

ACCOUNT/MARKETING EXECUTIVE

QUALIFICATIONS PROFILE

Results-driven *Account/Marketing Executive* with impressive marketing, sales, and account management experience. Insightful marketer and visionary recognized for implementing innovative sales and marketing plans, closing high-value accounts, and advancing brand presence and market share. Team-oriented communicator, presenter, and liaison with reputation for building/sustaining collaborative professional partnerships and networks, bridging team communications, and delivering record-breaking sales results. Detail-oriented and analytical troubleshooter and problem solver with focus on accuracy, accountability, and performance excellence.

CORE COMPETENCIES

- *Account Management, Sales Presentations, Customer Service/Relationship Management*
- *Closing Techniques & Strategies, Cross-Functional Team Communications*
- *Marketing Program Implementation, New Business Development, New Product Launches*
- *Project Management, Media Design, Pagination & Production*
- *Continuous Process Improvement, Order Fulfillment, Administrative Support*
- *MS Word, MS Excel, MS PowerPoint, InDesign, QuarkXpress, Blox*

PROFESSIONAL EXPERIENCE

SOUTHWEST NEWSPAPERS, Minneapolis, Minnesota, 2013 - Present

Account Executive

- Establishing and managing key accounts in a national sales territory, presenting/marketing print and online digital media advertising and services, and *delivering \$35,000 to \$80,000 in monthly sales revenue.*
- *Exceeded targeted revenue goals by 10% and received Pinnacle Award nomination.*
- Consulting with advertising/employment agency, real estate, automotive, retail industry, HR executives, and business owners, strategizing/recommending business-specific banner ad, job-board, search-engine marketing/optimization, and digital-response solutions, and *inspiring account commitment and engagement.*
- Designing, paginating, and producing print advertising pages, and uploading digital ad content to accommodate the web sites of seven weekly community newspapers.

ATA RETAIL SERVICES, Sedona, Arizona, 2010 - 2012

Retail Merchandising

- Consulted with grocery industry retailers, developed/implemented impulse merchandising strategies, and *maximized revenue and the customer buying experience.*
- Strategized and implemented store presentation, product placement, and merchandising plans, and *optimized customer traffic and sales potential.*

COCONINO COUNTY ATTORNEY, Flagstaff, Arizona, 2006 - 2009

Administrative Assistant

- Provided administrative support to seven attorneys in a high-volume government legal agency, prepared/processed legal documents and pleadings, and *assured documentation accuracy and confidentiality.*
 - Acted as *Legal Department* and *Court* liaison, bridged cross-functional team communications, and *facilitated a more efficient legal administration process.*
 - Collaboratively executed a *Flagstaff Court*-directed special project, *researched/purged 600 obsolete criminal cases, and streamlined the case-management process.*
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PROFESSIONAL EXPERIENCE**DELUXE CORPORATION**, Flagstaff, Arizona, **2005 - 2006***Sales Consultant*

- Initiated business-to-business calls, presented/marketed office products, and *increased sales and profitability.*

SANTA FE NEW MEXICAN NEWSPAPER, Santa Fe, New Mexico, **2004 - 2005***Sales Associate*

- Cultivated/established community relationships and networks, designed/marketed transportation, merchandise, real estate, and obituary advertising for individual clients, and *improved company visibility and market presence in a highly-competitive market.*

CAVE CREEK UNIFIED SCHOOL DISTRICT, Phoenix, Arizona, **2003 - 2004***Administrative Assistant*

- Provided administrative and phone support to the director of facilities and district-wide teachers, processed contractor agreements, and troubleshoot/resolved telecommunications and computer issues.

ARIZONA REPUBLIC NEWSPAPER/GANNETT NEWSPAPERS, Phoenix, Arizona, **2004, 1995 - 1998***Account Executive*

- Initiated property management company and employment agency contacts, presented/marketed print and online advertising packages, designed business-specific advertising solutions, *delivered \$76,000 to \$100,000 in monthly sales revenue, and exceeded sales target by 41%.*
- Produced \$1 million in annual advertising revenue, and received *Salesperson-of-the-Year Award* and three *Salesperson-of-the-Quarter Awards* for *achieving record-breaking sales performance.*

CAREFREE CONFERENCE RESORT & VILLAS, Carefree, Arizona, **2000 - 2003***Administrative Assistant*

- Provided executive-level support for *General Manager* and managed meeting schedules and itineraries.
- Served as resort owner, off-site investor, and maintenance staff liaison, coordinated timeshare logistics and property maintenance, and *optimized asset value and return on investment.*

INDEPENDENT NEWSPAPERS, Scottsdale, Arizona, **1998 - 2000***Major Account Executive*

- Served as major account manager for 13 community newspapers, established/managed hospital and hospitality industry accounts, developed/executed innovative client media campaigns, *delivered \$80,000 in monthly revenue, and exceeded targeted sales objectives.*

SEATTLE TIMES/POST INTELLIGENCER NEWSPAPERS, Seattle, Washington, **1990 - 1995***Sales & Advertising Associate*

- Established trusting customer relationships, provided support to 20+ inside and outside sales executives, *facilitated a seamless and efficient sales and order-fulfillment process, and earned 1994 Unit-of-the-Quarter Award.*
- Provided superior client service, troubleshoot/resolved service issues, and *achieved high client satisfaction and retention levels.*

EDUCATION**NORTHERN ARIZONA UNIVERSITY**, Flagstaff, Arizona

- *Graduate Studies, 1.5 Years*

ARIZONA STATE UNIVERSITY, Tempe, Arizona

- *Bachelor of Science Degree, Tourism & Marketing*
 - *GPA: 3.4*
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