

ROBERT SMITH

Advertising Sales Executive

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7 years of experience as a Sales Executive. Marketing, Business Licensing, and Brand Management leader with proven industry experience and demonstrated market success. Recognized for top tier brand/marketing management and licensing skills with an extensive track record on flexible Business, Marketing, Licensing and distribution models for a wide variety of products and services.

EXPERIENCE

Advertising Sales Executive

ABC Corporation - SEPTEMBER 2015 - SEPTEMBER 2016

- Searched for new clients in Latin America with the objective of creating company growth.
- Directed renewal program for offered services (market studies, business club, socio-political analysis).
- Produced media kit that demonstrated key marketing analytics and demographics for use in sales presentations.
- Manage social media and web portal to transform more content into a dynamic portal.
- Resulting in a more fluid communication flow and adding effective tools for field reps.
- Accomplishments leveraged strengths in cost-effective marketing management and negotiations to end each year resulting in meeting all Trimestral goals set by the company.
- Performed ongoing customer/market research and demographic profiling to identify and capitalize on an unmet market need ahead of the curve.

Licensing And Marketing Representative

ABC Corporation - JANUARY 2009 - SEPTEMBER 2015

- Developed and negotiate relationships with local licensing agencies and together grow the consumer products licensing business in Latin America; Venezuela and the Caribbean.
- Planned and executed marketing and event plans and other revenue-generating initiatives by collaborating with internal and local partners including production team, social media team, licensing representatives, agencies.
- Managed the deal memo and contract process by coordinating local representatives, legal, finance to ensure contracts are negotiated properly and executed accurately in a timely matter.
- Provided support in the area of marketing and company events by assisting a network of licensees and licensing agents in developing and providing sales support materials plus manage product development and creative approvals processes.

- Responsible for verifying and approving all the manufactures related to the brands Disney, Marvel, and Lucas films in terms of compliance with the minimum standards set up by the company (code of conduct).
- Negotiating the fashion&home and toys licenses for Disney, Marvel, and Lucas films.
- Studying the business to find growth opportunities and covering any gaps.

EDUCATION

- MBA - 2007(Universidad Autonoma De Madrid - Madrid, Madrid)Bachelor Of Business Administration in Business Administration - 1998(Universidad Catolica Andres Bello Caracas)Associate's in Bio Science - 2008(Contra Costa College)

SKILLS

Office 2003 (PowerPoint, Excel, Word), MailChimp, Managing Social Media, Sales CRM, Systems Management, Network Security Compliance, Export Compliance, Wordpress Resume.