

Jessica E. Kahn

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OBJECTIVE

I am a sales and marketing aficionado looking to be inspired by a company with big dreams. With 17 years of experience in sales and marketing I've learned how to cut to the chase, get it done and crunch the results.

PROFESSIONAL PROFILE

Designation: Operations Director

Organization: Axiom Media Solutions.

Duration: June 2, 2009- Current

- Develop and implement marketing plans for small to medium size businesses.
- Track and adjust the campaigns for an average of 15 different companies at a time.
- Manage relationships with hundreds of vendors nationwide.

Type of work: Online Marketing- Manage a team of specialists that implement key Marketing services.

Designation: National Sales & Marketing Director

Organization: Fiducial Support Systems, Inc. Columbia, Maryland

Duration: November 1, 2010- July 2011

Starting Goals: To form their first Direct Sales channel nationwide, build organic online marketing campaigns, establish product offerings and evaluate the business for overall improvements to increase productivity/profitability.

- Closed Fiducial's 1st National account/multi-unit franchise- Developed exclusive Partnership with PostNet, outsourced bookkeeping for 350 of their 800 franchises. Annual revenue of 1.2 million
- Personally, built a strategic online marketing plan, implemented the necessary changes and saw National results in 3 months.
- Developed & executed their first sales compensation plan; Hire, fire, train & mentor a remote sales team spread out across the country.

Type of work: International CPA firm with 100 locations in the states. Develop & manage a remote team selling accounting, bookkeeping, payroll corporate income tax return services, Business to Business.

- Trained and motivated 45 full-time and part-time employees. Expect to have 70 by the end of 2011. Frequently travel to 40 company owned locations to improve production, appearance and customer satisfaction, most of the time requiring hands-on training.

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- Developed the sales program, wrote the comp plan, sales goals, monthly incentives, forecast and reports, including Hiring, firing & Quarterly sales training.
- Analyzed, researched, developed & implemented an online marketing plan through Google, Yahoo, Bing, to increase targeted visibility online for our full line of accounting products.
- Coordinate sales operations with all other departments/divisions of the Company. Re-developed their proprietary CRM with the use of "Getting to closed" companywide.
- Represent the company in developing ties with potential clients in trade shows, Seminars and conferences.

Designation: Owner, Operator

Organization: Axiom Media Solutions.2270 Stonebridge Lane. Easton, Pa 18040

Duration: June 2, 2009- Current

- Develop and implement marketing plans for mid size business.
- Track and adjust the campaigns for an average of 15 different companies at a time.
- Manage relationships with hundreds of vendors nationwide.

Type of work: Online Marketing- Manage a team of specialists that implement key Marketing services.

Designation: Director of Business Development/Senior Project Manager

Organization: Network Solutions, Sunrise Valley Dr., Herndon, Va.

Duration: January 22, 2006- June 2, 2009

- Developed Direct Sales channel/New outside Sales Team. overall company revenue 1st year, 6.9 million.
- In 2007, established partnerships w/ 10 major venues, allowing for 20 national seminars monthly. Client closing ratio for attendance- 50% within 6 month sales cycle.
- Trained 60 sales managers and assisted in the creation of training presentations & material which is being used by the company to train entry-level sales people.

Type of work: Online Marketing. New employee Sales training, leadership training, coaching and mentoring.

- Trained, developed, mentored and motivated 600 full-time, inside and/or outside sales employees.
- Planned, organized, implemented sales programs. Responsible for reaching sales objectives in the Mid-Atlantic region.
- Coordinated budgets, expenses, forecasts, and reports.
- Developed ties with potential clients in trade shows, Seminars and conferences.

Designation: Sales Manager

Organization: The Washington Times, New York Ave, Washington, D.C.

Duration: May, 2002- February, 2006

- In 2006, established a client relationship with major corporations, increasing revenues up by \$400,000 annually.
- Increased online sales by 50% 2005-2006 by adopting bundled programs, online services/pricing was inclusive.
- Maintained expense and revenue budget for retail sales. *Saved thousands yearly on average*

Type of work: Newspaper Advertising, Retail sales manager.

