined content acquisition strategy and managed a ten-person department
- Led negotiations for all online content and directed new content feature development efforts; negotiated and won the service's first choice in clinical texts and signed the three major texts to an exclusive agreement for 20% less than budgeted
- Negotiated with major health center to establish pilot live e-mail consulting program

Director of Magazine Alliances, **Name of Company**, City, ST 1993 to 1995

- Managed strategic alliance initiative that expanded website's content offerings
- Negotiated and won long-term contracts with Magazine 1, Magazine 2, and Magazine 3 to create the first of their kind magazines available on the Internet
- Launched two new innovative online products utilizing state of the art development tools

Associate Publisher, **XYZ Publications**, City, ST 1984 to 1987

- Helped launch [Name of magazine] magazine and secured the publication's first multi-issue, multi-year national advertiser; promoted to Associate Publisher one year after launch
- Trained, developed and led a team of top producing sales professionals; produced in excess of \$1 million in advertising sales within the first 16 months and produced in excess of \$1.8 million in 1987
- Directed an 8-member sales staff, recruited and trained new sales reps, and led sales meetings; recognized for sales excellence and sales leadership

Director of Special Projects, **Acme Publishing**, City, ST 1982 to 1984

- Managed the new ad sales group for [Name of magazine] magazine, marketing unusual and unique promotions and partnerships with blue chip travel industry companies
- Persuaded customers to buy based on personalized service and quality, overcoming premium pricing issues
- Met aggressive annual business development goals and delivered consistent annual growth in sales volume

Advertising Manager, **Name of Magazine**, City, ST 1981 to 1982

- Managed key accounts in the consumer electronics photography, liquor and tobacco categories
- Recruited to open territory entrenched with established competitors; reestablished relationships with key client and agency contacts
- Resurrected inactive accounts through consistent sales calls and targeted promotion

Territory Manager, **Name of Company**, City, ST 1980 to 1981

- Responsible for ad sales for 17 state territory for Name of Magazine, a lifestyle magazine
- Launched new publication with impressive 35% of sales volume among 7-member sales team
- Exceeded actual ad sales goal by 25% by creating market penetration for publication
- Established name recognition and generated sales through a combination of cold calling, corporate account development and creative promotion directed to the key decision makers
- Ranked #1 in sales during tenure with company

Account Executive, **Name of Magazine**, City, ST 1978 to 1980

- Oversaw ad sales for the sports and leisure group publications within a nine state territory
- Created sales strategies to counter pricing objections and maintain market share despite aggressive competition from rival publications
- Built territory to reflect an annual sales increase of 20% by expanding customer base through regular sales calls to agencies and prospects

EDUCATION

B.S., Management and Marketing, Name of University, City, ST

Continuing Education:

- (1) Name of University, Publishing Program, City, ST (1989)
- (2) The Foundation Center, Washington, D.C. (2001): Seminars on Nonprofit Management and Fund Raising, Evaluating Funding Prospects, Proposal Budgeting Workshop, Grant Seeking Basics & Program Development

Computer Skills: Windows Office XP Professional, Microsoft Word, PowerPoint, Excel