

## **Stefanie Wilson**

**B.S. Broadcast Journalism, A.S. Communications**

**Sam Houston State University; Broker/Consultant**

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### **Manpower Group/Experis IT Global, Business Development Manager 2021-current**

- ❖ Own the relationship with the client - drive the entire sales cycle, manage client questions/escalations, and pursue opportunities to expand scope and services;
- ❖ Engages workforce solutions to clients by collaborating across teams/brands to leverage the full suite of ManpowerGroup solutions in the IT hiring space;
- ❖ Recruiting and managing a portfolio of clients and prospects;
- ❖ Partner with new and existing clients to provide professional resourcing and talent solutions;
- ❖ Execute against territory and client plans to capitalize on market/industry and client opportunity;
- ❖ Keep client information and sales leads up to date in CRM;

### **Sinclair Broadcasting FOX TV, WOAI NBC TV, CW TV, Sr. Marketing Consultant 2018- 20**

- ❖ Effectively negotiate, execute, and manage local and regional agency accounts over \$5 million yearly;
- ❖ Exceeded each targeted goal quarterly, successfully developing new business relations;
- ❖ Researched, analyzed and executed effective media strategies to grow through digital/broadcast;
- ❖ Innovative collaboration of social media: google analytics, geofencing, eblasts, SEO, video, and CRM;
- ❖ Creative use of digital marketing to increase brand recognition in conjunction with on air lifestyle show;
- ❖ Marketing consultant award winner within the company. Top 50 in first 50 days of new development;

### **Territory Growth Director, Inspection Real Estate 2020-2021**

- ❖ Implement of creative digital branding to launch the brand in SA market- use of digital outlets;
- ❖ Established name branding through developing new relationships with top local offices;
- ❖ Maintaining agent retention to rebook inspections; Accredited to be on the preferred vendor list as top;
- ❖ Regular guest speaker at sales meetings/Chamber events to introduce what is offered for inspections;
- ❖ CRM usage to track business development; Key communicate with owners/ management on KPI's ;

### **Ocean2Ocean Properties, San Antonio Broker/Owner 2009-2018**

- ❖ Certified property manager, CPM, Commercial broker;
- ❖ Over \$10 million in sales & management portfolio; Top million-dollar producer;
- ❖ Launched roofing division for the company; Oversee third parties and employees;
- ❖ RE Investor: Goodwin Apartments, Austin Owner 2010-2014 sold Super 8 Hotel Owner, 2012-2014 sold
- ❖ Daily operations including employees, maintenance, remodel, payroll, accounting rent collection, marketing and evictions;

### **ABC KSAT TV 12, Account Executive San Antonio 2003-2009**

- ❖ Successfully created new business accounts by cultivating client relationships;
- ❖ Grew long term business relationships with key local accounts;
- ❖ Positive client renewal rate due to use of strategic TV and digital marketing plans;
- ❖ Managed the creative process from TV commercial development broadcasting;

**SKILLS: PAID ADS; FACEBOOK, ISNTAGRAM, GOOGLE, LINKEDIN,**  
**KPI'S, SALESFORCE, MICROSOFT, ADOBE, CANVA, EXCEL, CRM**