

# HOWARD M.

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## PROFILE

Results-driven, high-achieving DISPLAY ADVERTISING SALES MANAGER with 15+ years experience working inside/outside business-to-business (B2B) and business-to-consumer (B2C) regional/national accounts for print media and collateral publications. Energetic, resourceful, and self-directed. Positive, upbeat professional with proven ability to cold call, create/expand sales territories, negotiate and close contracts, and forge long-term client loyalty and satisfaction. Proficient in contact management, spreadsheet, word processing, and presentation software. Willing to travel overnight.

## PROFESSIONAL EXPERIENCE

123 COMMUNICATIONS, Somewhere, Virginia 2003 – 2004

***Regional Sales Manager for Plastics Trade Magazine, circ: 14,853***

***Magazine put on hiatus June 2004***

***Based in New Jersey with travel to Northeast/Midwest accounts***

- Responsible for prospecting, developing new sales territories for start-up B2B publication, within four months was ready to close on seven contracts valued at \$38,000 for 2005 prior to magazine suspending publication.
- Assisted publisher in developing sales, trade show and related strategies to attract advertisers.
- Extensive travel to promote display sales to prospective clients, attended trade shows.
- Reported to President/Publisher.

TRADE PUBLICATIONS, New York, New York 1999 – 2003

***National Sales Manager***

***Trade Magazine, circ: 22,000; Another Trade Magazine, circ: 20,000; MoreTrade Magazine, circ: 20,000***

***Leading publications in their field until company closed September 2003***

- In 2002, generated \$700,000 in annual display advertising sales revenue.
- Serviced 50 advertising accounts and managed overall sales operations for all magazines.
- Prepared sales proposals, negotiated advertising contracts with marketing directors, media buyers, and advertising agencies.
- Attended and/or managed corporate sales presentations for 10-15 domestic and international trade shows annually.
- Reported to Publisher.

ESQUIRE FLOORS, New York, New York. 1995 – 1998

***Business closed 1998 upon owner's retirement***

***Account Manager***

- Generated an average of \$250,000 in carpet/flooring sales annually
- Consulted with corporate and home interior designers on carpeting materials and options.
- Provided ongoing follow-up and customer care service
- Attended up to five trade and design shows annually.

**PROFESSIONAL EXPERIENCE***(Continued)*

KATES-BOYLSTON PUBLICATIONS, New York, New York. 1992 – 1994

*Midwestern Sales Manager, American Funeral Director and American Cemetery Magazines*

- Serviced 30 accounts, working with marketing directors, media buyers and advertising agencies.
- Attended, managed corporate marketing/sales presentations for up to five trade shows annually.

CONTINENTAL PUBLISHING SERVICES, New York, New York. 1990 – 1992

*Contract publisher for Hertz Rent-A-Car company*

*Account Manager for New York/New Jersey/Pennsylvania*

- Managed New Jersey sales operation; generated \$25,000 annual revenue selling business travel-oriented display advertising for *The Hertz Travel Guide Network, Philadelphia and New York Editions*, regional travel brochures and booklets.
- Extensive travel to clients and prospective clients in the Mid-Atlantic regions

CHICAGO SUN-TIMES, New York, New York. 1984 – 1990

*National Travel Accounts Manager/East Coast Division*

- Generated \$900,000 annual advertising revenue for Sunday Travel Section from 40 national hotel, airline, car rental, and travel/entertainment accounts, including Walt Disney World, Carnival Cruises, Alamo Rent-A-Car, Hilton Hotels, and Northwest Airlines.
- Prepared cost analyses and customized proposals using standardized research to increase sales revenue as well as increase client satisfaction with advertising investment.

*Additional advertising sales experience: Sold recruitment ads for Cresmer, Woodward, O'Mara & Ormsbee (newspaper rep firm) and Automotive/Business Classifieds for the New York Post – all of New York, NY.*

**EDUCATION**

SYRACUSE UNIVERSITY, Syracuse, New York.

*Newhouse School of Public Communications*

*Bachelor of Science in Mass Communications, 19xx*