

Fadi R. Faraj

Energetic, result-oriented and competent sales professional, possessing thorough knowledge and progressive experience of over 16 years in business development, outside sales management and market intelligence resulting in over \$20 million in revenue resulting in over \$20 million in revenue; adept at implementing & supervising staff while planning sales strategies. Possesses extensive interpersonal and management skills with knack of estimating expenditure and ability to interact effectively with clients. Engaged with local, regional and national clients. Proven leadership and talent to identify and develop strategic relationships, increase customer base and achieve sales goals.

WORK HISTORY

- 2014-
Current **Senior Account Executive**
Redvo Advertising, Los Angeles, CA
- 2013- 2014 **Regional Account Executive**
IHeart Media, Riverside-San Bernardino/Temecula, CA
- 2006- 2013 **Senior Account Executive**
Magic Broadcasting, Los Angeles, CA
Major Achievement:
 - Successfully promoted to the designation of Senior Account Executive after rendering effective services as Interim Sales Manager
- 2005- 2006 **Interim Sales Manager**
Magic Broadcasting, 93.5 KDAY-FM, 96.1 KWIE-FM, Los Angeles/ Riverside-San Bernardino, CA
Major Achievement:
 - Successfully promoted to the designation of Interim Sales Manager after rendering effective services as Account Executive
- 2004- 2005 **Account Executive**
Broadcasting Magic, 93.5 KDAY-FM, 96.1 KWIE-FM, Los Angeles/ Riverside-San Bernardino, CA

ACCOMPLISHMENTS

- Multiple sales contest winner including: Bahamas, Disney World, Las Vegas getaways, multiple cash prizes over \$8,000, event tickets, electronics, dinners, additional paid vacations
- Held number 1 in new business revenue, 2004 - 2007, 2009 - 2012, 2015-2018
- Leading biller for company 2004-2007, 2009-2012, 2015-2018
- Won award for largest one day revenue generation 2014

Personal Information

Address

16515 Sonnet Lane
Fontana, CA, 92336

Phone

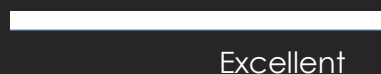
213-700-0623

E-mail

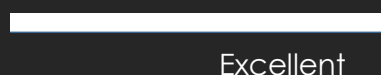
fadi935@gmail.com

Skills

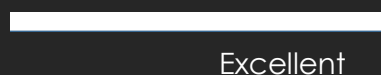
Cold Calling



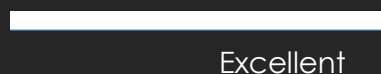
Leadership



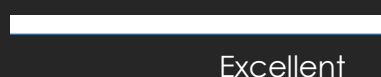
Market Research & Analysis



Closing Skills



Client Evaluation



Problem Solving

Excellent

Networking

Excellent

Client Relationship Management

Excellent

Negotiation Skills

Excellent

Microsoft Word, PowerPoint & Excel

Excellent

Relationship Management

Excellent

Business Development

Excellent

Business Reporting

Excellent

Sales Forecasting

Excellent

- Held number 1 in new business revenue Q4'13 and Q1'14
- Only executive to bill over \$1.2 million in a single year, 2010
- Employee of the year, 2005 - 2007, 2009, 2011 - 2012
- Most creative commercial of year, 2004 - 2007
- As a Team Manager achieved highest sales in all four quarters, 2006
- Created successful marketing campaign to prevent Pomona Valley Surgery Center from bankruptcy
- Winner of Client Incentive Package, 2005 - 2007
- Superior achiever in the KWIE University Training Program including best presentation, 2006

JOB DESCRIPTION

- Creates written and spec commercial proposals for client presentation
- Develops marketing and advertising strategies to increase sales
- Performs general marketing counsel and analysis
- Monitors collections and accounts
- Performs Media evaluation (recommendations for improving schedules to increase effectiveness of campaign)
- Provides summary and monthly flowchart of all media spends including creative messaging to manage ad budget
- Develops promotional opportunities
- Coordinates on-site appearances and devises schedule of station appearances and special events
- Crafts strategy for current and emerging competitors
- Performs new market research and analysis to determine expansion viability including demographic breakdowns and other qualitative criteria
- Weekly review of call volume, application volume, closed deals and ROI
- Develops new leads via cold calling and obtain in-person appointments
- Manages major advertising agencies
- Develops new and maintains existing relationships with clients
- Develops strategies, tactics and actions steps required to meet and exceed goals
- Designs, delivers and executes marketing strategies and presentations to potential clients
- Tracks monthly expense report

EDUCATION

2006- 2013

Radio Sales Course Certificate

Southern California Broadcasting University - Burbank,

2000-Current

Bachelor of Science: Marketing

Cal State University - San Bernardino, CA