**Hendrick Mickelson**

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**Career Summary:**

Accomplished Advertising Sales Executive with abilities to capture minute details and highlight products and services impressively. Exceeded sales target by using innovative and unique techniques. Convinced clients for picking right advertising format as per their needs. Thorough understanding of the entire promotional campaign process and willing to travel to any locations to boost company business.

**Summary of Skills:**

* Outgoing personality and ability to build relationships with clients
* Ability to handle stressful situations and meet daily targets
* Excellent communication and interpersonal skills
* Confident about managing clients over calls and able to handle stressful situations
* Up-to-date knowledge about current trends in marketing
* Strong understanding of demographics to identify target audience for clients
* Experienced in handling printed as well as online advertising

**Work Experience:**

Advertising Sales Executive

Delson Design Corp., Chandler, Arizona

September 2015 – Present

* Designing series of combo offers for advertisement campaigns that incorporate promotional activities for TV, radio, print media and online marketing
* Collecting feedback from clients and market and passing to art department and other teams for further improvements
* Studying competitors' ad campaigns and giving clients the best advice
* Preparing presentations and demos and explaining type of advertising services to prospective clients offered by the company
* Responsible for client retention, problem resolution and supervision of different teams to see that the client needs are met
* Tracking different sales campaign and preparing report for each client

Junior Advertising Sales Executive

Elixir Communications Pvt Ltd., Chandler, Arizona

April 2013 – August 2015

* Collaborated with different teams., developed effective marketing strategies, and attracted new clients
* Explained possible advertising campaigns to clients who were interested in utilizing company's services
* Handled multiple accounts right from pitching of promotional campaigns to completion of deal by taking regular follow-ups and maintaining proper documentation
* Encouraged priority clients to spend more and to use the latest promotional campaigns to boost product sale
* Played the role of a liaison between clients and various departments

Assistant Advertising Sales Executive

Big Media Technologies, Chandler, Arizona

October 2011 – March 2013

* Maintained proper client records and accurate invoicing reports ensuring client continuity
* Met clients at their offices for discussing which advertising platform was best suited for their business
* Provided weekly updates about the state of promotional and media campaigns to assure the clients demand are kept in picture while designing advertisements
* Performed cold calling to identify local clients who would need promotional campaigns to advertise their new products
* Prepared attractive presentations to convince the potential clients about firm's advertising facilities
* Contacted clients on phone to get reviews about ongoing promotional campaigns and noted down their minor change requests

**Education:**

* Masters in Marketing and Communications   
  ABC University, Chandler, Arizona   
  2010
* Bachelors in Arts in Public Relations  
  ABC University, Chandler, Arizona  
  2008

**Reference:**

On request.