

Experienced sales professional with a proven track record of cultivating client relationships and surpassing metrics-based goals. Merge business development skills with a keen eye for data analytics to forge partnerships aligned with sales objectives. Employ a consultative, solutions-based approach to address customer needs and drive long term revenue growth.

WORK EXPERIENCE

Senior Partnerships Lead | Awesome (Flickr) | *Direct advertising and brand partnerships for Flickr* 2024 - 2026

- Spearhead direct advertising partnerships, identifying brands that align with Flickr's photography-driven audience.
- Secured the first-ever sponsor for Flickr World Photography Photowalk & MyFlickrYear promotion.
- Added three brand-new logos within the first six months.
- Designed and implemented new advertising programs, including photowalk sponsorships and research report sponsorships.
- Work directly with the CEO to develop sponsorship packages for a new photography festival.

Operations Contractor | NBC | *Part-time operations support for SNL, The Tonight Show, and TODAY Show* 2022 - Present

- Assist prop department head with procurement of on-screen visuals in a time-sensitive, deadline-driven atmosphere.
- Accurately and efficiently provide solutions that eliminate roadblocks due to shifting priorities that develop during live television.

Sales Team Lead | Taboola | *Global B2B digital advertising platform, leading native sales growth for DTC brands* 2021 - 2022

- Leveraged inside and outside sales techniques to hit record-setting metrics; achieved 195% of sales quota in Q3 and 206% in Q4.
- Oversaw sales process to guarantee high-level productivity, hands-on with reporting and forecasting while collaborating cross-functionally with internal teams including Marketing, Sales Enablement, and Revenue Operations.

Sales Consultant | Self-Employed | *Partnered with startup clients including Spruce Box, Convertist, and LeasePilot* 2020 - Present

- Strategized on sales process improvements, implemented customer service solutions, and generated solutions for long-term profitability.
- Established workflow for ensuring execution of CRM best practices, improving data hygiene.

Associate Account Director | DMNews.com 2017 - 2020

Provider of lead generation marketing, research development, and content licensing services

- Main point of contact for the highest-billed accounts (i.e. PepsiCo), working closely with C-Suite clients for the full sales lifecycle to manage, develop, and secure digital media campaigns aligned with business goals; generated \$400K in yearly revenue.
- Increased book of business to achieve 140% growth, expanding existing enterprise-level and B2B accounts while targeting and onboarding new clients.

Business Development, Advertising Manager | Simon Property Group 2016 - 2017

S&P 100 company and global leader in commercial real estate management and development, specialized in luxury retail and hospitality

- Responsible for sales operations for Simon Properties in two of the largest markets, directing the full lifecycle sales process from cold call to renewal.
- Tracked and analyzed forecast reports to sell campaigns, event sponsorships, and related digital media; closed the largest and most lucrative multi-year deal in Jersey Gardens' sales history.

Business Development Associate | Union Square Media Group 2014 - 2015

Digital agency providing clients with performance-based solutions to maximize affiliate advertising ROI and boost digital media sales

- Generated over \$600K in monthly revenue across 20 accounts through close attention to client onboarding and account management.
- Led on campaign traffic evaluation, highlighting EPC, CPC, and conversion rate benchmarks for overall profitability and project success.

Account Executive | Mongoose Atlantic, Inc. | *Local media market advertising agency* 2012 - 2014

- Acting sales lead of a 15-person team, strategizing and selling custom ad buys in *TIME*, *Bloomberg*, *The Week*, and *Newsweek* to key accounts through a 100 minimum daily call volume and email follow-up cadences.
- Responsible for guiding junior Account Executives on sales tactics, closing techniques, and pitching best practices.

Assistant Branch Manager | Enterprise Rent-A-Car 2009 - 2012

- Monitored day-to-day operations, optimizing processes to surpass business goals, growing to be the largest branch in the NYC market.
- Supervised four Sales Trainees, coaching on upselling techniques, contract management, and customer service methodologies.

TOOLS & PROGRAMS: Salesforce, Qlik, Jira, Hubspot, Salesloft, Outreach, Excel, ZoomInfo, Mailchimp, Gong, Orum, Monday, Claude, ChatGPT, Framr, Square Space

AREAS OF EXPERTISE: Client Relations & Retention, Operations & Finance, Revenue Optimization, Team Leadership & Staff Development, Coaching & Training, Sales & Growth Strategy, Forecasting & Reporting, Process Optimization, Budget Development, AI implementation, AI prompt writing, AI coding, Product Positioning & Messaging

EDUCATION:

Master of Business Administration, Baruch College

Bachelor of Business Administration, Marketing, Hofstra University

Sales Growth Certificate, Cornell University