

Taqwa Maddron

Advertising Sales

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📍 123 Maple Street, Charleston,
WV 25301

Education

**Bachelor of Arts in
Advertising and Marketing
at West Virginia University,
Morgantown, WV**

Aug 2018 - May 2022

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

Links

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

Skills

Salesforce proficiency

Google Analytics expertise

SEO knowledge

Social media advertising

Programmatic buying

Adobe Creative Suite

CRM management

Languages

English

French

Profile

Detail-oriented Advertising Sales professional with 1 year of experience in driving revenue growth and building strong client relationships. Adept at identifying and capitalizing on new business opportunities, with a proven track record in developing effective ad campaigns and negotiating contracts. Strong communication and presentation skills, committed to delivering exceptional results and driving business success.

Employment History

Advertising Sales Director at West Virginia Radio Corporation, WV

May 2023 - Present

- Successfully increased the company's annual advertising revenue by 35% in 2018, contributing to a total of \$2.5 million in sales, by implementing a targeted sales strategy and fostering strong relationships with key clients.
- Secured a major partnership deal with a leading automotive brand, resulting in a \$500,000 ad campaign that spanned across multiple platforms including radio, digital, and social media, boosting the client's regional sales by 20%.
- Led a team of 10 advertising sales representatives to achieve a 95% client retention rate, by providing ongoing training and support, as well as maintaining consistent communication with clients to ensure their needs were met.
- Developed and executed a successful sales plan targeting local small businesses, generating over \$1 million in new advertising revenue during the 2019 fiscal year, and helping to expand the company's market reach within West Virginia.

Advertising Sales Representative at Adams Outdoor Advertising, WV

Sep 2022 - Mar 2023

- Secured a \$500,000 annual contract with a major retail client, resulting in a 20% increase in revenue for Adams Outdoor Advertising in West Virginia.
- Developed and executed a targeted sales strategy that led to the acquisition of 10 new high-value clients within one year, contributing to a 15% growth in market share.
- Consistently exceeded quarterly sales targets by an average of 25%, earning recognition as the top-performing Advertising Sales Representative in the region for two consecutive years.
- Implemented a successful upselling initiative that increased the average revenue per client by 30%, generating an additional \$300,000 in annual revenue for the company.

Certificates

Certified Digital Marketing Professional (CDMP)

Apr 2022

Certified Media Sales Specialist (CMSS)

Apr 2020