

Danielle Rosenfeld

Ad Sales Marketing Pro

(914) 980-5607 – danielle.rosenfeld@gmail.com

Making sellers look good since 2006. Specializing in driving revenue by ideating and developing innovative and strategic solutions for brand partnerships. Seeking a spirited sales solutions group serving a seasoned account team to join my strong expertise and gravitas with.

EXPERIENCE

ABOUT.COM: Sales Development Mgr., 2015 – present

Strategizing with cross-functional teams to conceptualize and create custom marketing programs for clients across digital, mobile, native and branded content. Managing the pre-sales process from RFP to launch, including designing and writing proposal materials.

DISNEY INTERACTIVE: Sales Strategy & Solutions Mgr., 2014 – 2014

Created original, strategic sales programs for Disney Family and Women's network of sites in order to drive revenue.

YAHOO: Property & Advertiser Solutions Mgr., 2011 – 2013

Supported a \$40MM 2012 revenue budget for Y! Shine women's lifestyle site, growing the YoY budget by 33%. Built custom editorially driven content sponsorships primarily for the consumer packaged goods category.

AOL: Sales Development Mgr., 2010 – 2011

Led the overhaul of sales collateral for AOL Music in conjunction with the relaunch of AOL Sessions –a premiere live music video experience. Monetized sponsorship programs for AOL Entertainment and Women's Lifestyle sites.

AOL: Sales Integration Program Mgr., 2008 – 2010

Executed post-sale implementation of custom sponsorships, providing quality assurance and continued support throughout campaigns. Partnered with cross-functional teams pre-sale to ensure logistical viability of sales programs.

INDEMAND NETWORKS: Ad Sales Coordinator, 2008 – 2008

Collaborated with Sony Pictures TV Ad Sales Group to build custom ad sponsorships and unique proposals for the MOJO HD Network. Created and maintained sales collateral including sell sheets, sizzle reels, and on-air promos.

DISCOVERY COMMUNICATIONS: Ad Sales Assistant, 2006 – 2008

Built and maintained custom commercial schedules for brand's media plans while coordinating with agencies and internal operations to flawlessly execute.

EDUCATION

BACHELOR OF SCIENCE: Binghamton University (New York) 2001 – 2005

School of Management, concentration in business management and marketing.

SKILLS

SOFTWARE/APPLICATIONS: PowerPoint, Keynote, Salesforce, Comscore, MOAT Analytics, Clearslide.