

# ALLAN BROWN

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## *Professional Profile*

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### **Sales & Marketing • Business Development • Media & Business Analysis**

*Strategic Business Development professional with over eight (8) years of progressively increased responsibility for advertising and media sales for both the television and online media industries. Expertise in directing geographically-separated cross functional teams. Gained senior-level experience in developing successful new business, territory, and lead development initiatives. Demonstrated successes in creating strategic plans and implementing tactical solutions to resolve customer problems. Strong negotiation skills compliment the ability to manage projects which achieve company objectives in customer and senior management satisfaction. Garnered extensive experience in designing sales plans to strategically target customers and maximize company resources. Strong track record for building and fortifying strategic partnerships with key clients, agencies, and companies.*

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### *Core Competencies*

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Sales & Marketing  
Account Management  
Territory Development  
Strategic Initiatives

Media & Business Analysis  
Lead Generation  
Negotiation  
Sales Planning and Development

Business Development  
Market Research  
Media Infrastructure  
Cross-Media Selling

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### *Professional Experience*

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## **Comcast Spotlight**

Norcross, GA March 2006 - Present

#### **Regional Account Executive – Atlanta, GA**

Jul. 08 - Present

Responsible for expanding the company through effective account management as well as new business and territory development initiatives. Manages a current account base of 45 clients in the Atlanta market, the 8<sup>th</sup> largest DMA market in the US. Serves as the point-of-contact for Southern Regional Comcast on BBDO Atlanta, which handles the Chrysler, Jeep, and Dodge accounts.

- Developed strategic plans for the Southern Division of TV media, marketing and digital media to incorporate 17 Comcast markets.
- Served as the main contact of Comcast Atlanta for PHD, a top five (5) billing agency.
- Generated a 10% rate increase in the contractual value of on major accounts.
- Implemented fundamental lead generation protocols, successfully added 12 new accounts within eight (8) months in the position.

#### **National Sales Manager – Coastal Region**

Jun. '07 - Jul. '08

Monitored accounts and inventory for 100+ networks in the Tallahassee, Panama City and Dothan markets. Directed the activities of a sales representative and a sales assistant. Ensured that each market met quarterly and annual sales objectives. Responsible for targeting accounts, achieving revenue goals, forecasting, developing accounts, and utilizing emerging technology opportunities. Cultivated relationships with both clients and their advertising agencies.

- Generated \$100K in new business revenue and reduced travel and entertainment expenses by 30% in one (1) year.
- Effectively maintained 44 accounts on-air throughout three markets.

#### **National Account Executive – Miami, FL**

Mar. '06 - May '07

Hired to manage the company's national direct accounts looking to expand market presence in South Florida. Maintained strategic relationships with the national representative firm, advertising agencies and various national direct businesses. Provided market data to national representatives. Primarily focused on sports programming, promotions, and emerging technology opportunities. Negotiated company contracts. Served as the point-of-contact for the Cleveland and Minneapolis NCC offices.

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- Developed a customized onsite promotional marketing opportunity at The American Airlines Arena prior to a Miami Heat game, securing a \$343K TV media plan for Dewar's. The event also included an auction in which Dewar's donated the proceedings to charity.
- Generated over \$165K in new business by maintaining relationships with clients and advertising agencies.

**National Sales Planner**, Turner Broadcasting, Atlanta, GA

Mar. '04 - Mar. '06

Worked with sales managers, account executives and sports marketing representatives to design customized product integrations and enhancements. Fostered relationships with clients and advertising agencies. Obtained and analyzed market research to create new business leads for national TV media, which included NASCAR.com and PGA.com.

- Successfully created and pitched sales presentations highlighting Turner Sports properties.

**Sales Assistant**, National Cable Communications, Atlanta, GA

Sept. '03 - Mar. '04

Collaborated with cable systems and the companies, national sales managers in designing traffic issue resolutions. Created market summaries and system profiles. Resolved daily media issues.

- Worked with account executives to assist in order entry, create avails, and confirm orders with systems.

**Account Executive**, OpenNetwork Technologies, Clearwater, FL

Sept. '00 - May '01

Sold eBusiness infrastructure security software to Fortune 500 companies. Responsible for developing key accounts within the company's highly competitive market.

- Responsible for 20% of the company's sales within six months of hire.
- Effectively secured the company's largest single contract.

**Sales Assistant**, Blair Television, Tampa, FL

Aug. '99 - Sept. '00

Supported account representatives. Served as a liaison between affiliate television stations throughout the country and advertising agencies to sell advertising time. Monitored contract changes. Negotiated "make-goods" with clients. Utilized the Donovan System to pull Nielsen ratings and contracts.

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### *Education & Professional Development*

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**BS Advertising**, (minor in Marketing)

University of Florida, Gainesville, FL

**Coursework:** Integrity Selling Graduate- Comcast (2008); Management Training Coursework- Comcast (2007); Telesales, Behavioral Studies, and Sales programs; MS Office training programs for Word, Excel, and PowerPoint