

SHIYA SWARN

Advertising Sales Manager

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PROFILE

Results-driven Advertising Sales Manager with 5 years of experience in driving revenue growth and exceeding sales targets for diverse clientele. Adept at building and maintaining strong relationships with clients, creating effective marketing strategies, and leading high-performing sales teams. Proven track record in identifying new business opportunities, optimizing ad campaigns, and delivering exceptional customer service. Demonstrated ability to thrive in fast-paced environments and adapt to rapidly changing industry trends.

LINKS

[linkedin.com/in/shiyaswarn](https://www.linkedin.com/in/shiyaswarn)

SKILLS

Negotiation

Prospecting

CRM (Customer Relationship Management)

Analytics

Presentation

Networking

Budgeting

LANGUAGES

English

German

EMPLOYMENT HISTORY

● Advertising Sales Manager at VMLY&R, MO

Apr 2023 - Present

- Successfully exceeded annual sales targets by 35%, generating over \$2 million in advertising revenue for VMLY&R, MO, and contributing significantly to the company's overall growth in the fiscal year 2019-2020.
- Expanded the client base by 25% by securing 15 new high-value accounts, including major brands such as Coca-Cola and Microsoft, through strategic prospecting, effective presentation of advertising solutions, and diligent relationship management.
- Led a team of 10 sales representatives to achieve a consistent quarterly growth rate of 10% or more, by implementing innovative sales strategies, providing ongoing training, and fostering a collaborative and results-driven work environment.

● Assistant Advertising Sales Manager at FleishmanHillard, MO

Aug 2018 - Mar 2023

- Successfully exceeded annual sales targets by 15% in 2019, generating over \$3 million in revenue for FleishmanHillard's advertising department through strategic client partnerships and effective team management.
- Implemented a comprehensive training program for the sales team that resulted in a 25% increase in new client acquisitions and a 20% boost in upselling existing clients in 2018, contributing significantly to the overall growth of the company's advertising business.
- Spearheaded a cross-functional project in 2020 to optimize FleishmanHillard's advertising sales processes, ultimately reducing sales cycle time by 30% and increasing team productivity by 18%, leading to higher customer satisfaction rates and stronger client retention.

EDUCATION

Bachelor of Arts in Advertising and Marketing at University of Missouri, Columbia, MO

Sep 2013 - May 2018

Relevant Coursework: Advertising Principles, Marketing Strategy, Consumer Behavior, Digital Marketing, Social Media Management, Brand Development, Graphic Design, Market Research, and Integrated Marketing Communications.

CERTIFICATES

Certified Professional in Advertising (CPA)

Oct 2021