|  |  |
| --- | --- |
| **Nicole Murn** | High Point, NC 27265 ▪ 336.430.0036 Insightful\_nicole@yahoo.com |

**Multifaceted Digital Sales and Marketing Manager**

*10+ years’ success growing brand and driving marketing and sales for diverse organizations*

Results-oriented marketing, media, sales, and business development leader with expertise in strategic marketing leadership, with keen ability to recognize and increase tactical marketing joint ventures to drive revenue generation significantly. Proven success launching, managing, and executing strategic objectives to exceed digital revenue goals including digital advertising, mobile platforms, outside vendor partnerships, SEO/SEM, and social. Strategic, highly-creative and analytical thinker with bird’s eye view vision, capturing the big picture. Apply principles of logical thinking in defining problems, collecting data, establishing facts, and drawing valid and actionable conclusions. Consistently high closing ratios by cultivating and nurturing strong and lasting client relationships. Experience recruiting and training sales executives to accelerate in career growth quickly. Exceptional communication, relationship-building, time management and planning proficiencies with a proven record of accomplishment in high client retention and creating a highly-motivated and productive work environment.

Highlights of Expertise

|  |  |  |
| --- | --- | --- |
| * Strategic Sales & Marketing
* Digital Marketing
* Brand Management
* Business Development & Management
* Integrated Marketing Campaigns
* Increase Market Share
 | * Digital Advertising
* Target Marketing
* Market & Business Intelligence
* Partnership Development
* Lead Generation
* Product Marketing
* Revenue Generation
* Content Management
 | * Executive Leadership
* Social Media
* Web Design
* Google Analytics
* SEO & SEM
* Salesforce
* Google Adwords & Mobile Certified
 |

**Key Achievements**

* Quotas met with $1.5M or more.
* Ranked #2 Nationally in Digital Sales for all of Hearst Media Services, August 2013 – VIP at Google.
* Cut costs by 40% through effective trade and negotiations leveraging non-profits.
* Improved closing rate from 50% to 75%, exceeding budget by $90K over the first year.
* Cold-called face to face 95%, retaining new clients on average 92% rising to top sales account executive at WBOC TV.
* Increased sales revenue 26% by building clients' trust through consultative selling and transparent marketing strategies.
* Chosen by peers to receive the News-Record prestigious *annual* “Bonsai Award” for increased brand and revenue by creating a new event and implementing while managing skirt! Magazine
* National Association of Professional Business Women - 2013 “Woman of the Year Award.”

**Career Experience**

**Berkshire Hathaway Media Services, Greensboro, NC 2/2016 to 2/2018**

**DIGITAL SALES MANAGER, NEWS AND RECORD**

Developed and implemented strategy to evaluate digital sales needs, develop comprehensive solutions, and create innovative digital revenue drivers to enhance ROI. Owned all local digital revenue performance (except for classifieds), working both strategically and tactically with other advertising executives and sales managers to build and maintain a digital sales list and ensure revenue success. Directed and trained the sales force to promote new digital sales by assessing and facilitating the use of best practices in solutions based selling, and up-sell of existing key account advertisers, while driving retention and minimizing product cannibalization. Drove remnant strategy through direct sales channels, Ad exchanges, Ad Networks, and relevant vendors to ensure inventory was sold for the highest rate. Provided weekly forecasts; four direct reports.

*Key Contributions:*

* In less than four months, was a crucial player bringing in over $140K in new digital revenue.
* Managed and coached a team of 12 advertising executives with four direct reports and trained on all digital products.
* Drove multi-channel digital resources to increase customer acquisition and channel performance.
* Originated and implemented new online revenue ideas and marketing collateral and assets.
* Negotiated digital contracts $60K+
* Defined and developed best practices, standards, metrics and performance reports of digital marketing campaigns.

**Local Edge / Hearst Media services Company, High Point, NC 5/2012 to 2/2016**

**DIGITAL MEDIA CONSULTANT/ACTING DIGITAL SALES MANAGER**

Actively sought new opportunities to provide clients with digital solutions across targeted segments with a focus on maximizing client market penetration through data analysis, market review, and management of partner network. Developed new business opportunities while identifying client ad sales opportunities. Identified customer needs through pre-call planning, utilization of marketing resources, competitive analysis, and customer feedback, in order to connect meaningful media solutions across clients’ digital portfolio. Increased clients’ digital revenue with new clients across targeted local business territory.

*Key Contributions:*

* Optimized client’s online presence through SEO, SEM, Mobile Websites, and other digital marketing strategies.
* Managed, mentored, and professionally developed a team of nine direct reports.
* Leveraged extensive understanding of account base and related industries to help identify trends and patterns within specific verticals.
* VIP at GoogleHeadquarters in New York ranked #2 Nationally in Digital Sales for all of Hearst Media Services (2013) - Earning Hearst & Google Tour in NYC.

**Ripple Effects Marketing, High Point, NC 6/2007 to 6/2012**

**MARKETING MANAGER**

Managed the planning and execution of all digital and traditional marketing/advertising programs to drive leads and increase customer acquisition and retention initiatives. Optimized, tested, and analyzed the media and conversion funnels to drive KPI goals such as new customer counts. Utilized competitive industry and business analysis to identify new opportunities, audience targeting, and creative messaging. Created, forecasted, and maintained key digital metric reports and dashboards for traffic, acquisition, conversion, and spend.

*Key Contributions:*

* Executed all advertising, marketing, content management, social media, web design, Google analytics and SEO.
* Devised strategic multi-media annual campaigns increasing market presence and share for key local clients.
* Managed strategic branding and alignment of multiple media resources.
* Developed and presented analytics reporting with actionable strategic recommendations.

**skirt! Magazine, Greensboro, NC 8/2007 to 12/2010**

**SALES AND MARKETING MANAGER / SEARCH MARKETING ANALYST NEWS-RECORD**

Led digital sales and marketing revenue attainment in collaboration with magazine management and account executives. Drove media buying and ad operations process, to include text and visual asset optimization; landing page optimization; and performance reporting. Upheld franchise legalities while allowing flexibility to optimize premium local campaigns. Oversaw weekly, quarterly, and annual revenue forecasts. Daily operation and management over sales, public relations, and marketing.

*Key Contributions:*

* Served as magazine spokesperson at engagements.
* Increased distribution by 150% in a little over a year.
* Achieved 87% pick-up rate each month and increased monthly social media awareness on average 22%.
* Conceptualized, implemented, and organized a cleverly themed event for an annual client of skirt! Magazine which brought in sponsors and over 50 donated items for fundraising, and increased donations +13% from previous year.

*Previous positions as Account Executive at WFMY New 2 TV CBS Affiliate, Account Executive at WBOC TV16, and SEO Research Analyst at News & Record.*

**Education** Bachelor Of Arts, Communication, *Bowling Green State University, Bowling Green, OH*