

JAVIER DELGADO

📞 408-555.5690 ✉️ jdelgado@nomail.com in [LinkedIn Profile](#) 🏠 San Francisco, CA

Media Advertising Sales • Marketing • Business Development

Sales overachiever who builds high-impact media advertising campaigns that grow revenue.

Bilingual, award-winning Account Manager with a stellar record of consistent annual sales growth. Vast experience strategizing, designing, and orchestrating broadcast and digital media advertising campaigns for high-profile customers. Leader, mentor, and coach of top-performing teams.



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, 2020)

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 | Sponsorships | Promotions | Campaign Management | Negotiation | Client Retention | Social Media Advertising

PROFESSIONAL EXPERIENCE

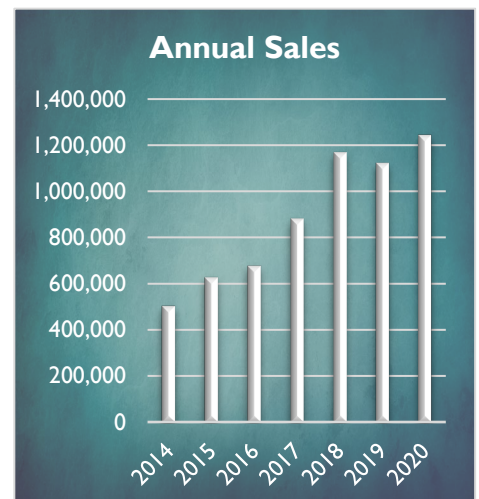
Senior Account Manager | TELEMUNDO | San Francisco, CA

6/2007 – Present

Accounts: Automotive, QSR, entertainment, sports, retail | Product: Television and digital advertising campaigns | Territory: N. California

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

- Grew revenues an average of 22% annually between 7/2014–2020.
- Achieved 162% of goal for new business development in 2018.
- Automotive Advertising Expert; Tier II/Tier III market leader.
- Executed the company's *first* vendor-funded retail campaign for a regional supermarket chain.
- Awards: Three-time-time winner of the *Sales Championship Award*; two-time winner of the *Sales Pinnacle Award*.



PROFESSIONAL EXPERIENCE, CONTINUED

New Business Account Manager | AZTECA AMERICA TV | San Francisco, CA 6/2005 – 6/2007

Accounts: Automotive, QSR, entertainment, sports, and retail | Product: Television advertising | Territory: Sacramento and San Francisco

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 *Día de Muertos*.

News Producer | TELEFUTURA TELEVISION | Sacramento, CA 8/2003 – 5/2005

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 | Minor in Business

San Jose State University – San Jose, CA

The Art of Sales Training, Northwestern, 2021

TECHNOLOGY

Microsoft Word, Excel, PowerPoint

Salesforce, Social Media Advertising, (Facebook, Twitter, LinkedIn), Google Advertising

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.

VOLUNTEER AWARDS

Volunteer of the Year, 2020

For Outstanding Mentorship of Latinx and Hispanic Professionals

Latinx Association of San Francisco