

# Karen Brady

## Graduate media sales executive

Dayjob Ltd, The Big Peg, 120 Vyse Street, Birmingham B18 6NF  
Tel: 0870 061 0121    Mobile: 0777 777 7777    Email: [info@dayjob.com](mailto:info@dayjob.com)

### Personal profile

A recent graduate with a successful academic and work track record, bags of enthusiasm and eager to join a media sales team. Possessing a desire to succeed, target driven, tenacious along with a first class customer service ethic.

Persuasive and able to maximise revenue generation through the successful development and implementation of well researched and successful advertising sales initiatives.

A bright, articulate and numerate individual with excellent communication skills, currently looking for a graduate media sales executive position.

### Academic qualifications

BA (Hons) Publishing and Media

A' Levels: Maths (C) English (A) Physics (A)

### Areas of expertise

Commercial sales	Media sales
Account management	Consultative sell
Lead generation	Selling over the phone

### Work experience

#### TRAINEE ASSISTANT MANAGER

*London Media Sales Co.      May 2010 - Present*

Selling advertising space (both print and online) to an existing client base. Listening to the customer's requirements and the discussing the benefits we can offer.

#### Duties:

- Contacting prospective and existing buyers over the telephone to sell the companies products.
- Sourcing my own new leads.
- Liaising with both marketing and production departments.
- Identify and drive key areas of new business opportunity in key accounts.
- Using online social media sites to profile organisations and develop leads.
- Speaking to decision makers within defined business sectors.
- Attending forums, events and conferences.
- Giving PowerPoint presentations to potential new clients.

### EXPERIENCE & KEY COMPETENCIES

#### Sales skills

- A proven ability to hit & exceed sales targets.
- Ability to find out a clients advertising needs and then match a solution to them.
- A confident telephone manner.
- Can demonstrate effective sales presentations on a face to face level.
- Can meet clients to build close relationships with them.
- Lead sourcing/generating new business leads.
- Ensuring KPI's are met.
- Familiar with contracts, creative proposals and administrative queries.
- Knowledge of doing a consultative sell by listening to a customer's requirements and discussing a products benefits.
- Experience of selling print and also online services.
- Able to communicate effectively with senior level executives and managers.

#### Personal attributes

- Motivated, driven and focused on achieving in a fast paced graduate media sales environment.
- Resilient and having an ability to deal with rejection.
- Have a competitive attitude and can thrive under pressure.
- Well organised, eager to learn and pro-active.
- Excellent communication & presentation skills.
- Able to work alone without supervision and as part of a successful media team.
- Media savvy, articulate and well presented.
- Having the necessary drive and enthusiasm required for a tough competitive industry.

#### References

Available on request.

#### Personal

Driving license:	Yes
Nationality:	British
Languages:	Spanish, Polish

---

**Copyright information - Please read**

© This Graduate media sales executive [CV template](#) is the copyright of Dayjob Ltd 2012. You are also most welcome to link to any page on our site [www.dayjob.com](http://www.dayjob.com). However this CV must not be distributed or made available on other websites without our prior permission. For any questions relating to the use of this CV template please email: [info@dayjob.com](mailto:info@dayjob.com).