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## Advertising Sales Executive Resume

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### Job Objective

To obtain a position of Advertising Sales Executive in order to bring about continuity for the company by using my skill set to your best advantage.

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### Highlights of Qualifications:

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- Huge experience of media and advertising sales
  - Thorough knowledge of B2B sales
  - Good expertise in outside sales environment
  - Excellent knowledge of classified and display advertising
  - Strong sales track record with proven success in creating sales presentations
  - Proficient in MS Office suite
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### Professional Experience:

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Advertising Sales Executive  
The Economist Newspaper Group, Coatsburg, IL  
August 2007 – Present

- Achieved targets adhering to business goals.
- Managed and delivered campaigns for existing clients.
- Generated and managed sales to new clients.
- Monitored competitor's position across the web.
- Adhered to all internal procedures and business requirements.
- Assisted clients with advertising solutions to enhance their campaigns.

Advertising Sales Executive  
Cognitive Match Ltd, Coatsburg, IL  
May 2004- July 2007

- Developed and maintained strategic partnerships with major brands and advertising agencies.
  - Identified business opportunities in online marketing campaigns.
  - Achieved sales and revenue targets while building and executing sponsorship programs.
  - Created, developed, and maintained integrated marketing solutions program.
  - Attended meetings with new and existing customers.
  - Generated and researched potential leads for new business opportunities.
  - Prepared targeted proposals to meet the needs of clients.
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### Education:

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Bachelor's Degree in Marketing  
Hollins University, Roanoke, VA

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