

STEPHEN MARGOLA

Aggressive, consistent sales record in high-growth, entrepreneurial environments.

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B2B MEDIA SALES EXECUTIVE

Online, Print & Television Advertising

Twenty-year sales veteran with 13-year media focus spanning online, print, and broadcast media platforms for companies ranging from start-up to Fortune 10. Qualify, prospect, cultivate, accelerate and sustain robust revenue growth among high-end advertisers. Specialize in relationship management between marketers, agencies, web sites / portals, and Fortune 500 companies.

Known for strengths in relationship-based consultative style, idea generation, negotiation, presentation, and the integration of traditional and cutting-edge advertising. Documented record of:

- Ranking consistently as #1 and #2 sales person.
- Achieving 80-85% customer retention year-after-year against 55% industry standard.
- Managing relationships with 175 Fortune 500 clients per year.

PROFESSIONAL HISTORY

Company Name, Beverly Hills, CA.....2003 to present
Private publisher advancing management as a core business initiative. Employees: 47.

Midwest Director (Magazine & Web site) – 13 state region

Print & Online Advertising / Benchmarking & Consulting Services / Event Sponsorships

Recruited to build startup territory with 50,000 subscribers, maturing to more than 1 million readers in 2008. Retained as 100% commission-based sales executive exclusively focused on Fortune 100 clients, generating 63% of advertorial editor's annual budget.

Milestones & Accomplishments:

#1 sales person across 11 months in 2009

#2 sales person for three years running

- Pioneered territory from \$125K (FY03) to \$2.7M (FY08).
- Captured 45-55% in annual new business.
- Grew territory benchmarking / consulting sales by 55% (FY08).
- Cultivated integrated and standalone online portfolio, representing 40% of annual FY08 territory sales.

McNeil Group, Yardley, PA (headquarters).....2000 to 2003
Private publisher of 12 magazine brands. Employees: 300.

Senior Account Director / Sales Executive

Print Advertising / Value-Added Event Development / Special Sections / Single Sponsor Sections

Retained by Chicago-based publisher to build uber-luxury, national advertiser portfolio across 5 controlled regional circulation magazines targeting high wealth individuals. Top sales producer during 5-city expansion, culminating in more than 10 top DMAs reaching an urban metropolitan segment.

- Grew volume to \$2.5M (FY03).
- Drove conceptual sales across six (6) new title launches.
- Increased legacy revenue by 57% and doubled client base in two years.
- Led largest revenue portfolio in a team of nine (9) sales people, 380 pages annually.