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|  | |  |  |  | | --- | --- | --- | |  |  |  |   **Geoff Josey**  613-561-8423  |   geoff.josey@gmail.com |

**Summary**

An enthusiastic and reliable sales executive offering extensive experience in the advertising, marketing and print industry. An innovative and determined professional, with a hands-on understanding in the areas of advertising sales, media marketing, and sales management. Offering a complex and well-rounded skill set, and the ability to thrive in high paced energetic environments. Confident and articulate, with the inherent ability to conduct meaningful and high-profile presentations, in a variety of areas. An entrepreneur by nature, always dedicating time and effort into ensuring the success of projects and initiatives. Highly community oriented, and continuously involved in local initiatives and programs. Looking to expand into an exciting and dynamic role that compliments extensive skills and abilities.

**Skills**

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| --- | --- |
| * Advertising sales * Sales management * Account management * Digital advertising * Entrepreneurship * Direct Mail * Relationship building/mapping * Networking * Media Planning | * High-profile presentations * Product development * Coaching * Social media marketing * Sales leadership * Staff training * Solution Selling * CRM proficency |

**Experience**

Manager of Business Acquisition - Agencies | 01/2021 - Current

**Canada Post**

* Trending 178% to quota during the pandemic, with a $20 million dollar sales pipeline.
* 114% sales increase YOY with sales over $10 million
* Develop and spearhead advertising solutions and agency marketing objectives to drive growth.
* Supported a new shared mail product, representing newspaper flyer shift to the Smartmail Marketing business line.
* Continuously drive growth for agency partner clients, by introducing creative marketing solutions.
* Lead sales team on strategic relationship mapping and account plan roll out.
* Lead business reviews with key agency clients by hosting internal executive briefs.
* Consistently deliver exceptional account planning presentations to senior executives.
* Establish strategic data journey mapping for agency partners and create measurement strategies.
* Accurately manage call volume, sales cycles, and account reporting via internal CRM.
* Create strategic call penetration reports to monitor time efficiency, and match call penetration % to sales revenue.

Manager of Agency Marketing Solutions | 01/2019 - 01/2021

**Canada Post**

* Led a new agency division at Canada Post with 0 revenue, building up to $7.4 million in sales.
* Rated in the top 2 on the corporate accounts team, with respect to call volume.
* Secured agency contracts with new agency partners, educating them on SmartMail Marketing value proposition.
* Successfully shifted spending from digital, newspaper and other media channels to direct mail.
* Created detailed account plans and road maps, offering relationship mapping for senior executives.
* Demonstrated accurate forecasting, detailed reporting, and CRM management.

Account Executive of Key Corporate Accounts | 02/2017 - 01/2019

**Canada Post**

* Achieved over $20 million in annual direct mail sales driving accounts in the financial, telco & automotive sectors.
* Achieved the highest LinkedIn social selling index in the company.
* Achieved over $200 million in annual sales for all products combined.
* Led advertising solutions within the SmartMail Marketing platform.
* Developed and lead the roll out of a new relationship mapping footprint within the financial sector, which remains at present date as the organizations footprint for all sales executives.

Corporate Account Executive | 11/2015 - 02/2017

**Metroland Media Group**

* Managed and grew a $10 million national account list in the marketing/advertising industry on the media side.
* Worked with national automotive leaders and many category leading retailers.
* Sold multimedia and multi market campaigns including digital, newspaper, targeted flyer distribution and commercial printing to new and existing corporate customers.
* Delivered high impact, dynamic presentations to executive management, third parties, and stakeholders.

Business Development Manager | 12/2014 - 11/2015

**Metroland Media Group**

* Led the advertising team to success selling the Metroland advertising products.
* Educated and coached reps in order to effectively introduce new digital media products and platforms.
* Worked with the team to introduce a large variety of digital platforms including content marketing, deal sites, digital coupon and flyer platforms, real estate sites, news platforms, retargeting, geofencing and more.

Advertising Sales Manager | 05/2012 - 12/2014

**Metroland Media Group**

* Managed direct mail and digital products such as FlyerMail, Save.ca, Homefinder.ca, thestar.com.
* Responsible for flyer distribution, commercial printing, and digital product offerings in eastern Ontario.
* Specialized in display advertising, flyer distribution, digital advertising, Direct Mail, and print.

President and Founder | 06/2009 - 05/2012

**FlyerMail**

* Founder of FlyerMail, a full-service direct mail company that managed all aspects of client campaigns: Design, printing, distribution using Canada Post as a distributor and establishing a digital presence.
* Secured over 300 clients of local, regional and national advertisers.
* Created a cutting-edge location-based e-flyer platform FlyeMail.ca utilizing Google maps user IP addresses.
* Leader in the community; sponsoring high profile events, sitting on community boards, leading community fundraising events, and acting as a mentor for young entrepreneurs as part of the Ontario Summer Company program.

**Education and Training**

**St. Lawrence College**

Business Administration, Human Resource Management, 1995

**Activities and Honors**

**Metroland Digital Leaders Award**, Metroland Media

* Awarded twice for top digital sales in the east region.

**Flight of Merit Award,** Osprey Media Group

* Awarded for innovative thinking in leading a project which became a new revenue stream for the organization.