

John Smith

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DIGITAL SALES & MARKETING PROFESSIONAL

Innovative and results-driven Digital Sales and Marketing professional with more than 10 years experience driving million-dollar sales for major media organizations. Career highlighted by numerous sales successes and rapid advancement to positions of increased leadership and responsibility. Client-focused professional dedicated to establishing and fostering long-lasting relationships. Combines expert strategic planning and business development skills. Areas of expertise include:

DIGITAL MARKETING – ONLINE VIDEO – CLIENT RELATIONS & RETENTION – BUSINESS DEVELOPMENT – STRATEGIC PLANNING

PARTNERSHIPS– ACCOUNT DEVELOPMENT & MANAGEMENT – CROSS SCREEN – PROGRAMMATIC ADVERTISING – CAMPAIGN DEVELOPMENT

PROFESSIONAL EXPERIENCE

GOOGLE MAPS & YOUTUBE.TV – Springfield, IL

March 2013 to Present

ACCOUNT DIRECTOR (July 2015 to Present)

Responsible for Google's full portfolio of loved media brands and platforms as well as all of Google's newly acquired assets. Top contributor by investing in businesses and advocating internally on behalf customers while balancing company priorities.

- **Have grown book of exponentially since 2015, exceeding every revenue target: \$25.3MM and 125% to goal for 2H15, \$24MM and 133% to goal for 2016, and \$22.6MM and 170% to goal for 1H18.**
- **Ranked 1st in 1H18 performance to goal and 5th in total revenue out of 100 nationwide sellers achieving national recognition.**
- **Received "Year-Over-Year Gainer Award" for growing account revenue 465% and Youtube revenue 300% from Q216 to Q217. Became only person on a 10 seller team to have a \$13M account and two accounts bringing in more than \$5M.**
- **Won "May 2018 Sprint" sales competition, driving \$13M in Q2 incremental revenue for the Western territory.**
- **Identified, prospected, and qualified new business opportunities within the Western Region across all business verticals.**

ACCOUNT DIRECTOR, CONTENT PARTNERSHIPS & VIDEO (March 2013 to June 2015)

Partnered with Google's top Finance & Travel partners to create and distribute branded content – leveraging the power of the Youtube brand. Utilized the powerful Youtube app to bring buyers and sellers of Online Video together. As part of the client acquisition, was tasked with the education of Youtube clients and colleagues on the Programmatic Video space.

- **Exceeded \$13.8MM 2014 quota by 23%, closing \$7.6MM across Automotive, CPG, Retail, Travel and other verticals.**
- **Hosted clients and introduced Google's 2014 and 2015 Originals programming slate.**
- **Provided organizational leadership in execution of \$11.1MM+ sponsorship for a \$725K custom video series.**

TRAVEL MEDIA GROUP – Springfield, IL

October 2011 to December 2012

CORPORATE MARKETING AND DIGITAL DIRECTOR

Conceived, developed and executed multi-platform digital marketing programs for major brands across network of 22 travel sites. Maintained strong relationships with key corporate accounts, including Ford, GM, State Farm Insurance, Master Card, and Kings.

- **Secured \$13.7MM in digital revenue, exceeding 2012 quota by 68% and total 2011 billing by \$2MM.**
- **Closed \$1.3M in new 2012 business across Ford, GM, State Farm Insurance Master Card, and Kings.**
- **Educated Corporate Directors with primarily Print backgrounds on Digital to secure the company's shifting revenue model.**

PARTNER ENGAGEMENT MANAGER (January, 2011 to October, 2011)

Excelled as pioneering member of Google Engagement Team charged with driving incremental growth of top-tier agency and API partners through their adoption of Search, Display, and Mobile ad solutions. Managed \$28M in annual revenue for a book of 22 partners. Personally managed high-level agency and client relationships. Continually maintained and improved the company's reputation and positive image in markets served.

ACCOUNT EXECUTIVE (October, 2009 to January, 2011)

Prospected, engaged, and strategized with major national brands and C-level leaders to identify and efficiently reach their consumers via targeted Search, Display, and Mobile campaigns on Google Right Media Exchange, and Partner networks. Effectively worked across multiple verticals, establishing key partnerships.

- **Closed \$11.2MM in new business in first year as Account Executive, exceeding annual quota.**
- **Played integral role in the creation, migration, and service of accounts during Google/Facebook Search partnership.**
- **Digital Media Sales Certified by the IAB Founding Certification Commission.**

TIME WARNER CABLE MEDIA SALES (TWC) – Springfield, ILJune 2008 to September 2009

LOCAL ACCOUNT EXECUTIVE

Prospected and partnered with local Springfield businesses to create geographically and demographically targeted spot cable campaigns. Prepared and delivered customer presentations, pricing plans, and promotional proposals. Identified key partners in territory to drive revenue and developed exceptional customer relationships built on integrity, trust, and a solutions focus. Developed short- and long-term goals and objectives while maintaining/exceeding monthly sales goals. Excelled at preparing and presenting proposals to individuals as well as large groups. Led in sourcing new sales opportunities via lead follow-up and calls as well as cultivating new partnerships/relationships.

- **Brought on 127 new advertisers and \$900K in total revenue during time working the Southern part of the territory.**
- **Finished 128% to goal in 2009, ranking highest in percentage-to-goal of seven Springfield Office Account Executives.**
- **Exceeded third and fourth quarter 2008 quotas by 28% and 24% respectively, achieved Southern Region recognition.**

COMCAST CABLE COMMUNICATIONS (CCC) – Springfield, ILJune 2003 to June 2008

NATIONAL ACCOUNT EXECUTIVE (January 2005 to June 2008)**SALES COORDINATOR** (June 2003 to January 2005)

Designed and produced targeted cable ad campaigns for key clients. Leveraged relationships with Comcast, Charter, and Time Warner US affiliates to implement them. Successfully managed large book of agencies. Executed annual sales and operating plan, provided leadership of the sales team, and communicated down through the entire organization on tactical development while framing a vision for the group.

- **Exceeded \$2.5MM quota by 66% in second year as Springfield AE**
- **Promoted to sell Southwest markets out of Springfield after exceeding \$2.3MM quota by 22% in first year as Seattle AE**
- **Closed \$1.1MM new account, Vail Resorts, recognized as 2005 Western Division Success Story**

EDUCATION**Bachelor of Arts in Communications, Media Studies Concentration**

UNIVERSITY OF SPRINGFIELD – Springfield, IL