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## Digital Account Executive Resume

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### Job Objective

Searching for Digital Account Executive position where my skills and special training can be used for the good of the company.

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### Highlights of Qualifications:

- Exceptional experience in selling advertising and sponsorships to major accounts and advertising agencies
  - Proficient in Excel, PowerPoint, and Salesforce
  - Broad knowledge of industry trends, technologies, and pricing models
  - In-depth knowledge of ad campaign metrics and analysis
  - Ability to accurately identify and assess opportunities and apply resources and strategies appropriately
  - Ability to aggressively manage the successful execution of a sales strategy
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### Professional Experience:

Digital Account Executive  
Dow Jones & Co. Inc., Valdosta, GA  
August 2007 – Present

- Ensured customer satisfaction and maximized revenue.
- Ensured optimal market coverage, professional client engagements, increasing awareness of products, services, and capabilities.
- Identified and developed strategies to penetrate key accounts and prospects.
- Provide feedback to sales management and recommended improvements in sales strategy and approach.
- Managed the opportunity pipeline and revenue forecasting.

Digital Account Executive  
CBS Corporation, Valdosta, GA  
May 2004- July 2007

- Performed cold calling and generated successful leads.
  - Sold combination of company unique products and services and editorial packages.
  - Developed proposals and closed account.
  - Maintained spreadsheet of active accounts and revenue forecasts.
  - Negotiated pricing and placement for sales campaigns.
  - Overseen and developed SP to prioritize tasks, produced consistent deliverables and leveraged resources to maximize sales.
  - Resolved credit, billing, T&Cs and delivery issues with the client.
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### Education:

Bachelor's Degree in Business Administration  
Mount Aloysius College, Cresson, PA

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