

Timothy A. Henley

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Highly regarded sales/media development professional with expertise in relationship building and account management. Results driven, self-starter proficient in identifying appropriate decision makers and uncovering client needs. Proven track record of securing strategic key accounts, leading to substantial territory growth and revenue generation. Experience in managing multiple projects and developing measurable results.

Key Skills Summary

- ♦ Develop and Maintain Business Relationships
- ♦ Business Analysis & Process Improvement
- ♦ Presentation, Delivery & Public Speaking
- ♦ Graphic Design & Creative Marketing Strategies
- ♦ Interviewing, Writing & Editing
- ♦ Media Buying & Advertising Campaign Management
- ♦ Create and Execute Business Plans
- ♦ Educate Clients on Product Offerings
- ♦ Act as Liaison for Executive Management
- ♦ Identify Key Account Decision Makers
- ♦ Direct, Coordinate and Review Sales Activities
- ♦ Prospect and Identify New Customers
- ♦ Maintain Knowledgebase of Industry Products
- ♦ Ensure Customer Satisfaction

Professional History

Yellow Book USA, Pittsburgh, PA (2004 to 2008)

Account Representative

- ♦ Cultivated and maintained lucrative business relationships with over 200 advertisers in assigned territory for print ad and online advertising campaigns; secured over 81% renewal rates annually, grew new business through persistent and persuasive sales presentations and became a trusted business to business sales partner.
- ♦ Developed and presented customer advertising plans and strategies; compiled relevant competitive data to define expected outcomes.
- ♦ Aided in the creative process by suggesting ad designs, marketing budgets and ad placement.

Sears Grand Department Store, Pittsburgh, PA (2007 to Present)

Appliance Sales Representative

- ♦ Acknowledged as a customer service leader by uncovering customer needs and providing pertinent product information; ranked #1 storewide for sales revenue generated.
- ♦ Exceed goals and customer service indicators in the sale of appliances; Kenmore, LG, Whirlpool, Samsung, Kitchen-Aid, Jen Air, Maytag, Electrolux and Frigidaire products, maintain current product information regarding features and functionality.

Alle-Kiski Today, Tarentum, PA (2002 to 2003)

Sales Manager, Design and Production

- ♦ Led all operations and implementation activities for new monthly publication; oversaw all design, layout, production and sales strategies.
- ♦ Drove creative design processes; handled photography duties, utilized Photoshop, Illustrator and Quark to create publication, managed design staff and interacted with customers to create ads.
- ♦ Managed third-party printers for production; negotiated printing and pricing contracts.
- ♦ Led aggressive sales strategies and secured over 100 new advertising clients in 18 months.

Clipper Magazine, Pittsburgh, PA (1999 to 2002)

Account Executive

- ♦ Led new territory development for bi-monthly publication; secured new key accounts by identifying key decision makers and making appropriate recommendations for media advertising placement, resulting in substantial advertising revenue of over \$20,000 in ad sales per issues.

Pennysaver Publications, Pittsburgh, PA (1989 to 1999) (2003 to 2004)

Account Executive

- ♦ Ranked in the "Top 5" for seven consecutive years; led sales team in growth, repeat sales, and client satisfaction.
- ♦ Selected to increase sales in underperforming territories; tripled sales within a 6 month time period.