

Mary Vivian Braunschneider

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SALES, MARKETING & MEDIA EXECUTIVE

Visionary executive with an extensive background in media and digital sales, marketing and strategic planning. Adaptable to apply talents to attain success in any business sector. Dedicated leader with experience in consumer-facing digital marketing with a background in assembling, coaching, mentoring, and leading teams to continually exceed goals, grow customer base, boost revenues, and improve profitability.

- CORE COMPETENCIES -

- Digital & Video Marketing
- Content Strategy / Lead Generation
- Creativity & Analytical Ability
- Sales Leadership
- Executive Coaching/Mentoring
- Strategic Transformation
- Persistence & Self-Motivation
- Project Management
- Cross-Functional Collaboration

- PROFESSIONAL EXPERIENCE -

Shay Rowbottom Marketing, Inc.

2020-Present

A video content agency focused on increased reach and exposure for brands.

Vice President of Sales

Lead sales team while consulting executives, entrepreneurs and business owners on video marketing, content creation and strategy.

- **Head of Sales & Marketing for Shay Rowbottom Marketing.** Expertly introduce and utilize social media marketing, lead generation, video content & LinkedIn content strategy while implementing new CRM system.
- **Exceeded sales goals 155% on a \$1.5 million total revenue base** by working with clients and ad agencies while focusing on a broad array of industries in the SMB space such as software, financial services, publishing, retail, technology, telecommunications, and consulting.
- **Enhanced profitability** and identify opportunities for scaling and incremental revenue growth by negotiating and improving current product while introducing new initiatives increasing revenue over \$1 million annually.
- **Mentored new sales consultants** to bolster knowledge and sales skills to incorporate a blend of both traditional and digital strategies. Offered guidance, motivation, emotional support, and role modeling while helping staff explore career pathing, goal setting and identify resources to drive success.

MVB, Inc.

2017-2020

A digital marketing company focused on mindset and content marketing.

Chief Executive Officer | Principal

Consult with executives, entrepreneurs, business owners, and managers to help clients achieve greater results via video marketing and content, goal setting, surmounting obstacles, and building confidence through a shift in mindset.

- **100+ growth in client base** realized in three years by facilitating digital ad campaigns and video content strategy and interviews with extraordinarily successful entrepreneurs.
- **Create and launch new products and partnerships** using digital marketing funnels, email marketing, social media, podcast sales and affiliate marketing.
- **25% lead cultivation reached** by presenting motivational content and products for companies, organizations, and custom events with as many as 100 attendees.
- **20% boost in revenue and client base** attained within three years by founding and growing a startup business to more than six figures in the initial 20 months of launch.

Los Angeles Times – Tribune Company | Los Angeles, CA**2015-2017***A world-renowned media company with the 5th largest circulation among U.S. newspapers.***Vice President of Sales***Managed with player/coach mentality an advertising sales team of four directors and 45 sales reps generating \$55+ million in annual digital and traditional ad revenue across various platforms and numerous industries.*

- **\$2 million in cost savings** obtained by assessing strategies with other company markets to abate replication and right-size the business while maintaining meaningful product solutions that drove results.
- **\$1 million YOY growth in digital brand content revenue** for the retail category, 20% upturn in digital sales, and a 5% increase in solutions generated by concentrating sales efforts on new products and features.
- **Maintained team stability and revenue growth while** revising the commission structure and focusing the team on a new CRM system to bolster accountability, earning 102% to goal on a \$55 million revenue base.
- **110% surge in year-over-year digital revenue and a 20% YOY uptick in new account sales** gained by partnering with sales directors to identify methods to improve job performance, prioritize high impact activities, inspire teams and keep complicated projects moving forward.

Chicago Tribune – Tribune Media Group | Chicago, IL**2005-2015***Media and publishing company with daily circulation of nearly 450,000.***Major Account Sales Manager | 2012-2015***Led advertising sales teams and support personnel to drive digital services, event sponsorship and traditional revenue. Managed 12 employees.*

- **\$1.3 million and 15 FTE jobs saved** by playing a key role in the reorganization of the entire sales division from category-based structure to a more effective and strategic go-to-market selling organization.
- **Exceeded sales goals 105% on a \$35 million total revenue base** by working with clients and ad agencies while focusing on a broad array of industries such as entertainment, financial services, retail, technology, telecommunications, and travel.
- **Enhanced profitability** and identified opportunities for incremental revenue growth by negotiating and improving 25+ contracts valued at more than \$8.75 million in total.

National Sales Manager | 2009-2012*Oversaw \$30 million in digital and traditional advertising revenue within the highest account tier.*

- **\$30 million in digital and traditional advertising revenue** managed in a portfolio of 75+ accounts.
- **\$125,000 escalation in revenue for one quarter** by teaming with broadcast business units (WGN-TV and Radio) to produce effective media campaigns for three major retailers.
- **\$1.2 M in incremental sales**, 180% YOY spike in digital and event revenue, and a 35% increase in new accounts by collaborating with other business units leading to a prestigious corporate sales award.

Senior Sales Executive – Major Accounts | 2005-2009*Directed \$20+ million in print and digital ad revenue for the movie and retail categories.*

- **Worked with movie studios and national ad agencies** to create national media campaigns that ran cross-platform for more than 200 movie openings.

- EDUCATION & CERTIFICATION -**Bachelor of Arts in Business**, Benedictine UniversityThe Science of Well-Being, Yale University, 2020
Hubspot Sales Software Certified, July 2020