- Provided an annual Sales Plan, Responsible for quarterly updates, revisions and modifications to the Plan.
- Oversaw all hiring, firing & training of personnel involved in Sales, both inside & outside.
- Established performance goals for all sales department employees, and monitored performance on a continual basis
- Prospected, grew an account list, handled incoming leads and closing sales.

Designation: Director of Sales

Organization: H.O.M.E Inc., Butterworth Ct., Stevensville, Maryland

Duration: September, 1996- May, 2002.

- Recruited, built and developed top-producing sales team and managed three state territories for Management Company with annual sales in excess of 20 million.
- Managed region comprised of six franchisee owners, with combined total annual sales exceeding 9 million.
- Developed and implemented strategic plans to market franchises and persuade buyers to purchase products from company's franchisees, managed government procurements, prepared RFP submissions for government real estate contracts.
- Accountable for channel and end user sales development, new market identifiers and penetration, and large-scale contract negotiation
- Monitored franchisees operational performance to ensure alignment with corporate goals.

Type of work: Disaster relocation for families of fires, floods & natural disasters.

- Developed, with the Senior Staff, the Strategic Marketing Plan for the Company
- Coordinated sales operations with all other departments/divisions of the Company.
- Maintained and managed work flow of 100 employees.

EDUCATION

- Washington College- General Studies
- Anne Arundel Community College- Psychology, Sociology Major, Minor in Women's Studies
- Fleet Business School- HTML coding and administration, programming foundations with Javascript, HTML and CSS.
- Sales Training, Tony Robbins, Dale Carnegie and many more
- Network Solutions- SEO expert training.
- Google Adwords Certified
- Getting to Closed
- The Halo Foundation Volunteer- Washington DC Ambassador

COMPUTER SKILLS

SEO & Content Marketing

Keyword research, Content creation, link building, outreach, web page structuring, competitor analysis, traffic analysis and reporting

Tools: WordPress, Joomla, Woo commerce, Shopify, Virtuemart, Pinpoint booking, Google Analytics, Hubspot.

Pay-Per-Click

PPC campaign strategy, Product Positioning, Bid management, campaign optimization, Budget allocation, Performance analytics, tracking and ROI reporting.

Tools: Google Analytics, Bing ads, Facebook ads, Twitter ads, and Pinterest Ads.

Email Marketing

Email strategy planning, campaign creation, copywriting, A/B testing, graphic design, analysis and reporting, automation.

Tools: Mail Chimp, Constant Contact, Adobe Illustrator, and Google Analytics.

Social Media

Community growth, community management, customer service, social campaign management, engaging post creation, viral marketing, social analysis and reporting.

Tools: Facebook, Twitter, LinkedIn, Instagram, Pinterest, Hootsuite, and Sprout Social.

Website Management/Development

Server Development, Website design, responsive design, E-Commerce platforms, landing pages, lead capture, headline writing, copywriting, split testing, conversion optimization,

Tools: HTML/CSS, FTP, Cpanel, CMS, (WordPress and Joomla) Hosting, (Godaddy, Network Solutions and Amazon) Adobe creative, (Illustrator, Photoshop, reader, acrobat)

Computer

Windows, IOS, Microsoft, (Access, Excel, Outlook, PowerPoint, And Word) Adobe creative, (Illustrator, Photoshop, reader, acrobat) Dropbox, Onedrive, Splashtop remote access,

Corporate Representation & Consulting:

- Seminar Speaking
- Complex Solution & Enterprise Wide Solution Sales
- Business Intelligence & Analytics
- On Site Client Demonstrations
- Product Positioning
- Sales Training & Management

REFERENCES

Don Saunders, Saunders Landscape Supply.
Chantilly, Virginia
703-973-0098

Geoffrey Land, Network Solutions
Herndon, Virginia
703-898-5298

Iris Matucha, The Baltimore Sun
Columbia, Maryland
410-953-9116

Diane Rowland, Fiducial Business Centers, Inc.
Arvada, Colorado
303-918-2274