

# SIMON SAMPSON

55555 Mayfair Street • North Hills, CA 55555 • 555.555.5555 • simontsampson@gmail.com

---

## EXPERIENCED ACCOUNT EXECUTIVE / ACCOUNT MANAGER

♦♦♦♦

- ☑ **Experienced account executive** with more than two decades of demonstrated success developing new business in the professional corporate marketplace, and managing and growing existing accounts...utilize consultative selling techniques to customize services in complex, multiple-level decision making environments.
- ☑ **Consistently surpassed 130% of sales quotas...recognized as a top achiever...** call on key decision-makers, create persuasive account strategies, and build a high degree of credibility and integrity in a competitive marketplace...identify opportunities, develop focus and strategy, and provide tactical business solutions.
- ☑ **Talented and personable professional** with a finely tuned service orientation and ability to make integrity and customer service prime differentiators in the market... **friendly, organized, natural rapport-builder...** keen ability to develop lasting relationships with new and existing customers through careful listening skills, attention to detail, and service delivery beyond expectation.

---

## SALES SKILLS AND COMPETENCIES

New Business Development & Growth ▪ Sales Process Improvement  
Staff Development & Training ▪ Territory Development ▪ Negotiation ▪ Thought Leadership  
Print and Online Media Industry Expertise ▪ Client Service & Allegiance ▪ Strategic Long-Range Planning

---

## SALES EXPERIENCE AND ACHIEVEMENTS

**ACCOUNT EXECUTIVE**—Northern Star, Los Angeles, CA • 2002–2007

*Employee-owned media company, operating businesses in publishing, interactive and broadcasting, including 11 daily newspapers.*

Solicited new business for **Luxury Express**, a high-end real estate trade publication, and **Homes and Open Houses**, an upscale companion magazine. Prepared sales proposals for prospects and called on licensed agents, brokers and affiliates (stagers, mortgage bankers, interior designers and contractors) throughout West Los Angeles. Oversaw the entire account management life cycle; handled client inquiries and diffused challenging situations.

- **Boosted existing revenue stream** by recommending the infusion of additional color throughout publication. Instrumental in establishing 40 new color pages in magazine, **driving an estimated \$1.2M incremental annual revenue.**
- Oversaw placement of ads for home inventory listed up to \$25M, ensuring that clients received the best possible ad placement.
- **Grew account base by 30% in 2004 over 2003.**
- Received Distinguished **Achievement Awards, Silver Club 2004, Diamond Club 2005** as a result of exemplary sales performance, thorough product knowledge and sound sales techniques.

**ACCOUNT EXECUTIVE**—Smith Publications, Inc., Chatsworth, CA • 2001–2002

*Third-largest operator in the U.S. and an industry leader in developing and launching innovative video and data services.*

Developed new ad business through cable media, sold commercial spots throughout regional and national publications in the Smith Publication family and across multiple brand properties. Utilized various upsell techniques, prepared sales proposals, conducted research and delivered sales presentations to secure new clients. Created multi-prong, multi-media advertising campaigns.

- Expanded into new markets. **Built a broad, diversified and loyal customer base** with leading regional and national companies.

**ACCOUNT EXECUTIVE**—TriStar Companies, Woodland Park, PA • 1987–2000

Proactively sought out sales opportunities within the automotive industry. Worked with Owners and General Managers of dealerships on daily basis to create compelling ad campaigns, layout and copy design. Prepared sales proposals, made sales presentations targeted at increasing sales territory revenue. Took proactive measures to ensure unexpected clients situations reached resolution.

- Received **Monthly Managers and Quarterly Directors Awards for exceeding sales quotas up to 130% of goal.**
- **Handled over \$2.5M in annual revenue**, with many clients spending \$75k per month in print publication alone.
- **Negotiated and secured a \$1M annual contract, the largest dollar contract at the time**, with auto dealership running at about \$80k per month.
- Instrumental in the **establishment of the Daily News' online web presence**, enabling dealers to showcase inventory online.
- **Spontaneously hand-sketched unique and compelling ads for clients.** Followed up with art department to create a mock up based on client approved sketch, wowing clients again and again.

---

## EDUCATION & TRAINING

Bachelor of Arts in Business Management • Michigan State University, East Lansing MI

Los Angeles Valley College / Business Administration

Jim Doyle & Associates "How To Be the Best" • Brian Tracy International • Cable Advertising Bureau

Sjodin Communications • Excellence Planning Systems