

769 Robbins Loop Court, Reynoldsburg, Ohio 43068

•614-600-9199•sjohnson001@insight.rr.com

## Steve T. Johnson

### Sales & Advertising Executive

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Accomplished Senior Advertising Sales Executive with experience in management.

Earned the respected CSS designation and successfully completed paradigm training.

Proven track record of cultivating client relationships to build a lasting and mutually beneficial partnership. Keen ability to structure a customer focused solution based on an understanding of a client's business goals and objectives combined with a customer needs analysis. Strong foundation in sales as a rainmaker who is a best in class networking professional. Build lasting and meaningful relationships which has enabled me to garner a multitude of loyal customers. Seasoned prospector, outstanding interpersonal communicator and account penetration specialist. Initiate opportunities to secure additional exposure for advertisers. A reputation as a results oriented, persuasive sales leader with proven success in new market identifications, strategic thinking and problem solving.

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|--------------------------------------------------|-----------------------------------------|
| - Pipeline and opportunity maximization          | - Seasoned prospector/hunter            |
| - Customer focused solutions                     | - Consultative approach                 |
| - Dynamic networking professional                | - Account penetration specialist        |
| - New business development                       | - Client relationship management        |
| - Outstanding interpersonal communication skills | - Build lasting relationships           |
| - Digital advertising                            | - Multi-dimensional solution consultant |
| - Advertising campaign management                | - Project management                    |
| - Highly organized multi-tasker                  | - Work well under pressure              |

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April 2004 - Present

NBC WCMH

Columbus, Ohio

#### **Account Manager**

- Manage a \$4 million transactional account list and grew station shares by negotiating Nielsen ratings, selling special packages, sports opportunities and forming relationships with advertising agencies and clients;
- Develop new station revenue with local direct clients by creating marketing solutions based on specific customer needs;
- Build local promotions and contests, execute on-air and digital campaigns and community events;
- Eleven consecutive years as one of the top two in new business sales;
- Surpassed expectations by closing multiple annual commitments with key area businesses through diligent prospecting, avid follow through and keen relationship building;
- Selected to pursue key account and corporate opportunities in addition to large regional advertising contracts based on professional communication skills, marketing acumen and robust sales cycle management;
- Self-generate business opportunities, conduct client needs assessments, and reach top level decision makers to secure the relationships and commitments needed to sustain revenue growth.

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## Steve T. Johnson

September 1994 - April 2004

ABC & Fox 28

Columbus, Ohio

### Account Executive

- Served my clients as a consultant to help them uncover their key marketing challenges;
  - Created effective marketing campaigns to help clients achieve their business objectives;
  - Responsible for advertising sales;
  - Negotiated and developed advertising agency relationships;
  - Developed key regional advertising relationships;
  - Created business opportunities, conducted client needs assessments, and reached top level decision makers to secure the relationships and commitments needed to sustain revenue growth.
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November 1991 - September 1994

Fox 28

Columbus, Ohio

### Community Affairs Director/Television Host

- Managed the public relations department;
  - Evaluated and implemented sales promotion programs for our community partners in the non-profit sector;
  - Developed public relations strategies, campaigns and initiatives for these community partners to improve the public perception of their organization;
  - Enhanced the image of the station by associating with high profile non-profit organizations;
  - Wrote, created and produced public service announcements for various non-profit organizations;
  - Hosted a public service debate format show to discuss topics such as homelessness, poverty, education, autism and the effect of drugs on our communities;
  - Managed the public relations budget.
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September 1993 - September 1994

Ohio Dominican University

Columbus, Ohio

### Student Retention Coordinator (Part time)

- Responsible for the recruitment and retention of students.
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## Education

May 1986

Ohio Dominican University

Columbus, Ohio

### Bachelor of Arts in Communication (BA)

## Community Involvement

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- ♦ High School Basketball Coach
- ♦ Action for Children Board Member
- ♦ United Way Volunteer
- ♦ Ronald McDonald House Volunteer
- ♦ American Heart Association Board Member