

Catherine J. Sidoti

New York City Cellular: 917-379-4384 E-Mail: catherinejsidoti@gmail.com

CAREER FOCUS: To develop business in advertising technology for a profitable corporation with a focus on business development and maintaining existing corporate business using all skills in advertising technology, web analytics and sales training

SUMMARY OF SKILLS: Executive sales with over 10 years of experience in cold calling, telemarketing, development of new accounts, expert closer, excellent communication skills both oral and written, advertising technology literate, SEO/SEM consultant, web development, web design, account manager, creative problem solver. Social media strategist on Facebook and Twitter. Master of Google Ad Words, web analytics, follower of Mashable trends, proficient on Salesforce.com, CRM, highly creative out of the box thinker, solution oriented

ACCOMPLISHMENTS: Developed business for corporations in excess of 2.5 million dollars and won numerous sales contests including Salesperson of the Month

PROFESSIONAL EXPERIENCE

SALES SPECIALIST

VOICE VISION WEB DESIGN

NYC

April 2009 to Present Advertising Technology - Sales Executive

- Facilitate business development initiatives, masterful prospector of new business; develop affiliate programs, web design
- Consult on best practices to market through the vehicle of Internet based applications from web design, development, SEO, SEM
- Consult on mobile applications, design and implementation of print and digital advertising media programs

ADVERTISING CONSULTANT

IDEARC MEDIA, INC.

NYC

September 2007 to January 2009 Digital & Print Advertising Sales

- Business development for the sales of print advertising; digital advertising; direct mail advertising, top 10% sales business developer
- Sold Web site design; *Sold and consulted on SEO/SEM PPC campaigns to local Manhattan businesses
- Successfully maintained and grew existing accounts, reached quota each and every time; surpassed quota at least six times

SALES & MARKETING

AEOLIAN ARTISTS INTERNATIONAL MANAGEMENT, INC.

NYC

April 2003 to September 2007 President Music Management & Sales of Classically Trained Musicians

- Managed classically trained musicians and vocalists' careers to presenter venues in the business of classical music ; arranged tours
- Scheduled auditions, worked internationally Top Artist Manager in NYC Area, Managed famous pianists and opera singers
- Concert producer and director venues as well as produced and directed concerts; in depth knowledge of classical music and opera
- Initiated and completed artist visa application, developed business contracts signed between venue and clients
- Attended auditions, arranged auditions, concerts, met with presenters and artists; vocal competition judge Altamura Competition
- Networked on all conferences, media buyer in all online and print directories pertinent to music business
- Consulted with artists on their career strategies and career path; facilitated all business development transactions

ADVERTISING/PROMOTION

EMAP COMMUNICATIONS, INC.

NYC

May 1999 to April 2003 US International Senior Account Manager Sales

- Advertising consultant Magazines included MEED, European Plastics News, Internet Magazine, Broadcast, P&R Weekly
- Architecture Magazine UK, Asian Plastics News, Business Travel World UK. All magazines UK published
- Business developer of print advertising on eight trade and one consumer magazine for the top UK publisher
- Sold conference and exhibit sponsorships regionally, nationally and internationally, UK and Middle East
- Revenue totals amounted to close to 1 million dollars 2003; Closed 50% new business; 25% Travel National & International
- Interfaced with top Advertising Agencies McCann Worldwide, Ogilvy Worldwide, Foote Cone & Belding, Grey, Wieden & Kennedy, Marsteller
- Some accounts: Double Click, Dow Chemical, Boeing, Paramount , Motorola, Eastman, ChevronTexaco, Razorfish, Tenaris
- Exceeded quota by 20% first year, second year by 50%, third year by 60%, quota by 4th maintained, grew 2 million revenue

ADVERTISING /PROMOTION

METROSPORTS MAGAZINE

NYC

September 1998 to April 1999 New York Regional Manager Representative Sales

- Business Development of print advertising space in sports marketing arena; achieved quota each month, top 1% of sales reps
- Successfully sold exhibit space for MetroSports Promotion's consumer shows; exhibit space NYC Marathon
- Exceeded quota, some accounts included: General Nutrition Centers, Balance Bar, Reebok, Super Runners

EDUCATION & MARKETING & SALES TRAINING

Careers for Women Advertising Training Skills* International Business Seminar Marketing Strategies *National Business Seminars Self-Empowerment Course for Women*Anthony Robbins Strategic Sales Course* BA HUNTER COLLEGE Psychology Cum Laude Word* Excel*Act*Contact*PowerPoint*Outlook*SalesForce.Com* Fluent in English* Italian* Learning Spanish*Back in school last 2.5 years studying science, music, technology,* Web Site Designer* Certified in Search Engine Marketing*SEO*SEM Internet web based digital advertising sales technology platforms