
DIGITAL SALES OPERATIONS MANAGER RESUME

Summary:

A strong visionary who has the leadership, motivation and willpower to effectively lead and direct a team of sales professionals to share his visions in the expansion of sales opportunities; has built and maintained relationships with companies belonging to specific vertical industries; has fostered business development initiatives with both channels and end-users; has promoted products and services and implemented proven sales strategies utilizing a slew of marketing channels; has worked hand-in-hand with the marketing team, technical support, admin and creative team to achieve effective, measurable, real-time and high-impact approaches to maximize revenue performance; has a solid background in advertising and marketing which is extremely crucial to the success and future growth of the company.

Professional Experience:

Digital Advertiser Account Manager October 2004 – Present
Digital Services, Southborough, MA

Responsibilities:

- Prepared visuals samples and background information materials needed for an effective recommendation and an appropriate advertising program based on client's requirement.
- Prospected leads with the use of Internet/online advertising and social portal networks.
- Conducted courtesy visits to clients to obtain important information about potential market, business set-backs and present advertising plans and goals.
- Discussed the role of internet advertising with existing customers and prospects.
- Prepared letters and executed contracts per account.
- Handled the work schedule of sales contacts and monitored their individual performances.
- Conducted necessary product, sales and telemarketing training to subordinates.

Sales Operations Coordinator August 1999 – August 2004
Vibrant Media, Chicago, IL

Responsibilities:

- Ensured the development, organization and distribution of data definitions.
- Disseminated instructions to activate business continuity plans for the target market assigned based on sales plan.
- Used relevant data to update sales operational standards and manuals.
- Created an account management plan for customer calls, frequency guidelines and current segmentation rules.
- Assigned Account Managers to specific territories and assisted Sales Managers in special circumstances.
- Escalated concerns to higher management problems which cannot be resolved by the help desk department.

Sales Assistant February 1996 – July 1999
Bridget Bites, Chicago, IL

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Sales Operations Coordinator August 1999 – August 2004
Vibrant Media, Chicago, IL

Education:

1996-1998 Masters Degree in Business Administration
Stanford University, CA
1992-1996 Bachelor's Degree in Advertising
Yale University, CT

Skills:

- Detail-oriented task completion
- Ability to manage and organize large amounts of data
- Forecasting, sales, marketing and personnel management skills
- Proficient in MS Office applications
- Excellent in oral and written communication skills as well as presentation skills

Awards and Affiliations:

American Marketing Association, Member

International Association of Business Communicators, Member

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