

# ROBERT GORDON

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## Resume Objective

Experienced and accomplished Sales Director and Business Development Manager with over 15 years of experience looking to leverage my extensive background in digital marketing into a new and exciting opportunity with a Digital Agency.

## EXPERIENCE

**DATES FROM – SEPTEMBER 2019 – MAY 2020**

### **BUSINESS DEVELOPMENT DIRECTOR, RICHMOND EVENTS**

Marketed participation to our global digital marketing events.

Worked directly with C-Level associates at advertising and marketing agencies.

Presented our digital programs and packages to corporate CMO's of companies like PepsiCo, MasterCard, Nestle and Marriott.

**DATES FROM – AUGUST 2016 – AUGUST 2019**

### **SALES DIRECTOR – DIGITAL MEDIA, ALL OVER MEDIA**

Created and implemented a new national digital media network for All Over Media.

Developed partnerships with outdoor media companies to expand our network.

Presented and sold digital marketing campaigns to national advertising agencies, media buyers and companies.

**DATES FROM – JULY 2011 – JUNE 2016**

### **VP SALES, BOARD MEMBER, PUMPIT MEDIA**

Helped break new ground by introducing Digital Out of Home technology into the Northern European market.

Developed partnerships with outdoor media companies to expand our network.

Presented and sold digital marketing campaigns to national advertising agencies, media buyers and companies.

Developed partnerships with retail locations to grow and expand our network.

Sold advertising space to national companies on our network.

Sold my company shares in 2016.

**DATES FROM – MAY 2004 – JUNE 2011**

### **NATIONAL SALES DIRECTOR, THE OUTCAST NETWORK/PUMPTOP TV**

Averaged over 4 million in advertising sales per year.

By 2009, PumpTop TV (later changed to The Outcast Network) was the largest digital out of home advertising network in the United States.

Sold and supervised ad campaigns to many large companies (GM, Best Buy, Sony Pictures, Disney, Subways, Coca Cola, Johnson & Johnson).

## EDUCATION

**MAY 1990**

**BACHELOR'S DEGREE, COMMUNICATIONS, BOSTON UNIVERSITY**

3.7 GPA, VP of AdLab (Boston University on campus ad agency), Marketing Associate with WBUR Radio station, Internship with Hill Holliday Advertising Agency (3 years).

**MAY 2002**

**MASTER OF BUSINESS ADMINISTRATION, CONCORDIA UNIVERSITY, IRVINE CA**

3.8 GPA, completed course work in the evening while working full time.

## SKILLS

- A strong book of business and agency contacts
- A seasoned cold caller
- Experience training and supervising a sales staff
- Knowledge of programmatic and TV advertising techniques
- Account management professional
- Business Development professional

## ACTIVITIES

The Westchester County Transcendental Meditation Group. Meditation keeps my mind alert and my body calm. I also hike and play tennis.