

# Justine Prescott

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## SALES & BUSINESS DEVELOPMENT EXECUTIVE

**Client Relations • Strategic Partnerships • Key Account Management**

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***Clearly articulate value proposition and overcome objections through intelligence gathering and solutions orientation to build market position and achieve sales goals.***

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Repeatedly successful in establishing, nurturing relationships with decision makers to capture new business and penetrate client accounts. Keen ability to gauge target markets and forecast trends to source sales opportunities and integrate new ventures with company goals—analyzing market strategy, examining risks and potentials, anticipating client and partner needs, and devising and negotiating strategies to close new business deals and grow sales. Poised self starter with high level of creativity, intelligence, resourcefulness, and problem solving skills. Seasoned presenter, able to introduce new concepts at top corporate levels. Intense work ethic and drive.

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## Professional Experience

ABC Company – Austin, TX

2011–present

### **SALES & BUSINESS DEVELOPMENT—President**

Collaborate with clients to develop and implement strategic sales and marketing plans designed for immediate revenue impact as well as contribution to long-range company growth. Actively source new advertising business.

- **Created successful promotional materials (print and online) for B2B and consumer publications.**

New Concepts Magazine – Houston, TX

2004–2011

### **BUSINESS DEVELOPMENT—President & Publisher**

Identified market void for the sale of a quality monthly newsprint publication for, about, and by women. Attracted advertising sponsors, developed relationships with vendors and other business partners, and created a company well-respected by readers and industry professionals for trendsetting innovation and application.

**Oversaw all business functions including sales, marketing, distribution, content development, and operations.**

Recruited, trained, and supervised 12-person team—outside advertising sales representatives, distributors, photographers, accountant, graphic artist, writers, and administrative staff.

- **Drove business growth from start-up to profit performance above projections.** Launched product in 3 counties and grew market to 6 counties, tripling revenue and distribution from 10,000 to 30,000 copies.
- **Grew advertising sales to \$30K in annual revenue** through aggressive sales/marketing campaigns to large-to-small sized businesses.
- **Captured top-name upscale fashion retailer account and leveraged long-standing relationship and results** to attract new sponsors and advertisers.
- **Drove marketing through editorial content development and market positioning**, boosting readership and engagement to propel mindshare and new/renewal sales.
- **Established Web and social media presence, achieving growth in both online readership and print subscriptions** by driving special website features while promoting newsprint publication.
- **Interviewed featured cover story guests including prominent, high ranking professionals**—Kendel Ehrlich, Katie O'Malley, Cindy McCain, Michelle Obama, Delia Denny, and Judy Wink.

XYZ TV – Houston, TX

2003–2004

### **BUSINESS DEVELOPMENT**

**Sold advertising space, produced commercials, and personally built client relationships** for this CBS subsidiary station. Developed creative, strategic promotions for client businesses to achieve sales goals.

- **Opened new territory** by identifying and capitalizing on new business-building opportunities with small-to-medium sized businesses. Built client base and set the foundation to achieve growth projections.
- **Secured \$50K in additional sales revenue** by aggressively soliciting a large home furnishing company.

ABC Publishing, Inc. – Houston, TX

2000–2003

## **REGIONAL SALES MANAGEMENT**

Recruited to sell sponsorships and advertising space for B2B publications and white papers. Selected for high profile sales assignment to build relationships with top executives and decision makers at major companies.

- **Achieved targeted sales goals developing new/existing business with high-profile accounts** including American Express and various IT companies.
- **Overcame client objections by developing executive-level relationships and presenting value** in alignment with brand image and business objectives. Sold, developed special business story concepts.

Franklin Publishing Company – Houston, TX

1989–1994

## **BUSINESS DEVELOPMENT**

Built, managed, and grew the rental list division and sales for this international printing company through multiple acquisitions. Personally managed prospects/customers and sales initiatives.

- **Initiated and developed key relationship with major publisher that generated \$300K+ in revenue.**
  - **Grew business list division beyond projections**, from a database of 500,000 names to an excess of 1 million names and 50+ products across various industries and demographics.
  - **Built strong relationships with key decision makers at national/international businesses** to drive new and recurring sales of list names. Represented company at major conferences and trade shows.
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## **Professional Affiliations & Honors**

**President** – Women's Networking Group

**Board Member** – Houston Charities, Inc. – Raised \$140K for breast cancer.

**Advisory Board Member** – Houston Advisory Board for Women Minorities

**Guest Speaker** – Houston Chamber of Commerce Awards

**Life Saver Award on Family of Violence – Mid Shore Council – Awarded to New Concepts Magazine**