

SENIOR ACCOUNT EXECUTIVE

Top performing marketing executive – Creating compelling campaigns for print and online

Award-winning marketing leader who thrives in fast-paced business environments, devising solutions for print and digital venues that outperform targets and over-deliver to customers.

- ◆ Unflappable Account Manager: Oversee 250+ active accounts generating \$4MM+ annually.
- ◆ Goal achiever: Outperformed targets on Answer Book, Star of the City Awards and more.
- ◆ Incentivizer: Initiated restructuring of commission plan that motivated reps and increased sales.
- ◆ Sought-after resource with sharp memory: Knows extensive portfolio of products inside and out.

CORE COMPETENCIES

- ◆ Account Management
- ◆ Advertising Sales
- ◆ Print, digital & special projects
- ◆ Business Development
- ◆ Customer Service
- ◆ Sales Management
- ◆ Strategic Thinking
- ◆ Communications
- ◆ Relationship Management

CAREER PROGRESSION

CITY NEWSPAPERS, Detroit, MI May 2001 – Present
[Parent company to *State Journal*, *The City Times*, detroit.com and Takeone Digital]

Advertising Sales Manager

Expertly manage 6-8 multimedia sales representatives for 250+ retail accounts monthly, ranging in value from \$1K-\$15K. Key clients: Top Health Insurance, City Hospital, Health Inc., Hobby Lobby, Fountain Sports, State Bank, Pizzeria, NFL Team, Signature Jewelers.

BUSINESS DEVELOPMENT & TEAM LEADERSHIP

- ◆ **Secured Top Health Insurance account** that had not advertised with City Newspapers for 10+ years. Conducted multi-media campaign that **increased Top's membership 200K**.
- ◆ **Made recommendations that secured \$295K** new revenue in print and online products.
- ◆ **Led meetings with key accounts** and prospective clients on customized advertising plans, linking customers' marketing and promotion objectives using combination of print and online (detroit.com, social page management and Yahoo network).
- ◆ Motivated reps, increased sales, and reduced turnover by restructuring commission plan.

INNOVATION & TURNAROUNDS

- ◆ **Added 2500 names to flagging e-list** for Today's Deal product through highly successful partnership with Frank Productions. **Tripled prior year's revenue**, eclipsing competition.
- ◆ **Revived declining sales for Answer Book, increasing revenues \$20K** in 2010 by strategizing creative solution with newsrooms, design, marketing and online departments.
- ◆ **Doubled revenue from Star of the City Awards and increased contest entries 165%**.
- ◆ **Boosted revenues \$40K** in one year by revamping holiday publication and resource guide.

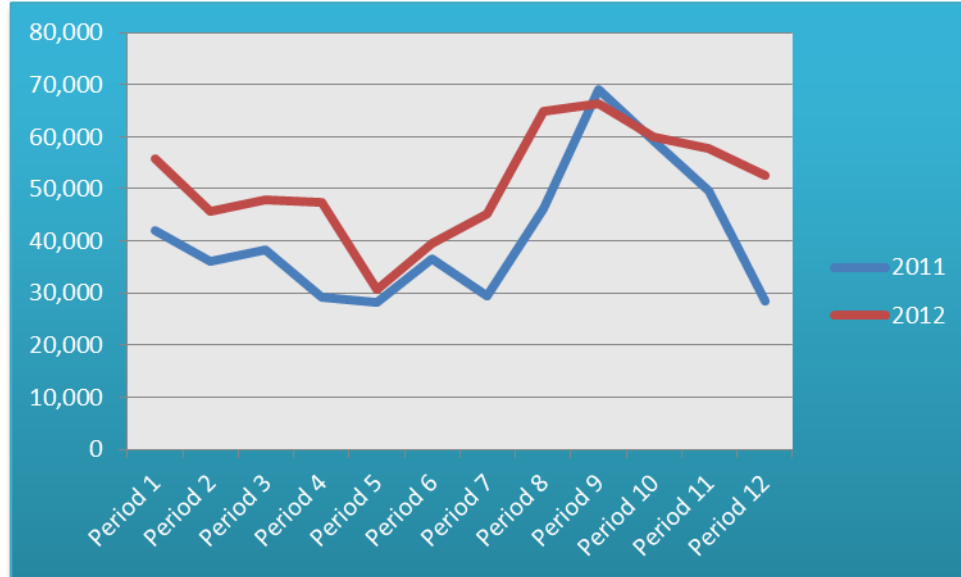
SALES SUCCESS

- ◆ **Outperformed reps on active accounts**, cross-selling into outlying products, adjustments and overall sales. In 2004, generated highest commission check of any rep in 8 years.
- ◆ **Awards received:** Moonshot Sales Challenge 2010 & 2011: only manager to exceed goal 2 consecutive years. Lee Enterprise new accounts 2010. Local Sales Manager Winner 5 consecutive months (5/10-9/10). Goal Achiever (2002, 2003, 2004).

"If every one of the reps followed Markita, we would have a team full of Rock Stars."

– K.R. Online Sales Manager, detroit.com

FY 2012 Digital Sales = 125% FY 2011



LOCAL PRESS-GAZETTE, Midtown, MI

April 1999 – March 2001

Account Executive, Automotive Accounts

Generated \$1MM+ daily through account list of 20 automotive dealers, including #2 and #3 dealers in city. Account value range \$5K to \$400K. Key clients: Broadway Automotive, Gandrud Chevrolet & Nissan, Van's Honda-Mitsubishi.

- ◆ **Exceeded annual revenue goal by 7%** even with one key client's departure.
- ◆ **Re-enrolled Broadway Automotive at 27% increase in spend.**
- ◆ **Awards received:** Online Salesperson of the Year 2001. Leader in sales for cars.com 2000. Salesperson of the month out of 25 reps, 3 times during tenure.

EDUCATION

STATE UNIVERSITY, Detroit, MI – **B.S., General Business Administration**

- ◆ American Marketing Association – Marketing Committee member
- ◆ Chancellor's Award for Outstanding Community Service

BRANDWORKS UNIVERSITY – **Continuing Education**

SKILLS

Microsoft Office Suite, APT, Shoutlet

"Markita does an awesome job in her role as retail sales manager. She keeps her team focused and aggressive. She is an asset to upper management with her sales experience in the market and history at City Newspapers."

– J.D. Retail Advertising Manager, City Newspapers

"Quite frankly, I couldn't have asked for a better partner." – K.R., Online Sales Manager, detroit.com