

JANE M. SMITH

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SENIOR SALES MANAGEMENT EXECUTIVE

Providing Leadership that Generates Revenue, Profit and Productivity

Results-driven senior sales executive with over 20 years experience in driving operational sales revenue growth, maximizing strategic partnerships and positive, motivating team leadership. Qualified, versatile top sales generator with recognition in achieving over \$5 million dollars in client sales accounts. Talented and creative marketing representative with established strategic relationship experience with Fortune 1000 and Fortune 500 companies.

- **Leadership:** Directed sales clients on the productive utilization of sales ROI strategies and developed applications resulting in profitable development enhancements for clients.
- **Sales/Revenue:** Executed first year sales campaigns that generated over \$500K for client base within the LOHAS community.
- **Marketing:** Interacted with Fortune 1000 and Fortune 500 companies to establish; manage and promote full-service and self-service marketing solution campaigns that enhanced client bottom line.

PROFESSIONAL EXPERIENCE

Greenbox Communications

2006 to Present

Principal/Founder

Execute sales promotional campaigns for LOHAS related industry publications, conferences and website applications that include Omega Institute, Fit Yoga, Pilates and Berkshire Living Magazines.

Yoga Journal LLC

2004 to 2006

Director of Online Sales

Developed and implemented customized internet advertising campaigns and sponsorships for YogaJournal.com and related newsletters resulting in increased sales revenue growth. Developed website strategic planning campaigns and budgeting programs which resulted in traffic, SEO and sales growth for Yoga Journal online.

- Devised and executed promotional strategies and materials for conferences; sponsorship programs and online blog and promotional events for Yoga Journal online.
- Maintained affiliate marketing and publisher partnerships to enhance content and advertising exchange networking programs.
- Generated \$500,000 in sales revenue during year one for Yoga Journal's website.

Healthology, Inc.

2003 – 2004

Director of Business Development

Created, developed and launched Healthology's webcasts and editorial product offerings for leading U.S. hospitals and medical centers. Sold webcast programs featuring top physicians and key thought leaders from major health care facilities in the U.S.

- Developed strategic partnerships through editorial and technology based sponsorships with Healthology's hospital and managed care clients.
- Spearheaded innovative editorial products based on specific therapeutic categories syndicated across Healthology's network of 4,500 national websites.

Digital Impact Inc.

2002

Senior Account Executive

Spearheaded client service campaigns that entailed creativity and analysis implementation for Fortune 1000 clients such as Bank of America, Chase and Fidelity Investments. Created and developed sales programs and marketing campaigns on full-service and self-service levels for Fortune 1000 clients located in Northeast region.

Excite@Home/Matchlogic Inc.

1999 to 2001

Regional Sales Manager

Engineered strategic client relations programs for Fortune 500 companies by directly linking online marketing products to individual client growth objectives. Interacted with clients to establish firm as 'go-to' service point for optimal business strategy objectives achievement.

- Formulated client services programs to maximize utilization of product tools and services for optimal strategic planning benefits for client base.
- Earned recognition as top sales generator for MatchLogic and Enliven client accounts with earnings of \$5 million in sales.
- Directed promotional campaigns by way of Ad Serving, email and CRM for award winning campaigns for clients such as Compaq; Bristol Myers; Merck; Clairol and Sprint.

America Online/Digital Cities Inc.

1997 to 1999

Senior Account Manager

- Executed marketing campaigns for AOL and Digital Cities to enhance target market exposure for local and regional target market segments.
- Designed marketing strategies for Digital Cities NY that earned sales revenues of \$3 MM.
- Prepared demographic data; syndicated research and ABC auditing information for prospective and current client target market base.

Meredith Publishing Co

1994 to 1997

National Sales Manager/Senior Account Manager

- Renovation Style Magazine: Executed debut of magazine's quarterly special interest publication. Managed sales staff for four offices.
- Traditional Home Magazine: Directed client relation advertising accounts for home furnishing; home building and tabletop design segments of client accounts.
- Operated sales accounts to generate 100% revenue growth in first year and 35% revenue growth in the second year for Traditional Home Magazine.

Southern Living Magazine

1990 to 1994

Account Manager

- Executed sales operational functions for special interest segments of the magazine including CPG; shelter; travel and gardening.
- Designed forecast and budget models for SIP segment of Eastern US sales region for magazine that resulted in 100% revenue growth in the first year.
- Implemented merchandising materials and products that added value to Southern Living special section advertisement client base.

PROFESSIONAL DEVELOPMENT**Bachelor of Arts Degree in Communication Studies**

State University of New York, College at Oswego

Arts and Entertainment Editor – Oswegonian

Vice President – Omega Delta Phi Society