

RESUME'

Pandora Yeargin-Johnson

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PANDORA YEARGIN-JOHNSON

435 Carriage Gate Trail
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Top-ranked, results oriented Sales and Marketing Executive with a 20+ year solid record of success in Advertising, Marketing, Media Sales and Management with a passion for winning! Effective leader, coach, and closer committed to solutions-based, data-driven sales strategies that result in revenue growth. Ambitious achiever with proven track record in Cross Segment Marketing, Creative ideation, Multi-channel media planning and execution (digital, broadcast, mobile, social, outdoor and print). Excellent written and verbal skills with proven success penetrating client and agency organizations, building strategic alliances with organization leaders and key influencers. Successful development of key business relationships with large market/ multi-national companies through focused leadership, strategic thinking, business maturity, opportunity management and targeted sales approach.

SUMMARY OF QUALIFICATIONS:

*** **BACKGROUND ENCOMPASSES EXTENSIVE PROFESSIONAL B2B SALES MANAGEMENT, ADVERTISING AND MARKETING EXPERIENCE** in the following key positions of responsibility: National Director – Sales & Marketing Partnerships (Network Radio) Sr. Marketing Director (Market Research); National Manager, Senior Account Manager/Account Executive, Regional Sales & Marketing Director, Local and General Sales Manager, General Manager (Advertising & Broadcast); Field Marketing, Local Store Marketing, Community Relations (Restaurant/Fast Food)

*** **PROVEN EXPERIENCE IN SALES** New Business Development and account growth specialist with an entrepreneurial spirit, naturally driven to succeed. Strategic approach to growing existing business and account acquisition, sales presentation and negotiation to insure the highest close ratio and client satisfaction in fast-paced team selling environments. Thorough knowledge of consultative selling techniques within complex product lines and sales cycles. Consistently exceed territory growth revenue quotas.

*** **SKILLED IN MARKETING** Innovative Senior Level executive with specific expertise in high volume, cross-platform marketing plan development and execution, competitive analyses and research; Communications; creative marketing asset development; promotional/event marketing, grass roots/gorilla marketing, plus creative brainstorming facilitation. Non-Traditional Revenue (NTR) specialist. Proven expertise developing innovative, customized client solutions tailored to meet long term customer needs and grow revenue.

*** **ADVERTISING** with specific expertise in media plan development, analysis, negotiation and placement (Radio, Digital, Mobile, Social Media, TV, OOH). Experienced in all aspects of campaign management including media planning and placement, creative development and testing/analysis. IAB certified.

*** **DEMONSTRATED MANAGEMENT ABILITY** with specific experience in: building and motivating teams to meet objectives and exceed performance objectives including business development, budgetary planning and profitability management. Proven success in business growth strategies and crisis/issues management. Analytically focused, tenacious thought-leader that consistently exceeds expectations. Cross-functional executional proficiency.

*** **EXCEPTIONAL PRESENTATION AND ANALYTICAL SKILLS** with specific experience in: Developing and presenting sales and promotional presentations; managing multi-faceted projects simultaneously; situation/competitive analysis; Monitoring/analyzing research, promotions and sales to evaluate effectiveness; tracking new and test product activity; coordinating special promotions, trade shows, seminars and experiential events.

*** **EXCELLENT COMMUNICATIONS SKILLS (VERBAL & WRITTEN):** Proven ability to develop a positive rapport with key influencers of all background and management levels and articulate understanding of products, services and technology. Proven expertise navigating complex management layers in order to drive results.

*** **PROFICIENT COMPUTER SKILLS:** Microsoft Professional Applications: PowerPoint, Excel; Salesforce, Citrix, Sales Scan, Integrated Radio Systems (IRS); Matrix, Arbitron, Scarborough, Nielsen, RADAR Research

PROFESSIONAL EXPERIENCE:

National Director – Business Development

Reach Media / Radio One

2011 - current

- Drive Profitability through account growth and new business through Strategic partnership development
- Identify unique opportunities through Intelligence research and established relationships
- Conceptualize, develop and create client-focused customized multi-platform integrated campaigns that build Brand Loyalty and engagement. Project management from beginning to execution.
- Formulate solid, effective and executable sales strategies
- Train/develop sales representatives and support staff
- High Impact to grass roots; traditional and non-traditional
- Multi-channel media planning, creative ideation and execution
- Responsible for key account growth and new business development for East Coast accounts DC to Miami; Tennessee to Kentucky. Top accounts (1Million+) include: Home Depot, America's Best, Bahamas Tourism, AT&T.

Accomplishments

- ✓ Presidents Club Award Winner
- ✓ Top Contributor: Digital, Mobile, Social and Event Sponsorship Sales
- ✓ Southeast Regional Sales Growth 350% over 5 years

VP Network Sales & Marketing

SUN Radio Network

2010 - 2011

Accomplishments:

- ⇒ Responsible for planning, developing, implementing, and measuring corporate marketing strategies and marketing communications.
- ⇒ Development and implementation of sales and support materials. Directed marketing efforts and coordinated efforts at the strategic and tactical levels across multiple departments and teams.
- ⇒ Effective execution of fully integrated marketing programs to attract new clients and objectives.

