
Advertising Consultant Resume

Job Objective

To obtain an Advertising Consultant position and utilize my experience and skills for the successful completion of each job task.

Work Experience:

Advertising Consultant, August 2005 – Present
AutoTrader.com, Salem, MA

- Developed relationships with specific customers and prospects to increase revenue opportunities and decrease customer cancellations.
- Interacted with customers to determine the business needs and the best utilization the products and services offered.
- Ensured the collection of billed revenue on time.
- Consulted and expanded relationships with customer and prospect to reach a broad cross section of the business.
- Developed supportive association with ATC members.

Advertising Consultant, May 2000 – July 2005
Ziplocal, Salem, MA

- Initiated contacts to designated businesses for selling and servicing of directory advertising.
 - Identified the value of directory advertising to present customers to sell new advertising programs.
 - Increased existing advertising and minimized cancellations.
 - Communicated with displeased customers and initiated problem resolution.
 - Structured sample layouts and recommended suitable advertising.
 - Handled heavy schedule of sales contacts and organized work to meet workflow deadlines and company goals and quotas.
-

Summary of Qualifications:

- Remarkable experience in advertising and media sales
 - In-depth knowledge of advertising and sales promotion techniques
 - Broad knowledge of the territory's competitive rates and sales
 - Wide knowledge of radio, television, internet sites and local newspapers advertising techniques
 - Good understanding of client and market incentive and necessities
 - Proficient in Customer Relationship Management Systems, MS Office Suite and Enterprise software solutions
 - Ability to generate and present the most appropriate information and reports
 - Proven ability to drive sales
 - Excellent interpersonal, written, and verbal communication skills
-

Education:

Bachelor of Business Administration, Jacksonville State University, Alabama, AL

[Build your Resume Now](#)