

JANE LOPEZ

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MEDIA SALES EXECUTIVE

Highly effective Media Sales Executive with experience specializing in sales strategies, account management and customer relations. Professional career built on being dedicated, intuitive and authentic. Offering an array of skills in business development, client management, fostering strong business relationships, consulting, digital media sales and maintaining high client retention rates. Proven ability to generate revenue growth across key accounts in a variety of areas. Track record of success contributing to a positive company culture while simultaneously exceeding all sales targets and deadlines in fast-paced, dynamic environments.

SUMMARY OF QUALIFICATIONS

- Sales & Account Management
- Project Management
- New Business Development
- Sales Planning
- Brand Awareness
- Key Account Management
- Securing Integrated Partnerships
- Advertising & Media Campaigns
- Negotiation & Dispute Resolution
- Tier 1&2 Portfolio Management
- Staff Development
- Revenue Growth
- Quarterly Forecasting
- Budget Analysis
- Customer Service

PROFESSIONAL EXPERIENCE

SENIOR SALES EXECUTIVE

January 2018 - Present

123 Network

Online content publisher and women's lifestyle portfolio of premium, independent, online editorial destinations. Established Kidspot.com.au as the flagship property and #1 parenting site in the country.

- Overcame low client base and difficult economic conditions to meet ambitious targets within three-month period, **booking 50% of media agency's entire annual revenue in the prior year.**
- Pitched successful Nissan X-Trail Going Places Partnership using clever, proactive concept development, resulting in **client spend increase by 949%, elevated company profile and improved client satisfaction.**
- Won competitive pitch against Fairfax online properties, securing 100% campaign budget and first-time SheSpot advertiser - Coles Retail Clothing Brand (Mix).
- Secured agency client's first digital campaign booking, **winning over a reluctant and previously disgruntled client** through comprehensive demonstration of service suitability and strategic advertising proposal, negotiating 100% share of the budget and additional ongoing business - Funtastic, Media Contacts.
- Demonstrated exceptional client management and perseverance in procuring largest booking from Kraft, **increasing client's previous booking value by 48%.**

SENIOR ACCOUNT MANAGER

December 2016 - December 2018

ABC Company

Hired as Senior Account Manager for the corporate sales division of the carsales.com.au network.

- **Managed account for Australia's largest digital media agency, emitch** (part of Mitchell's Communications and Aegis), two years consecutively.
- Oversaw numerous other high-profile portfolio accounts, including Mindshare, OMD and Maxus as well as automotive brands such as Ford, BMW, Mini, Mazda, Suzuki and Vic Roads.
- **Landed the high-value media partnership, Ford Fiesta Test Drive Partnership**, that translated into renewal business, valuable case studies for the company and significant account spend increases.

SENIOR ACCOUNT MANAGER**April 2014 – November 2016****XYZ Media**

Independent Pan-European digital media publisher network of 4,000+ high-reach premium websites providing Digital Display Advertising as well as Affiliate and Email Marketing solutions across 13 European countries.

- Offered sponsorship and **promoted to Senior Account Manager for consistently achieving sales targets, increasing advertising revenue, meeting KPI's, building strong customer relationships and excellent work ethic.**
- Revitalized AdLinks reputation and UK market positioning across three of the top 10 UK Media Agencies.
- **Transformed a disgruntled agency portfolio (i-Level, Carat, Media Contacts) to the largest spending agencies for AdLink UK, generating over £1.5million (AUD \$3 million).**
- Awarded positive written and verbal client feedback from i-Level media agency to AdLink's senior management in recognition of **significantly improved account management and excellent service levels.**

CUSTOMER SERVICE OFFICER – CABIN CREW**July 2012 – March 2014****MNP Airline**

Sustained excellent customer service for a leading international airline, boasting 300+ awards for excellence worldwide.

- Handled duty-free sales for premium cabins and **ensured customer satisfaction** as customer service officer.
- Demonstrated key in-flight safety instructions, applied emergency procedures and provided first-aid as needed.
- **Resolved all disputes in a timely and effective manner** as well as developed and processed critical reports.

ACCOUNT MANAGER | CUSTOMER RELATIONS | TELESALES**September 2011– July 2012****Company A**

Helped evolve a previously leading Digital and Print directory publisher that operated brands such as White Pages, Yellow Pages and TrueLocal (previously CitySearch) into a full-service marketing services company.

- **Achieved placement to the Summit Club** sales incentive trip for outstanding sales contributions.
- Received Diamond, Gold, Silver and Bronze Awards for Sales Excellence throughout employment, **exceeding 110% - 200% of sales targets.**

PROFESSIONAL DEVELOPMENT

Real Estate Representative Accreditation – 123 Group

The Manager as Leader Workshop - 123 Group

Airline Emergency First Response & First Aid - ABC College

Computer Literacy - ABC College

Emergency First Aid - Senior First Aid Level II – XYZ Group

TECHNOLOGY PROFICIENCIES

PC | Mac & Microsoft Operating Systems | PowerPoint | Keynote | Adobe | Word | Excel