

JAVIER DELGADO

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

Media Advertising Sales • Marketing • Business Development

Sales overachiever who propels exponential revenue growth in Hispanic markets

Bilingual, award-winning Account Manager with a stellar record of consistent, year-over-year sales growth. Vast experience strategizing, designing, and orchestrating broadcast and digital media advertising campaigns for high-profile customers in the automotive, sports, and entertainment sectors.



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



(Performance review excerpt, 2020)

CORE STRENGTHS

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

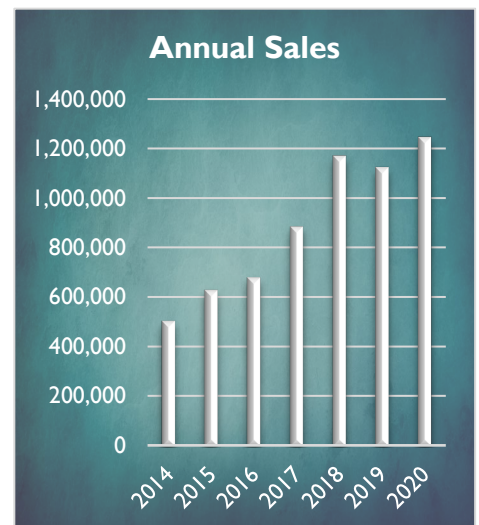
PROFESSIONAL EXPERIENCE

Senior Account Manager | TELEMUNDO | San Francisco, California 6/2007 – Present

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

Cultivate sales for multi-platform advertising campaigns. Analyze trends and develop market-specific strategies. Design and launch integrated marketing and advertising campaigns – orchestrating copywriting, scripts, schedules, production, and budgets. Nurture 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.
- Captured **100% of Hispanic buy** for three automotive dealerships.
- Executed the company's *first* vendor-funded retail campaign for a regional supermarket chain.
- **Awards:** Three-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, California 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. Consistently met sales goals.

- Began with no leads in a new territory and grew business from zero to \$500,000 within one year.
- 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*.

Newscast Producer | TELEFUTURA TELEVISION | Sacramento, California 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, California

Account Executive | Arris Advertising | Los Gatos, California

EDUCATION & TRAINING

Bachelor of Science in Advertising | Minor in Business

San Jose State University – San Jose, California

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

Explanation of Project

Javier came to me with an impressive record of accomplishments in media advertising sales. As a Senior Account Manager for one of the largest Spanish-language networks in the U.S., he consistently outperformed his sales goals. Like many of my sales and marketing clients, he instinctively understood the concept of a personal brand. He just wasn't sure how to develop or present it in a resume. Together, we identified his key differentiators and his brand.

After our consultation and strategy session, I designed Javier's resume in shades of green to convey growth and revenue. For his name, I used a textured teal background image, then overlaid it with transparent letters to let the background show through.

I began with a headline, followed by a branding statement (shaded in aqua) about Javier's success as a sales overachiever.

Next, I used a quote/testimonial that came directly from Javier's performance review. The biggest challenge was to choose just *one* concise quote – since there were so many positive comments about him! I followed this with his core strengths.

In the experience section, I wanted to demonstrate Javier's year-over-year sales growth. To do this, I created a graph and inserted the same teal background image I used at the top. Even if the reader reads nothing else, the graph tells the story at a glance. I used a brief paragraph for his job description and bulleted the accomplishments for emphasis. For easy readability, I kept the paragraphs under four lines and the bullets under 1-2 lines.

On page two, I provided an overview of his previous positions, early career, education, language fluency, and volunteer awards.