

# Michael O'Driscoll

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## Summary

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Dedicated professional with demonstrated strengths in customer service, time management and business strategy. Excels at troubleshooting problems and building successful solutions. Excellent verbal and written communicator with strong background cultivating positive relationships and exceeding goals.

## Experience

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### **Manager, Strategic Accounts – Saltwire Network. 10/2023 – Present.**

- Manage relationships with national and regional clients, recommending media and business strategies to help them achieve their goals.
- Develop and manage the sales pipeline and work with the sales leadership team to forecast monthly, quarterly, and annual sales volume.
- Analyze the marketplace and competition to determine the most effective sales strategies for increasing advertising revenue across all platforms.
- Grow market share with a national and regional account list through the combination of acquiring new business and increasing current client spend with increasing client satisfaction.
- Prospect and develop new national and regional accounts, including cold calling for new or churned clients.
- Responsible for planning and executing media campaigns for clients.
- