



Sarah Gaertner

Sales Planner Candidate



A large shark is shown from a low angle underwater, with its mouth wide open, revealing sharp teeth and a bloody interior. The water is a deep blue, and there are bubbles around the shark's head. The shark's body is white and tapers towards the tail.

About Me

- Grew up in Northbrook, IL
- Miami University Alum-Class of 2018
- Foodie-Frequent restaurants all over Chicago and the Suburbs



Sales Assistant Timeline

March 4, 2019

- Started at Discovery on Isaac Maman's Team

2Q'19

- Transitioned onto Dawn Kemp's Desk under Casey Bruce

3Q'19

- Started on all Food Bundle Networks

4Q'19

- Assigned lead SA for Walmart Premiere

1Q'20

- Transitioned to Discovery Works Remote

2Q'20

- Successfully navigated Covid crisis

3Q'20

- Transitioned onto Mindy Walker's desk along with Kemp responsibilities

4Q'20

- Successfully managed six Walmart deals during Holiday campaigns

1Q'21

- Started on the new Bundle 2: DSC, COOK, FOOD, OWN, SCI, TLC

2Q'21 - Present

- Pitch for Bundle 2 Sales Planner



Premiere Deals

**BEST
BUY.**



Walmart

Chick-fil-A

Cub Cadet

BEHR



DICK'S
SPORTING GOODS

DISCOVER



Agencies

Haworth

Eicoff

SPARK
FOUNDRY

Martin Williams


Starcom

colle
mcvoy



 FALLON

Carmichael
Lynch.

M E D / A H U B





Sales Planner Preparation

- Book ADU and fill avails
- Pulled Stewardship for Dawn Kemp's Desk
- Marketing Experience
- Regularly shadow Sales Planners on plan building
- Built Simulmedia deals for OWN



Planner Game Plan

30 Days

- Transition onto AE's desk, while continuing to plan build with current planners
- Establish goals and expectations with AE to ensure successful relationship
- Provide updated Stewardship with ADU packages

60 Days

- Master Plan building, sending posts, along with MSAs
- Contribute to AV brainstorming with AE
- Continue to foster relationships with Agency contacts

90 Days

- Be AE's right-hand woman
- Handle all sponsorship components, while working closely with ASM
- Take on any added work to alleviate AE workload





Why Sarah?

- Quick learner
- Excellent Time Management with an emphasis on urgency
- Proactive vs. Reactive
- Desire for growth
- Welcomes Constructive feedback
- Problem Solver – Solution Oriented



Recognition



"This email was PERFECT btw!!"

-Gio Noguera, Advanced Advertising Planner

"YOU ARE THE BEST! Seriously. That was so fast."

-Amy Parsons, Carmichael Lynch Broadcast Manager

"Amazing! You're so quick—thank you!"

-Lauren Crawford, Haworth Media Senior Buyer

"You're Amazing and thank you so much Sarah!"

-Ryan Keith, TVCO Supervisor

"Thank you for all that you do!!!"

-Sam Kellar, Planner

"Sarah, thank you so much for giving us a heads up prior to these airing, this certainly helps us."

-Melanie Mauer, TVCO Director

"Awesome, thank you so much for the support!"

-Joshua Thompson, TVCO Specialist



Thank you!

