

Javier Delgado

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View My LinkedIn Profile

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San Francisco, CA

Media Advertising • Marketing • Business Development

Expert in building comprehensive media marketing and advertising campaigns that grow revenue.

Bilingual, top-performer with an 18-year media career that includes 14 years creating and orchestrating comprehensive media advertising campaigns for high-profile customers in multiple sectors. Extensive experience creating broadcast, digital, and mobile advertising strategies. Consistently overachieve sales goals and generate new business. Proven leader, with experience supervising teams of up to 15.

“Javier has solid relationships with clients. He builds and maintains customer relationships long after the initial sale. He typically grows accounts year over year. His alliance with his clients is so strong that competitors have a difficult time getting through.”

(Performance review excerpt, 3/2018)

CORE COMPETENCIES

Media Advertising, B2B Sales, Account Management, Marketing, Lead Cultivation, Business Development, Market Assessment, Market Analysis, Marketing Strategy, Demographic Analysis, Competitive Analysis, Business Insights, Presentations, Sponsorships, Promotions, Campaign Management, Negotiation, Client Retention, Social Media

PROFESSIONAL EXPERIENCE

TELEMUNDO, San Francisco, CA

6/2007 – Present

Senior Account Manager

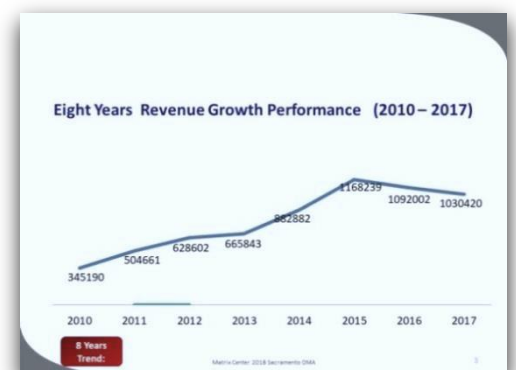
Accounts: Automotive, QSR, events, entertainment, sports, retail, ad agencies

Product: Television and digital marketing and advertising campaigns

Territory: Northern California

Cultivate sales for broadcast, digital, and mobile marketing and advertising campaigns. Analyze market and trends and develop market-specific strategy. Design and execute integrated marketing and advertising campaigns, including budget, copywriting, scripts, schedules, and production. Develop new business opportunities.

- Achieved 162% of goal for new business development in 2017.
- Grew revenues an average of 22% annually between 7/2011–2017.
- Automotive Advertising Expert; Tier II/Tier III market leader.
- Executed the company's *first* vendor-funded retail campaign for a local supermarket chain.



PROFESSIONAL EXPERIENCE, Continued

AZTECA AMERICA TV, San Francisco, CA

6/2005 – 6/2007

New Business Account Manager

Accounts: Local and National Tier II & III automotive, QSR, events, entertainment, sports, and retail

Product: Television and digital marketing and advertising campaigns

Territory: Sacramento and San Francisco, California

Developed business in a new territory for a young television network. Created and orchestrated marketing campaigns, advertising, and on-air promotions. Managed sales and project budgets and consistently met sales goals.

- Began with no leads in a new territory and developed business from zero to \$500,000.
- Generated over 60% of new business developed by the local sales team.
- Designed and launched special event programs, such as *Cinco de Mayo* and *Dia de Muertos*.

TELEFUTURA TELEVISION, Sacramento, CA

8/2002 – 5/2005

Local Newscast Producer, Telefutura 64

- Gained extensive knowledge of product integration and product placement while working as a news producer.
- Planned and executed daily live newscasts and made front-line editorial decisions.
- Managed and coordinated daily activities for crews of up to 15.

EARLY CAREER

Marketing & Media Assistant, Golden State Warriors, San Francisco, CA

Account Executive , Arris Advertising, Los Gatos, CA

EDUCATION & TRAINING

Bachelor of Science in Advertising (2000)

Minor in Business

San Jose State University – San Jose, CA

TECHNOLOGY

Microsoft Word, Excel, PowerPoint

Salesforce, Social Media (Facebook, Twitter, LinkedIn)

Nielsen, Wide Orbit, Kantar, Strata Marketing, Matrix Media, Scarborough,

Media Ocean (Donovan, Proposer), RL Polk, Arbitron

LANGUAGES

Bilingual and fluent in Spanish and English. Read, write, speak, and translate in both languages.