

DYNAMIC SALES & MARKETING PROFESSIONAL

career summary

Sales and Marketing Executive directing organizational change and innovation in online and new media. Known for delivering and sustaining revenue and profit gains in highly competitive industries and markets. Exceptional communicator with consultative sales style, strong negotiating skills, exceptional problem-solving skills, **strong content creation, presentation and coaching skills** and ability to assess client needs, identify opportunities, focus resources, and provide tactical business solutions.

Dr. of Strategy & Education 1/2017-Current **Investis Digital**

www.investisdigital.com

Perform research and prepare presentations and sales agreements. Follow up with leads and hand off to internal staff for onboarding. Doubled average new client revenue.

Dr. of Client Services 7/2011-1/2017 **Vertical Measures, LLC**

Lead team of 30 managers and staff to produce and deliver quality Internet marketing campaigns to clients. Involved in all aspects of the business with a focus on training, coaching, process, and quality improvement. Delivered strategic advertising and marketing plans to clients to improve traffic and leads.

Owner 11/2009-7/2011 **New Media Marketing Solutions**

Owner of Huber & Associates, Inc. dba New Media Marketing Solutions is a marketing and advertising consultancy. Generate leads, write proposals, and close sales with local businesses. Focus on website make-overs, search engine optimization and search engine marketing. Also consult with clients to create social media and location-based marketing strategies and tactics.

Specialize in working with businesses that use traditional media that wanted to shift their marketing dollars to new media and/or improve results of their current marketing programs. Consult and coach businesses to improve their marketing and advertising programs.

VP Sales and Marketing 5/2001-10/2009 **Alliance Reservations Network**

www.allresnet.com | www.reservetravel.com

Head of Sales and Marketing with complete responsibility for marketing, product development, channel development and strategic planning including affiliate and partner acquisition, pay per click advertising, search engine optimization and social media marketing.

Tasked with market growth for new group reservations project, established brand name recognition, created, and defined product offerings along with relationship structures & agreements.

New Media Sales Manager 10/1999-5/2001

The Arizona Republic

www.azcentral.com | www.arizonarepublic.com

Led 'start-up' online sales division at The Arizona Republic with full ownership of business plans, products, pricing and sales strategies for network of sites. Hired trained and evaluated vertical product managers, motivated salespeople and designers and programmers. Oversaw market research, competitive analysis, product pricing and marketing collateral.

Highlights included live webcast promotions, NAA best sales campaign award, marketing agreements with Fiesta Bowl and many large Phoenix area retailers, developing commission and cost/click revenue deals.

Team Coach 1/1998-10/1999

Created and implemented strategies and training programs to move cross-functional advertising department teams to high performance. Implemented training and coaching plans designed to develop communication and conflict resolution skills within teams. Implemented 360 peer review evaluations. Created on-site training for outside companies which created new revenue streams. Liaison with upper management to develop team leaders. Direct report to Advertising Director with administrative authority over Advertising management.

Key Accounts Manager 4/1994-12/1997

Hired, trained, and managed Key accounts team responsible for top tier local accounts. Created innovative solutions to build revenues and solidify customer relationships. Generated revenues more than \$48 million annually. Used market and product evaluation, decision process management, benchmarking, and competitive analysis to rebuild top tier accounts and negotiate multi-million, multi-year agreements. Trained and coached Key team members to revenue increases of over 50%. Member of the Advertising Department Operating Committee. Two-time Winner of Publisher's Silver Ingot Award (top 1% of employees), three-time APEX quarterly award winner, and winner of Advertising Manager of the Year.

Retail Sales Supervisor 7/1991-4/1994

The Des Moines Register

www.desmoinesregister.com

Coached, trained, lead and directed salespeople. Developed accounts for increased sales and market share and reduced competitive market share by using revenue-based agreements and vendor selling. Looked for and produced innovative ways to sell newspaper advertising. Coordinated pricing and sales of special sections. Coordinated and implemented consultative sales training.

Advertising Director 6/1988-6/1991

The Yuma Daily Sun

www.yumasun.com

Led advertising department with full ownership of business plans and P&L. Developed plans to

increase market share and reduce competitive share. Accountable for the preparation of revenue budget and management of an annual departmental expense budget. Developed and presented training programs for the staff in consultative selling and copy and layout techniques. Prepared and presented marketing/sales presentations to groups of advertisers and organizations. Helped create Sun Marketing, a separate revenue generating division of the newspaper. Won Arizona Newspaper Association 1st place award for "Advertising Excellence".

Early Career (details on request):

education

University of Kansas - Political Science/Public Administration

Arizona State University - ongoing course work in Organizational Communication

Other Activities and Achievements

Rotary-Board Member, Incoming President elect

Chairman-Business Council of the Chamber of Commerce-Yuma, Arizona

First Vice-Chairman of the Arizona Newspaper Advertising Managers Organization (ANAMO)

Toastmasters-Club President | Junior Achievement-Consultant

American Marketing Association (AMA) - Phoenix Board Member

accomplishments

- **Create digital marketing strategies for enterprise level** clients & create pitch decks for sales teams.
- **Create digital marketing content to present in master classes** and for enterprise level clients.
- **Coach clients and marketing departments** on how to level up their digital marketing efforts.
- Co-authored the book: ***Customer Journey - How an Owned Audience Can Transform Your Business.***
- Managed Internet Marketing team focused on **content marketing, search engine optimization and search marketing**. Reviewed and improved internal processes through personnel development, coaching, mentoring, business process engineering and software automation.
- Grew client revenues over 100% through quality deliverables and **well-thought-out strategic marketing** plans.
- Managed **sales department at start-up website**: www.azcentral.com. Recruited and hired managers, salespeople and staff and created fun, enthusiastic environment. **Doubled revenues each year** in the position.
- Created and **sold online advertising, sponsorships, web design and marketing campaigns** that doubled revenues.
- Won Publisher's award for **growing my department's revenue 38%**. In two years **grew revenue 51%**.
- Used SEO techniques to gain **numerous 1st position rankings in Google for competitive keyword phrases**.

- Researched, contacted, and contracted vendors, implemented, trained and coached employees on **peer review system**.
- **Coached 23 self-directed work teams** and their **team leaders** to high performance.
- **Designed project scope and managed software project** that created group hotel reservations software that generated **1.5 million in revenue in the first six months** of deployment.
- Designed and **managed projects from two partner companies** that deployed content and technology to create travel content site.
- **Reorganized and redeployed sales teams** and compensation structure that **increased revenue exponentially** and dramatically improved customer service.
- Led team that was responsible for signing more than **100 new and upgraded contracts**, resulting in **\$10 million in incremental revenue**.
- Taught Advertising Executives Seminar at the **American Press Institute**.
- **Toastmasters Club President**, incoming Rotary Club President, AMA Board Member, Junior Achievement Consultant and accomplished public speaker.
- **Frequent speaker at digital marketing conferences delivering half-day Master Classes.**
- **Customized and presented digital marketing training to enterprise level clients.**

contact mike

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Mike's online resume: <http://www.mikehuber.com/resume>

Please review references at <http://www.linkedin.com/in/mikehuber>