

ALLAN W. JONES

QUALIFICATIONS

- Well-rounded, seasoned sales professional with a diverse background in:
 - New business development
 - Client relationship building
 - Promotions/incentives
 - Radio
 - Television
 - Cable media
 - Cold calling
 - Contract negotiations
 - Production
- True “people person” who is willing to go the extra mile to satisfy the client’s need.
- Demonstrated ability to create client loyalty above and beyond the sales relationship.

SUMMARY

SALES AND MARKETING

- Successfully sold advertising in highly competitive markets for radio, television, and cable media companies.
- Cold called on corporate executives and small business owners to generate new accounts.
- Formulated and conducted effective multimedia sales presentations and established profitable business relationships with national and local advertisers.
- Created proposals, negotiated contracts, and closed sales.
- Helped clients to develop and implement promotional campaigns and strategic marketing plans for media advertising.
- Worked closely with advertising agencies to ensure the continuity of advertising messages.
- Certified Radio Marketing Consultant (CRMC) since 1989.

COMMUNICATION

- Proven ability to put the prospective customer at ease using a comfortable demeanor.
- Skilled at interpreting client needs and arranging ideas and words to create memorable impact.
- Wrote scripts for and performed in radio commercials and public service advertisements.
- Well-rounded media professional with experience as a news director and DJ for radio stations in early career. Interviewed movie/music stars and sports legends.

EXPERIENCE

ADVERTISING SALES

Screenvision Direct, Colorado Springs, Colorado (2007 – present)

- Sell on-screen advertising to local and regional retail accounts to be shown before movies at major theaters in the Colorado Springs market.
- Develop in-theater lobby promotions and work closely with retailers in laying out their advertising campaigns.
- Position requires extensive cold calling on local and regional accounts.
- Recognized as the top salesperson in acquiring new accounts and maintaining existing ones.

SALES AND MARKETING MANAGER

Falcon Broadband, Falcon, Colorado (2006 – 2007)

- Developed and managed the marketing campaign that won Ballot Issue 2A, allowing Falcon Broadband to compete against other local cable companies in the Colorado Springs market.
 - Purchased newspaper and television advertising and wrote scripts/copy.
 - Coordinated the public relations campaign that won a landslide 75% of the vote.
 - Secured radio and television interviews for the company’s owners to explain the issue.
 - Earned endorsement by local newspapers, including *The Gazette*, urging citizens to vote yes for cable television competition.
 - Convinced the owners of Falcon Broadband to donate \$6,500 to Crime Stoppers, which resulted in free television and newspaper coverage for ten days before the election. The donation saved Crime Stoppers from closing its doors due to lack of funding and showcased Falcon Broadband’s commitment to the community.
- Wrote the marketing plan that introduced the company’s services to the new market using television, newspaper, and direct mail advertising.
- Created a door-to-door marketing campaign to win customers as work crews lay cable throughout neighborhoods in Colorado Springs.
- Recruited, hired, and trained a sales staff to sell cable television, high speed Internet, and phone service.
- Promoted the company through memberships in the Chamber of Commerce, Colorado Apartment Association, and Home Builders Association.

ADDRESS

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EXPERIENCE**SENIOR ACCOUNT EXECUTIVE****KOAA/NBC, Channel 5/30**, Colorado Springs, Colorado (2004 – 2005)

- Sold advertising for NBC Channel 5/30, as well as for Cable Channel 9 *Weather First Now*, a local weather and news station operated by KOAA.
- Responsible for new client development, focusing on the retail sector and advertising agencies.
- Developed advertising proposals to meet each client's goals and budget.
- Created promotion ideas for *Weather First Now*, including register-to-win contests and ski resort promotions.
- Recognized as the top sales closer out of nine account executives with a 75% closing ratio.

ACCOUNT EXECUTIVE**Adelphia Media Services**, Colorado Springs, Colorado (1992 – 2003)

- Sold advertising on cable television throughout Colorado's Front Range, building an account base from zero and generating more than \$5 million in eleven years.
- Collaborated with advertising agencies to win national accounts from Jeep Chrysler Corporation, General Motors, and Safeway, among others.
- Negotiated annual, recurring contracts with large accounts that included Pueblo Bank and Trust, Medved AutoPlex, Cripple Creek Casino Owners Association, Gold Rush Hotel and Casino, Denver Newspaper Agency, Colorado Lottery, Peak Vision Center, Champion Windows, Clear Channel Communications, K&C RV Sales, and McDonalds.

ACCOUNT EXECUTIVE**KAZY 106.7 FM**, Denver, Colorado (1990 – 1992)

- Developed new accounts and maintained corporate accounts for this classic rock radio station.
- Succeeded in generating nearly half a million dollars of annual revenue in the greater Denver metropolitan area.
- Ranked number one for new business development out of all account executives.

KKTV Channel 11, Colorado Springs, Colorado (1988 – 1990)

- Established a reputation as the top sales performer for this CBS affiliate television station.
- Developed and maintained new contract clients generating \$500,000 in annual revenue.

EDUCATION**UNDERGRADUATE STUDIES****University of Dubuque**, Iowa (one year of political science studies)**Brown Institute**, Minneapolis, Minnesota (one year of mass communications studies)**PROFESSIONAL DEVELOPMENT**

- Jim Doyle Sales Training (ongoing, completed 5 three-day workshops)
- Microsoft Office Course, School District 11 (12 weeks, 2005)
- Karen Brash Executive Sales Training (2 days, 2001)
- Certified Radio Marketing Consultant (1989)
- Jason Jennings Sales Training, Chicago (3 days, 1980)

COMPUTERS

Proficient in Windows, MS Word, PowerPoint, Outlook, Internet Explorer, and Lotus Notes.

CUSTOMER COMMENTS

"Allan has proven to be extremely knowledgeable and professional in executing my local cable TV media campaigns. Having worked in cable advertising sales myself for six years, I can appreciate when a media salesperson does a great job from the initial schedule planning stage to the final invoice." Mike Slattery, Champion

"His thorough knowledge of his product and the sales process are evidence of his many years of success in media sales. I enthusiastically recommend Allen for any sales position and am confident that his competency and positive attitude would make him a valuable asset." Christin Stansbury, Academy Agency & Advisors

"As a representative for Adelphia Cable, Allan was one of the few who understood the true meaning of the word 'service'." Robert Adams, Adams Advertising Agency

"Allan has the four traits that make him a great sales rep: friendly, responsible, efficient, and fun. If Allan is applying for a job with your company, I suggest hiring him immediately!" Brian Prescott, Hanson Marketing & Advertising