

**SHANNON McNEILL**  
Purchase, NY 10577

ShannonMcNeill@gmail.com  
(914) 393-6004

## **SALES/MARKETING EXECUTIVE**

*Strong Relationship Builder \* Confident Negotiator \* Experienced Closer*

Accomplished advertising professional with 12 years of comprehensive sales and marketing experience resulting in over \$4M in sales. Proven talent to identify and develop strategic relationships, increase customer base, and achieve sales goals in traditional and new media. Qualification highlights include:

- |                                  |                                       |  |
|----------------------------------|---------------------------------------|--|
| <b>*Project Management</b>       | <b>*Customer Needs Analysis</b>       | <b>*Customer Focus</b>                 |
| <b>*Cross-Channel Promotions</b> | <b>*Product Sales &amp; Marketing</b> | <b>*Polished Presentation Skills</b>   |
| <b>*New Business Development</b> | <b>*RFP Responding</b>                | <b>*Promotion &amp; Event Planning</b> |

### ***Professional Experience***

#### **Senior Account Executive**

*Groupon- Westchester County, NY*  
2011- current

Manage consultative outside sales for the Westchester, NY region of online daily deal site. Leverage current connections and develop new business relationships, through canvassing and cold calling, to build partnerships with local merchants. Deliver creative presentations tailored to demonstrate how the product relates to each client. Present Groupon as a unique alternative for businesses to promote their business, grow their customer base and increase awareness of their brand. Negotiate and structure incentives for merchants to run on the first and most established daily deal site in Westchester.

##### Noteable Achievements:

- 2011 performance recognition for achieving and exceeding revenue goals
- Brought in over \$500,000 in revenue during first 6 months
- Reached 124% of monthly sales quota in December 2011

#### **Director of Sales**

*Just Add Water- New York, NY*  
2010- 2011

Utilized complete knowledge of full sales cycle to successfully secure new business and sell post-production services to producers and creative directors at New York City based agencies. Researched new client prospects and scheduled appointments to show *Just Add Water* reel. Created and developed events to promote *Just Add Water* for current and potential clients.

##### Noteable Achievements:

- Developed sales and marketing department by establishing processes for sales effectiveness which included efficient methods to prospect, cold call, track leads, deliver pitches and close contracts
- Designed a comprehensive marketing strategy including Facebook, Twitter, web page development and press releases to industry publications

#### **Senior Account Executive**

*KSLX Radio- Phoenix, AZ*  
2004- 2010

Developed long-term strategies for current and prospective clients in order to optimise advertising budgets. Researched demographics and psychographics of company and industry to acquire sponsorships and events that increased awareness of brand or compelled a call to action from consumers. Negotiated with C-level

Shannon McNeill

*(KSLX Radio continued)*

executives regarding cross-promotion marketing platforms that incorporate Internet, radio, TV, billboards, live events, and print to maximize client success and a high return vs. price ratio.

Noteable Achievements:

- 2008 leader in number of clients sold for station promotion by securing more than 50% of signature sponsorship opportunities generating \$60,000 in revenue
- Secured and negotiated the structure, price points and details of Harley Davidson promotion resulting in significant advertising funding and a Harley Davidson giveaway
- Awarded "Rookie of the Year" in 2005

*"Shannon ... continues to provide excellent service each year. Shannon makes sure the needs the agency and of our clients are taken care of. She is active in bringing new ideas to the table and going above and beyond to make something work."*

*John Doe, Doe Advertising LLC*

*KSLX Radio- Phoenix, AZ  
2003- 2004*

**Promotions Director**

Led department personnel in the promotion and marketing KSLX radio to Phoenix metro of 4 million. Liaised between programming and sales to develop overall station strategy, campaigns, themes and marketing approaches. Supervised the development and execution of all station promotions and community affair efforts. Utilized creative revenue-generating promotions that attracted listeners and new clients to enhance station image and visibility. Managed annual marketing budget of approximately \$100k, determined ROI of marketing initiatives and negotiated all radio station purchases for appearances and events.

Noteable Achievements:

- Secured event opportunities with organizations such as the Phoenix Suns, Phoenix Coyotes, Arizona Diamondbacks, local and national concert promoters

*"If you are looking for someone with no understanding of the phrase "it can't be done", Shannon is your choice. Hard working, intelligent, charming, and a sense of urgency to every mission. She can lead and she can follow. A true team player." Carl Porter, KSLX*

*Kiss-FM (KZZP) / Clear Channel Communications- Phoenix, AZ  
2000- 2003*

**Director of Promotions**

Tasked with transitioning the station brand from ZZP to Kiss-FM. Produced large level promotions and events generating multi-media public relation opportunities. Coordinated facets of on-site live broadcasts from events such as the Radio Music Awards and American Music Awards.

Noteable Achievements:

- Successfully launched and positioned new Kiss-FM brand to the Phoenix metro, the 5<sup>th</sup> largest city in the country, as a Top-40 station
- Worked with Arizona MLB, NBA, WNBA, and NHL teams for 3<sup>rd</sup> party cross-promotional opportunities to increase attendance of games

***Education***

**Bachelor of Science in Marketing-** University of Phoenix (graduated with honors; 3.8 GPA)

***Activities***

Board of Directors, Release the Fear