

# TRACE NOLAN ROSSI

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## ACCOUNT EXECUTIVE

**AREAS OF EMPHASIS: B2B SALES, NEW BUSINESS DEVELOPMENT, TV & WEB ADVERTISING**

**Top-ranked Account Executive with a Bachelor's Degree in International Business and 9 years of business-to-business sales, account management, and business development experience seeking a new opportunity.** Extensive experience managing a portfolio of accounts while actively developing new business by prospecting and cold-calling potential clients, utilizing consultative sales techniques, delivering targeted sales presentations, negotiating contracts, overcoming objections, and closing sales. Award-winning, customer-focused sales leader with outstanding interpersonal communication skills, a Proven track record of success consistently exceeding sales quotas, campaigns that exceed goals set for the client and developing new business outside of an assigned territory through community leadership and proactive networking at local events and performing around the area. .

### AREAS OF EXPERTISE

Business-to-Business (B2B) Sales  
Territory Sales & Growth  
New Business Development  
OTT, OLV and Display Ad Sales

Script Writing and Native Advertising  
Prospecting & Cold Calling  
Customer Relationship Management  
Strategic Sales Planning

Commercial Production  
Marketing Plans  
Growing Market Share  
Broadcast & Web Advertising

### PROFESSIONAL EXPERIENCE

#### WPBF 25, West Palm Beach, FL

April 2021 – Present

WPBF25 (ABC, True Crime, Estrella) broadcasts into 825K households in the Palm Beach Market.

#### Marketing Consultant

- Market and sell Broadcast and web advertising to business owners, Media Buyers, Marketing Directors, and General Managers for ABC, MeTV, True Crime, and Estrella affiliates along with the Hearst Digital Suite of Products
- Manage a portfolio of accounts and actively develop new business in a territory spanning from Boca Raton up to Vero Beach and businesses that also included Miami-Dade County.
- Spearheaded integrated marketing campaigns, blending digital strategies with linear broadcast television, to secure top market share conversions.
- Achieved digital performance goals 20% ahead of schedule through strategic planning, market analysis, and effective client collaboration.

#### Key Accomplishments

- Top 0 share conversions 2021,
- Secured a 100% digital campaign with Retro Fitness throughout east coast utilizing OTT and IBV to increase clientele 12%
- Created a story for Fontainebleau over delivering on engagements by 76%+ and 5 minutes per article.
- Hit all 2024 Digital goals by Feb 2024 by generating new business and helping existing clients see the benefits of digital.

#### KTEN MEDIA, Denison, TX

August 2015 – April 2021

KTEN Media (ABC Texoma, KTEN NBC, Texoma's CW) broadcasts into 120K households in the Sherman-Ada area.

#### Account Executive

- Market and sell broadcast and web advertising for NBC, ABC, and CW affiliates.
- Manage a portfolio of accounts and actively develop new business in a territory spanning from Grayson County, TX to Ada, OK that also includes the Dallas-Fort Worth metroplex.

#### Key Accomplishments

- Top Account Executive in new business for 2016, 2017 and 2018; through community outreach and networking strategies.
- Pitched, secured, and grew a Mercedes dealership account outside of the DMA to \$54K in 6 months.

### EDUCATION

UNIVERSITY OF NORTH TEXAS, Denton, TX  
Bachelor of Arts Degree in International Business, 2015

### PROFESSIONAL DEVELOPMENT

Chamber of Commerce of the Palm Beaches, Ambassador  
United Against Poverty, Board Member | YPOP, Board Member  
Goodwill Industries of Northeast Texas, President | Sherman Chamber of Commerce, Ambassador  
Texas Convention, 2x Delegate | Keep Sherman Beautiful, Board of Directors  
Denison Chamber of Commerce, Member | Sherman Rotary Club, Member

### TECHNICAL SKILLS

Microsoft Office (Excel, Word, PowerPoint, Outlook), Strata, Wide Orbit Traffic, Wide Orbit Sales, ePort, Kantar, Media Monitors, WO Connect, Chat GPT, Crystal Knows,