

RESUME SAMPLE | HEAD OF SALES / CHIEF REVENUE OFFICER

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SALES EXECUTIVE & RELATIONSHIP ARCHITECT

Leveraging an Invaluable Network of Contacts to Create Multimillion-Dollar Partnerships

— Cross-Vertical Experience in Sports & Entertainment, Media, and Luxury e-Commerce —

Revenue catalyst with C-level sales expertise who creates synergistic relationships with the world's most influential brands to close, multi-year, multimillion-dollar deals. Empowering sales leader who develops top-performing teams in start-up and enterprise environments, and offers proven expertise galvanizing exponential growth.

Key Strengths Include:

- ✓ Building & Leading Sales Teams
- ✓ Strategic Partnerships
- ✓ Enterprise/C-level Sales
- ✓ Brand Integration
- ✓ Multichannel Sales Strategy
- ✓ National Agency & Brand Relationships

- ⇒ Defined B2C platform strategy for influential media venture, Time Global.
- ⇒ Built 25-person sales team at Rue La La and crystallized 211% revenue growth.
- ⇒ Boosted revenue at The CUT by 310% as driving force behind design and launch of multiple media assets.
- ⇒ Closed blue-chip partnerships with Fortune 500 leaders at the New York Giants, upwards of \$80M annually.

CAREER HISTORY

Time Global – a Google brand, New York, NY | 2017 – Present

Head of Media Sales

Defined Agency/Partner Channel Strategy → Fortune 500 Partnerships valued at upwards of \$3M

Recruited by founder to establish commercial objectives, build strong team as foundation for growth, and ignite new opportunity through extensive brand and agency outreach. Set forth vision and strategy to drive expansion through agency and direct business, defining go-to-market and launch plans that leverage brand equity of founder, while carving out niche positioning for wellness-focused platform.

Business Planning & Market Strategy

- Defined agency pitch and led team in executing 5-month business development effort to educate, engage, and influence decision-makers.
- Developed sales and revenue positioning for investor roadshow. Presented short-term/long-range targets in successful capital raising effort.
- Crafted product value story for Coca Cola/P&G to secure multimillion-dollar media investment.

The CUT, New York, NY | 2016 – 2017

Chief Sales & Revenue Officer

Set Executive Charter to Build 20-Person Team → Catapulted Revenue by 310% in 1 Year

Hired as employee #14 during period of exponential growth. Collaborated with founders on commercialization strategies to maximize revenue potential of news platform while maintaining journalistic integrity. Designed digital programs aligned to unique goals and objectives of individual partners. Managed relationships with Google, Chase Bank, Netflix, Victoria Secret, Ugg, and others.

Enterprise Accounts & Exponential Growth

- Re-envisioned sales strategy with focus on value-delivery, presenting analytics-driven recommendations to Casper bedding that **expanded relationship by 2X to ~\$2.5M.**
- Spearheaded Google collaboration on *No Excuses* campaign, which **mobilized 115,000+ readers to register to vote**, with over 90,000 in The Cut's primary demo of female millennials.
- **Differentiated and diversified product suite** via design of Cut Life, Cut Suite, and other branded assets in order to scale the business.
- **Closed largest partnership-to-date**, aligning multiple stakeholders to build customized programs for 5 different business units at Chase Bank, each with different messaging and strategic objectives.

RUE LA LA, New York, NY | 2012 – 2016

Head of National & Entertainment Sales

Led 25-Person Team Selling Partnerships & Custom Solutions → Over 50% of Total Company Revenue

Recruited by co-founder to develop national sales division. Built and led business unit that delivered over 50% of overall revenue, consistently outperforming all other sales teams. Partnered with senior leadership on tactics to monetize cross-channel assets and championed bespoke approach to program development.

National Accounts & Strategic Brand Integrations

- **Closed 200+ national accounts** with marquee advertisers across multiple verticals including Helmut Lang, J. Crew, L'Oréal, Theory, Estee Lauder, NARS, Shutterfly, NFL, MBA, and Broadway.
- Led team to consistently **deliver upwards of 200% to goal**, catapulting sales by 211% in just 1 year.
- **Partnered with client-side brand executives** to create multi-platform digital packages, driving sales and new customer acquisition by leveraging integrated capabilities across new branded platforms.

THE NEW YORK GIANTS, East Rutherford, NJ | 2009 – 2012

Director of Corporate Partnerships

Managed Strategic Relationships & Person Team → ~\$75M in Annual Revenue Delivery

Advanced from ticket sales to oversee corporate suite sales and partnership team as direct report to Jets ownership. Consistently ranked #1 out of 34 sales executives. Positioned, negotiated, closed, and nurtured multimillion-dollar partnerships. Served as liaison for all corporate partners and high-profile guests.

Corporate Sponsorships, Partnership Strategy, & Customer Experience

- **Engaged Fortune 500 C-level executives** and high-profile athletes, celebrities, and public figures to promote suite sales and immersive experiences.
- Led team in building and managing relationships to **close long-term, 7-figure branded partnerships**; including, stadium naming rights, ATM/stadium facilities, and other cornerstone sponsorships.

EDUCATION

NEW YORK UNIVERSITY – Business Administration Major

COMMUNITY & PROFESSIONAL AFFILIATIONS

Dress for Success | Homeless Solutions | Market Street Mission | City Harvest
Montville Township PTO, Member | Exhale, Brand Ambassador | Girl Scouts of America Ambassador

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