Ashley Roberson O’Neal

# Job Title

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**AREAS OF EXPERTISE:**

Leadership & Teambuilding

Regional Sales Leadership

Account Management

Client Satisfaction & Retention

Persuasive Selling Techniques

Organization/Time Management

Marketing & Sales Support

Cross-Functional Collaboration

**Game-changing and relentless sales leader** with a remarkable history of success driving rapid sales growth and leading teams to exceed expectations. Exceptional team builder and mentor, inspires best-in-class results through impeccable service to customers, maximizing client ROI while ensuring the highest standards of integrity, accountability, positivity, and teamwork.

**Spirited business development driver** and talented strategist with the gift of assessing customer needs and offering solutions to secure the sale. Passionate about achieving the highest levels of client success, satisfaction, and retention.

***“A team player with great energy while coaching the sales staff, as well as presenting in front of clients.”***

**– Kelly Langham, Sr. Account Manager – Entercom Atlanta**

**Professional Experience**

Entercom Communications / RADIO.com *(formerly CBS Radio)* | 2012 - 2020

**REGIONAL DIRECTOR OF DIGITAL SALES & CONTENT** (12/2016 – 12/2020)

Promoted to direct **7**-state region, providing leadership and direction to account executives, managers, and digital sales teams across the country encompassing **10** different markets. Trained, coached, and mentored teams in media campaign strategies and best-practices. Bridged communications throughout all levels of cross-functional teams, serving as a key member of senior leadership team in setting strategy, building a values-driven workplace culture, and improving overall performances.

* Skyrocketed annual sales profitability **42%** through redesign of workflow infrastructure, unifying sales processes of **7** varying markets, creating recognition incentives, and providing new product training to **250+** staff.
* Elevated SEO to **155%**, SEM to **109%**, email marketing **108%**, and OTT by **203%** by introducing ‘digital diner’ initiative, providing weekly lunchtime training to account executives focused on effective pitching techniques.
* Generated **107%** of digital budget representing **$86M+** in annual revenue; consistently overachieved digital budget objectives by advising cross-functional teams in digital sales techniques while promoting a shared-goal environment.

**DIRECTOR OF DIGITAL SALES & CONTENT** (03/2012 – 12/2016)

Took the helm and led division in creating and launching comprehensive advertising and marketing campaigns for individuals, small businesses, government agencies, and Fortune 500 clients. Provided consultative support to clients on digital campaign strategies while managing, training, and developing digital design, traffic, and sales teams.

* Tasked with igniting sales growth, designed digital content, created customer digital endorsements, and conducted Four-Legged calls to drive revenue-generating initiatives; surpassed target within **3** months, and delivered YOY budget overachievement: **123%** (FY13) | **104%** (FY14) | **105%** (FY15) | **132%** (FY16) | **107%** (FY17) | **112%** (FY18) | **103%** (FY19)
* Produced **$500K** annual in new revenue stream through launch of weekly *Stoppage Time* video podcast, utilizing on-air, on-site, and online marketing resources to drive sales in the sports advertising market.
* Subject matter expert and trusted advisor in social media, geo-fencing, retargeting, online content, sponsorships, video/audio/mobile streaming, and related digital campaign techniques.

**Professional Experience, Continued**

YP Holdings *(formerly AT&T Advertising Solutions)* | 2001 - 2012

**AREA SALES MANAGER** (2009 – 2012)

Led and directed the largest team of marketing sales representatives within the Georgia Call Center, frequently exceeding team achievement and development goals. Oversaw daily operations, supervised and trained sales representatives, managed key accounts, and drove business development, internet penetration, and customer relationship and retention initiatives.

* Ranked **4th** out of **44** sales managers throughout all SEA Call Centers; exceeded targeted objective with **110%** overall results and **108%** internet results. Led sales teams to regularly achieve and exceed revenue goals of **95%+**.

**EXPANSION MARKET REPRESENTATIVE** (2007 – 2009)

Tasked with creating and establishing new digital and print advertisers within expansion market. Performed cold-calling, telemarketing, e-marketing, and direct mail campaigns to support product development from inception to completion.

* Led as top expansion market representative, delivering **$170K** in annual revenue through execution of successful marketing campaign.

**PREMISE SALES MANAGER** (2006 – 2007)

Accountable for management of base market representing **$11M** annual revenue while leading, developing, and coaching sales teams. Recommended campaign strategies and incentives to drive attainment of aggressive sales quotas.

* Exceeded goal in role as new manager, attaining **155%** while coaching sales teams in campaign strategies and incentives, with **90%** of sales staff exceeding individual objectives.

**INTERNET ACCOUNT MANAGER** (2005 – 2006)

* Exceeded sales objectives by **163%** through launch of successful digital campaigns and market penetration throughout Raleigh, Greensboro, and Wilmington.

**ADVERTISING SALES REPRESENTATIVE**( 2001 – 2005)

* Increased YOY base market as top sales representative within major South Carolina markets. Managed **500+** book of accounts representing **$1.5M+** in annual revenues.

**Education & Certifications**

**B.A., Mass Communications** | Francis Marion University

Google Certified | Yahoo Certified | RAB Certified

***“Ashley is a very motivated and energetic sales leader. She is responsive when needed and puts the team first. When a task is put in front of Ashley, she lays out a strategy, explains what's needed and sticks to the plan until finished. She has shown she is the type of person that people want to work for - and her results prove it.”***

**-Joe Strailey, General Sales Manager 98.5 MCNX / Director of Digital/SalesRadio.com**