

John Harrison

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Objective: Accomplished advertising professional with a dynamic career leading a major media production company to success. Known for strengthening the organization to compete in competitive markets both directly and through leadership of others. Record for delivering innovative marketing concepts and strategies that work. Effectively manage the sales cycle process from client consultation to closing. Core strengths encompass:

Experience: **CABLE MEDIA PRODUCTIONS** *New York, New York*
Senior Advertising Manager 2000 to Present

- ◇ Spearheaded key account development programs that targeted, penetrated, and launched business growth throughout Northeast, Southeast, and Midwest regions.
- ◇ Overachieved projected sales volumes for 2007 by 74%.
- ◇ Established senior-level contact with 43 advertising agencies throughout New York City and Boston.
- ◇ Effectively negotiated and sold 30-second units of commercial advertising space to client agencies with major accounts that included Coors, AT&T, Lucent Technologies, Clorox, and Avon.
- ◇ Positioned Discovery Communications as a viable advertising avenue to target viewer audiences inclusive of preschool to elementary aged children and adults in the 25-54 age category.
- ◇ Orchestrated the promotion of in-banner advertising and hotlinks.
- ◇ Secured Cable Media Production's first million-dollar advertising sale with AT&T.
- ◇ Single-handedly negotiated and closed network's first online deal with Independent Films in 2009.
- ◇ Pioneered the organization's cross-channel promotion programs, heightening American Production's visibility with additional coverage in U.S. News and World Report magazine.
- ◇ Captured the interest of clients and professional audiences of up to 300, with powerful, invigorating presentations illustrating the benefits and value-added solutions of cable network advertising.
- ◇ Created innovative account retention programs to protect key clients from competition.
- ◇ Pioneered the development of sales and marketing

strategies and Chaired weekly competitive meeting to discuss season networks, market segments, and departmental issues with senior management, account executives, account planners and sales assistants through open discussions and persuasive presentations.

- ◇ Launched the business growth and development of this fledgling network cable start-up company.
- ◇ Developed convergence marketing proposals tailored to \$500,000 budgets, mapping multifunctional advertising packages that incorporated the Discovery Channel's magazine, website and network. advertising packages that incorporated the Discovery Channel's magazine, Website, and network.
- ◇ Spearheaded the development and execution of Internet-based hotlinks advertising.
- ◇ Collaborated with the International Education Society on the introduction of an online chat room to encourage post-viewing discussions among students.
- ◇ Technically astute and aware of our full product set, including software solutions.

Education: *PACE UNIVERSITY* *Pleasantville, New York*
Bachelor of Business Administration 2000

Accomplishments: Recognized at 25 Top National Sales Organizations, Media and Marketing Magazine, 2010
Excellence in Salesmanship based on Meyer's Survey, 2007-2008

Affiliations: Vice President, American Management Association, 2007
present
Heart Walk Captain, American Heart Association, 2005
Committee Member, Community Mainstreaming Program, 2009
Committee Member and Fundraiser, National Committee For Aids Research (NCFAR), 2011

References: Available upon request