

JASBIR KAUR MEDIA SALES

Dayjob Ltd, The Big Peg
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PERSONAL SUMMARY

A persuasive and articulate young person who has superb influencing skills and the ability to come up with great marketing ideas. Jasbir has a strong desire for success, loads of enthusiasm and a willing to work hard, effectively and efficiently. She is charismatic, results driven, can add value to any business and will go that extra mile to deliver results. Having excellent communication skills means she is able to meet and liaise with clients to discuss and identify their advertising requirements. Right now she is looking for a suitable position with a company that will give her the chance to develop a long term career path within their business.

ACADEMIC

Coventry North College
Diploma in Media Studies

2011 - 2012
Pass

Birmingham South High School

Maths

2008 - 2011

English

Pass

Geography

Pass

Physics

Pass

Business Studies

Pass

Physical Education

Pass

KNOWLEDGE OF

- Commercial sales
- Brand marketing
- Cold calling
- B2B Sales
- Social media
- Marketing
- Digital marketing
- Lead generation
- Managing accounts

SALES SKILLS ACQUIRED WHILST STUDYING

- Selling not just advertising but also sponsorship and partnership agreements.
- Managing the media sales process from lead generation through to closing and invoicing the sale.
- Consulting, pitching and closing deals.
- Selling creative media solutions to agencies and clients.
- Willing to attend conferences, exhibitions, seminars and networking events outside of working hours.
- Ability to prioritise leads and maximise revenue generation via sales pipeline control.
- Working with market leading titles in the sports, food/drink & lifestyle sectors.
- Connecting with a target audience.
- Building client relationships in the short and long term.
- Finding out who controls the advertising budget in a target company.

PERSONAL SKILLS

- Ability to think laterally & come up with unique marketing solutions for clients.
- Comfortable selling face to face and approaching new business.
- A passion for creative ideas.
- Naturally inquisitive personality.
- Superb influencing skills.
- Providing five star customer service ensuring repeat bookings.
- Making the most of every opportunity.
- Good with numbers.
- Having a lot of patience.

REFERENCES

Richard Jones
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