

ILENE HENSON

ilenehenson.com

PROFESSIONAL SALES EXPERIENCE

WMAR ABC 2 - EW Scripps

Account Executive

March 2024-Present

- Proactively prospect and secure new business opportunities in Baltimore and surrounding areas, leveraging market knowledge and networking skills to identify potential clients.
 - Conduct thorough needs analyses to develop and present customized advertising solutions that effectively address client goals and maximize return on investment.
 - Collaborate with sales and traffic teams to monitor order status, resolve discrepancies, and ensure timely airing of commercials.
- Assist clients with the development of commercial scripts and production ideas, offering creative insights and ensuring alignment with brand messaging and campaign objectives.

365 Edits

Account Executive

February 2021-March 2024

- Identify and target potential clients who would benefit from 365 Edits web design services through research, cold calling, networking, and referrals.
- Understand client needs and offer customized web design solutions to address their specific requirements while providing expert advice and guidance throughout the sales process.
- Create detailed proposals and presentations that effectively communicate the value of the company's web design services, including pricing, timelines, and project scope.
- Build and maintain strong relationships with existing clients to ensure their ongoing satisfaction and identify opportunities for upselling and cross-selling.

Comcast Business

Account Executive

June 2014-February 2021

- Generated new leads through cold calling and referrals to sell Internet, Video, and Voice services to customers in Maryland, D.C., and Virginia.
- Managed existing customer accounts as well as developed external relationships in the community with other sales professionals and local businesses to promote Comcast Business.
- Provided customer service during and after the sale process to ensure customer satisfaction of Comcast's products as well as maintaining relationships to help drive additional revenue.

LG Electronics

Brand Advocate

October 2013-June 2014

- Trained employees at 50+ retail locations in Maryland and Pennsylvania on LG Mobile's new products and services.
- Held retail and special onsite events to educate both employees and consumers on LG Mobile's offerings.
- Communicated clearly and effectively to Market Manager on sales and brand awareness of the retail locations and consumer sales.

Sprint Nextel

Account Executive

August 2008-October 2013

- Sold and managed hundreds of SMB accounts in Maryland, D.C. and Virginia.
- Cold called and scheduled meetings to present products and services for customers in various industries.
- Consistently achieved quota and revenue targets, accurately as well as punctually prepared sales forecasts and weekly activity reports.

EDUCATION

Bowie State University

2007

Bachelor of Science - Business Administration and Marketing

REFERENCES

Available upon request