

David Johnson Strategic Sales Management | High Revenue Production | Exceptional Relationship Building

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*Top sales and marketing professional with history of **record-setting territory revenues***

Sales of **\$20MM** during my career. Expert in **consultative sales** approach, specializing in **print and digital media, trade shows and conferences**.

Print Advertising Sales | Digital Advertising Sales | Business Development | Lead Gen | Sponsorships | Trade Shows

Sales Expertise

Print Sales

I've worked with **Hearst** (*Town & Country, Country Living, Cosmopolitan, Esquire*), **Peach State Publishing** (*RE Vision*), **Group B Media** (*Business Buildings Executive*), and **Expansion Media** (*Expansion Monthly, Real Estate Relocations*), among others.

Started **Sales Innovation**, helping media companies, marketing organizations and creative agencies increase revenues through **cold-calling, consultative marketing, lead generation, public relations campaigns, trade shows, RFP responses and consulting services**.

- **High Revenue Generation:** **\$1M in average annual sales for 19 years**.
- **High Closing Rate:** Closing rate of **over 50%** with Peach State Publishing, while **upholding rate card. #1 sales rep**, with **highest yield per page**, closing 1/3 of Peach State's revenue for 10 years.
- **Long-Term Accounts:** Developed **10+-year relationships**, giving publishers dependable annual revenue.
- **Increased Market Share:** Went from **20% to 62%** market share for ads, while maintaining highest annual revenue among seven direct competitors.

Digital Sales

As content and marketing moved to the internet, I began selling digital products, including banners, links, display ads on websites, email campaigns and other digital products.

- **Revenue Despite Downturn:** Helped publisher **retain revenues of \$3M during economic downturn**, transitioning clients from print to online marketing and digital advertising.
- **Analytics:** Tracked and **maintained digital metrics**, retained client investments by adjusting digital placement strategy.
- **Networking/Prospecting:** Provided strategic relationship and sales services for public and private sector clients through professional prospecting, account management, and consultative marketing.

Sponsorships

In addition to selling single ads and ad schedules, I created proposals for and sold multi-product sponsorships to increase revenue and create year-round revenue streams.

- **Marketing Services:** Wrote copy and designed promotions, providing integrated marketing solutions, including PR, digital, print and professional networks.
- Bundled print advertising, digital products, trade show booths, cocktail party naming rights, direct mail campaigns, lead-generation programs and email blasts.

Trade Shows

I have extensive expertise in the trade show space, selling not only exhibit booths, but also program book display advertising, event sponsorships and pre- and post-event attendee contact programs.

- **Increased booth sales by 26%** for national trade show using bundles unique to each exhibitor.
- Sold out all sponsorship opportunities (coffee breaks, dinners, luncheons, cocktail party, golf tournament).

Additional Expertise

Arts-Related Fundraising/Grants

As an avid painter, I have been involved in the arts scene for more than 20 years. As a member of the **board of directors for the Marietta Arts Council**, I became the **marketing chair**.

- **Helped raise \$350,000 in three years** for Roswell Arts Fund via donation and grants.
- Helped write a **business plan** for an **Atlanta-based city arts magazine launch** (postponed by the COVID-19 pandemic). Project included print magazine, special events, continuing-education seminars for small-business owners and website/community information portal. Helped write a business plan to research the launch of a trade association that would certify site selection professionals.

Property Management/Contracting Services

Beginning in **1999** I began purchasing, renting and managing my own residential properties, handling all contracts, repairs and remodeling. Starting in 2018, I began offering remodeling, renovation and other property contractor services to residential and commercial clients under my company, **Quality Home Services**. I spec projects with clients, then either hire and manage sub-contractors or perform the work myself.

Education

Bachelor of Arts, Advertising and Communications - Georgia State University

Core Competencies and Attributes

Multi-channel/multi-media marketing and sales
Strong written and verbal communication skills
Experienced negotiator | Pricing strategist
New product development and launch

Strategic relationship builder/manager
Skilled at analyzing digital metrics
Integrated marketing communications
Salesforce | Constant Contact | MediaRadar