

MELISSA GALLIANI

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SENIOR ACCOUNT MANAGER

Highly motivated and accomplished sales professional with demonstrated expertise in all facets of account development, cultivation and overall management. Consistently deliver revenue growth and profitability through effective territory development and market penetration within highly competitive industries. Proven ability to build and leverage strategic relationships with key accounts to enhance business development opportunities. Expert at analyzing market trends, conceiving strategies, and developing and executing action plans. Successful in integrating the latest digital and social media technologies with traditional broadcast media to develop new areas of revenue using on-air, digital and point of sales print material. Earned MBA with an emphasis in strategic leadership; proficient in Windows and Macintosh programs.

AREAS OF EXPERTISE

Sales and Marketing Initiatives • Business Development • Strategic Planning • Revenue Growth
Consultative Selling • Competitive Market Analysis • Account Retention • Needs Assessment
Media Sales • Lead Generation and Qualification • Customer Relationship Management
Integrated Media Campaigns (Digital, OOH, Events) • Advertorials • Solution Sales
Territory Development • Sales Strategy • Account Management • Market Analysis

PROFESSIONAL EXPERIENCE

KGO RADIO, INC., San Francisco, CA · 2012 - Present

Account Executive: Serve as an outside sales representative selling media and digital advertising; prospect for new leads by cold calling and meeting with business owners; develop business development opportunities and maintain relationships with key accounts. Utilize consultative- and solution-based sales tactics. Generate quotes; negotiate and close contracts. Prepare quarterly business plan; set short- and long-term sales goals.

- Consistently meet or exceed monthly and annual sales quotas; won new business contest 3x times for securing the most new accounts.
- Effectively manage key accounts, including First Republic Bank, OMD, Ford, Toyota, Vitucci & System Pavers.

KNTV NBC TELEVISION, San Francisco, CA · 2011 - 2012

Business Development: Identified and developed sales opportunities for key strategic prospects; collaborated with marketing, promotions and production to ensure customer focus alignment using broadcast media and digital assets. Managed program integration and sold advertorials.

- Consistently achieved sales goals and objectives; secured new accounts and beat market during a tight economy.
- Recognized as a new business specialist; generated sponsorships and business development opportunities with high-profile companies.

KGO RADIO INC-KSFO, San Francisco, CA · 2009 - 2011

Local Sales Manager: Managed daily sales operations and spearheaded media sales; motivated developed and monitored sales staff. Reviewed sales performance; identified gaps and new opportunities; determined actionable solutions to resolve client issues and meet financial goals. Maintained and nurtured relationships with key accounts; reviewed target accounts and determined growth strategies. Developed leads for account executives by reviewing market categories and competitive activity.

- Generated \$51K+ in sponsorship revenue by creating a "Craft Beer Event" at Oakland's Jack London Square.
- Developed new areas of revenue for the company by introducing social media and other innovative strategies to senior management. Responsible for securing numerous sponsorships, including a lucrative deal from Ford Motor Company for a Sunday morning program that focused on automobiles.
- Streamlined sales operations, improved customer service and accurately detailed and forecasted future productivity gains.

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KFRC-CBS RADIO, San Francisco, CA · 2007 - 2009

Local Sales Manager: Developed and trained sales team; generated quarterly and annual budgets. Collaborated with digital sales team and integrated sales marketing team to attain revenue goals.

- Prospected and generated new sales leads; effectively secured new business development opportunities.

KGO RADIO INC-ABC/KGO NEWSTALK AM810, San Francisco, CA · 2000 - 2007

Account Executive and Radio Disney Sales Manager: Developed and secured new business for ABC Radio properties: KGO, KSFO, Radio Disney, Raiders and 49ers and special events. Conducted research and developed prospect list to forecast sales growth. Developed sales and marketing approaches for new programs. Established and nurtured relationships with key clients. Drove the continuous sales process in order to increase market share and volume; generated client loyalty.

- Generated \$650K by creating new niche sponsorships for specific industries.
 - Consistently ranked as a top biller; recognized for closing an additional \$66K in new sponsorship revenue from a key account.
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EDUCATION

M.B.A (emphasis in Strategic Leadership) • Dominican University of California
B.A., Liberal Studies • San Francisco State University-Communications / Literature

COMMUNITY OUTREACH / MEMBERSHIP

City of Hope - BOD Member
Women in Sports and Events - WISE Member
National Associations of Professional Women