

Karen Brady

Graduate media sales executive

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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

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