

# Donna McIntosh

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## Sales & Marketing Executive

Experienced in every aspect of Sales & Marketing

- Strategy
- Research
- Product/service launch
- Product/service sales process

### Key Accomplishments

- Recruited to define and create Sales & Marketing function
- Established research department for NBC
- Achieved .5MM in sales for Gannett-Captivate in first 6 months

### Skill Sets

- Market Research
- Sales Presentations
- Marketing Solutions
- Business Development
- Client Ascertainments
- Account Management

### 10+ Years with well known, highly respected companies:

- ABC
- Time Warner Cable
- NBC
- Gannett

*The breadth and depth of my experience has resulted in a forward-thinking perspective on how best to leverage Sales & Marketing to develop business, increase revenue and achieve the organization's goals.*

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TO ME Group Advertising, New York, NY

2009

#### **Vice President of Sales**

- Defined and created the Sales & Marketing function
- Created unique opportunities to attract customers
- Developed sales strategy and model to build presence in US market
- Formed strategic partnerships with other marketing companies to provide unique marketing opportunities
  - Sweepstakes promotions
  - Street events
  - Social media
  - Direct to consumer turnkey solutions
  - Travel and luxury

**Time Warner Cable, New York, NY**

2008

Account Executive

- Developed new business prospects for Time Warner Cable's interactive and Video On Demand advertising opportunities
- Sold cable advertising on local system
  - News channel, NY1 and its local website
  - Hispanic stations; NY1 Noticias, ESPN Deportes, and Galavision

**Gannett,Captivate Network, New York, NY**

2007

**Director of Business Development**

- Achieved **\$500,000 in sales within first 6 months in position**
- **Developed and led new business acquisition strategies**
  - For Gannett-USA Today's digital news and entertainment network
  - Account list included Pepsi, Tylenol, and Glaceau

**ABC Disney, New York, NY**

2006 - 2007

Account Executive

- Sold various new place-based digital media networks (Gas Station TV, ABC In-Store, LabCorp Health Network, DrinksTV, and PharmaSee TV)
- Included digital cable channels, wireless opportunities, and on-line network of 100+ television stations

**NBC Universal, New York, NY**

1996-2006

**Director of Business Development, WNBC-TV**

- Generated new business for television station, local website, and digital cable station, WeatherPlus and Hispanic sister station, WNJU-Telemundo
- Sold sports, local specials and event opportunities such as Olympics and ING NYC Marathon

Account Manager, NBC Television Stations

- Surpassed management's sales goals by 65%
- Developed and sold sales and marketing opportunities for 40+ PAX television stations
- Generated **over .25MM annually** in new business
- **Only NY salesperson to sell multi-market packages**
- **Increased core business accounts** i.e. Kraft, and Procter & Gamble
- Maximized sports/specials to secure high profile, upscale advertisers i.e. Nike, Nissan

Manager, Marketing Research and Business Development, NBC Television Stations

- Created all Olympic marketing materials - brochures, ads, videos
- Worked closely with Business Development sales team
  - Prospected new advertiser opportunities
  - Formulated strategic business plans
  - Create targeted presentations
    - Launched pharmaceutical advertising on television
- Made formal Olympic presentations to top executives at client level of major advertisers such as General Motors
- Organized and established the research department
  - Hiring
  - Budgeting
  - Contract negotiation

Seltel Inc., New York, NY

1990-1996

Director, Research

**EDUCATION**

Bachelor of Arts, Communications      College of New Rochelle, New York, NY

Minor in Business

Trained in GE Quality Initiative Program, Six Sigma