Steven L. King

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CAREER OBJECTIVE :

Account Executive seeking a position to utilize my strong, proven marketing, business and teaching skills.

KEY ASSETS :

Increased profitability
Improved Customer
Increased new customer sales volume
Expanded new customer base
Flexible; adaptable; skilled multi-tasker
Goal and team oriented; insightful

STRENGTHS :

Successful sales professional with extensive experience in market development.
Demonstrated ability to build and maintain long-term accounts.
Committed, competent, capable customer service professional.
Possess effective communication skills and work well with people.
Demonstrate solid work habits; project a professional and confident image.

PROFESSIONAL EXPERIENCE :

Multimedia Specialist 2007-2009 The Talking Phonebook

Achieved105% of the assigned sales goals for the Greensboro/High Point phone directory with over $32,000 in new customer sales.
Sold print yellow pages and internet advertising products such as search engine optimization and sponsor link click programs to an existing customer base and new accounts.
Effectively communicated with customers; provided consultative sales advice; and developed advertising programs that met their needs.

Teacher / Cooperative Education 1999-2006 Guilford County Schools

Instructed marketing and sports/entertainment marketing courses to a diverse student population using Learning Focus teaching methods.
DECA (Marketing Club) Advisor and Cooperative Education Coordinator.
Position involved a sizable sales function to market student services to area employers and ensure their customer satisfaction.

Advertising Executive 1997-1999 News & Record, High Point Enterprise

Achieved 110% of sales goal creatively utilizing special sections and internet products.
Generated advertising sales through cold calling and servicing of existing accounts.
Utilized MS Office to facilitate advertising.

Residential Realtor 1991-1997 Prudential Carolinas Realty, Re/Max

Represented real estate clients. Member of President's Club, Re/Max.

FORMAL EDUCATION :

East Carolina University, Greenville, NC Business Degree in Marketing 1983 Graduate Teacher Certification Curriculum

LICENSES / CERTIFICATIONS :

Marketing and Business Education Teaching Licenses Active
Real Estate Brokers License Inactive

COMPUTER SKILLS :

Windows, MS Office, teaching and company based computer programs.