

Position: Digital Media Sales, East

Location: New York City

Liberty+Advertising reaches 40 million monthly uniques users who spend more than \$117 billion annually. We represent Evite, Celebrate Express and Gifts.com, BN.com, SparkNotes, Barnes & Noble College. Across these properties, we effectively reach 2 mass audiences: **Party Planners** and **Youth**.

Job Description

Liberty Advertising is seeking a New York City Digital Sales Representative with 3+ years experience. Ideal candidates will have experience selling digital-centric marketing solutions. Experience selling cross-platform and programmatic solutions is a plus.

Successful candidates must display a strong ability to foster relationships and generate revenues from both clients and their respective advertising agencies. Strong analytical, negotiation and problem-solving skills are required along with good written and verbal presentation skills.

This position is located in our New York City office and reports directly to the Regional Vice President of Sales.

Please note: This is an individual contributing sales role, not a sales management position.

Responsibilities

- Proactively prospect, qualify, grow, and maintain an account list while meeting annual revenue goals
- Help develop sales strategies, respond to RFPs and generate proposals that meet the objectives of both the advertiser and the business
- Establish and cultivate strong relationships by conducting face to face sales calls and client entertainment
- Proactively communicate account forecasts and sales information to sales management

Required Skills

- Bachelor's degree with 3+ years digital experience (cross-platform and programmatic sales a plus).
- Relationships with East Coast based marketing decision makers at traditional companies and agencies
- Proven track record of success driving revenue through the development of long-term strategic relationships
- Show a high degree of self-motivation and work well both as an individual and within a team environment
- Excellent presentation, verbal communication skills, strong negotiation skills a must
- Proficient with MS Windows, Excel, PPT, and Outlook (PowerPoint a MUST)
- High-energy individual who is a team player