
Radio Account Executive Resume

Job Objective

Experienced Radio Account Executive seeks a new career path where I can put my experience to use for the benefit of the company.

Highlights of Qualifications:

- In-depth knowledge of all applicable FCC rules and regulations
 - Thorough knowledge for sales principles and practices
 - Wide knowledge of products, customer needs, competition and market trends
 - Proficient in Microsoft Office software including Word, Excel and PowerPoint
 - Excellent negotiating, verbal and written communication skills
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Professional Experience:

Radio Account Executive
KSL Broadcast Group, Salt Lake City, UT
August 2007 – Present

- Sold advertising time internet space and promoted advertisers among the station's listeners.
- Coordinated client radio advertising campaign.
- Created and maintained sales relationships with clients.
- Developed new business in selected markets and managed accounts.
- Achieved revenue goals.

Radio Account Executive
Alaska Integrated Media Inc, Salt Lake City, UT
May 2004- July 2007

- Identified new agency business.
 - Provided support materials and advertising presentations.
 - Maintained and up-sold repeat accounts.
 - Adhered to sales policies.
 - Replayed all sales promotions for station clients.
 - Prepared, documented and managed all client production needs.
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Education:

Bachelor's Degree in Mass Communication
Saint Paul's College, Lawrenceville, VA

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