National Director – Sales & Marketing Partnerships

Citadel Media Networks (formerly ABC Radio Networks)

2008 – 2010

Accomplishments:

- ⇒ Responsible for Urban Sales in two territories – Southeast and Southwest - \$12 Million. Developed more than \$5 million in new and incremental business during 1st 2 years for the Southeast Territory
- ⇒ Responsible for new business development across all national Citadel properties. Nationwide territory – budget \$10,000,000.
- ⇒ Design and implement comprehensive marketing programs and deliver outstanding client services
- ⇒ Integrate and execute sales strategies and action plans to accomplish sales objectives
- ⇒ Top Contributor Awards

Regional Sales & Marketing Director

The Rail Network, Atlanta, GA

2007 – 2008

Accomplishments:

- Developed recruitment systems for finding and hiring Managers and Account Executives who were likely to succeed when hired.
- Developed promotional marketing materials and worked with vendors to create new B to B media marketing campaign.
- Provided Account Managers with solid guidelines that allowed them to act quickly when revenue generating opportunities presented themselves.
- Created Standards and Expectations guidelines that gave clear guidelines on staff policy.
- Developed systems for effective inventory management and pricing.
- Reduced sales costs by effectively managing cross promotion opportunities between complementary clients and negotiated substantial savings from vendors by helping them make sell services to other clients.
- Accomplished sales objective of \$1 Million in new business billing within 1st 9 months.

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Senior Account Executive

Infinity Broadcasting – WVEE RADIO, Atlanta, GA

2001 – 2007

Accomplishments:

- Proven success in new account development through deep account penetration (i.e. media planners, supervisors and directors, direct contact with C-Level Corporate decision-makers). Obtained more than \$250,000 in new business during 1st year thru direct client contact and creative promotional partnerships including NTR, co-op and vendor programs
- Increased station's share of advertising budgets from key accounts within first 18 months. Including Cingular Wireless 120%, Coke 58%, Outback Steakhouse 40%; Nissan 37%; ABC-TV 63%
- Top Sales contributor – consistently ranked in top 1% of sales executives company-wide

Senior Account Executive

ClearChannel Communications – WGCI RADIO, Chicago, IL

1996 – 2001

Accomplishments:

- Substantially Increased station's share of advertising budgets from key accounts during 1st 18 months including, but not limited to, Ameritech 250%, McDonald's 125%, Miller Brewing Company 140%, and Amoco 85% with continued double-digit growth each year thereafter
- Proven ability to utilize research to overcome objections
- Top sales contributor. Ranked in the top 3 account executives nationally for 4 years -- consistently exceeding revenue goals and budgets. Received top sales award for market cluster quarterly and annually 1998, 1999, 2000 & 2001.
- Broke several sales records including highest monthly billing, highest rates sold for a 60 second commercial in WGCI history and most new business & NTR generated in one year

Senior Marketing Director / Client Manager

1994 - 1996

The Gallup Organization, Chicago, IL

- Responsible for revenue growth, market analysis, and new business development with Chicago based multi-national corporations
- Development and implementation of marketing efforts including research conferences/shows
- Relationship builder (client/Gallup) and team coordinator
- Qualitative and quantitative project management

Accomplishments:

- \$500,000 in new business during 1st year with clients new to Gallup including McDonald's International, Joint Commission for Accreditation of Healthcare Organizations, WMX Technologies
- Coordinated series of breakfast seminars designed to educate clients and potential clients on new research technologies, application and analysis
- Created sales brochures to market Gallup's services

Sr. Account Manager

1993 - 1994

Multi-Media, Inc./WFBC Radio - Greenville, South Carolina

- Responsible for radio advertising sales
- New business development and maintaining/upgrading existing business
- Developed various sales and promotional campaigns (local, regional and co-op)
- Client needs assessment and media plan development, presentation and implementation

Accomplishments:

- Achieved Top Sales Contributor Award within first six months (from zero) through effective prospecting, market analysis and research
- Conceptualized, developed, and executed advertising and promotional tie-in campaigns (local and regional) for consumer and business-to-business clients including: Coca-Cola, McDonald's, Chiquita, Duracell, and Bi-Lo Supermarkets
- Sales close ratio of 70%
- Increased station visibility through advertising partnerships and promotional tie-ins with major community events and festivals

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General Manager/General Sales Manager

1991 - 1993

Greenville Family Broadcasting/WHYZ Radio - Greenville, South Carolina

- Responsible for sales, daily station operations, community relations, budget and inventory management
- Developed sales and promotional packages
- Worked closely with Program Director to develop on-air promotions to build sales and listenership
- Trained, developed and managed sales staff
- Increased station visibility through participation/sponsorship of various community events

Accomplishments:

- Increased account base 57% through prospecting and creative sales proposals
- Doubled promotional activity, which increased sales by 23%

Field Marketing/Community Relations Coordinator

1984 - 1991

McDonald's Corporation – Greenville, South Carolina

Analyzed promotions and sales to evaluate promotional effectiveness and company trends

- Tracked new and test product activity
- Coordinated promotions and special community events for restaurants and region (300 stores)
- Ensured consistency of promotional messages for national promotions/programs

STRENGTHS:

Self-motivated; excellent analytical and negotiation skills; goal oriented; proven ability to meet deadlines and work well under pressure. Strong business acumen. Exceptional skills in developing and implementing new business initiatives, meeting objectives, strategy development, identifying and capitalizing on new and innovative business development opportunities, building and sustaining client relationships. Conscientious leader and motivator with proven success in helping team members achieve their full potential.

PROFESSIONAL AFFILIATIONS

- Radio Advertising Bureau (RAB)
- American Marketing Association (AMA)
- Prevent Blindness Georgia (Board Member)
- Targeted Advertising Professionals (TAP)
- National Association For Female Executives (NAFE)

REFERENCES AVAILABLE UPON REQUEST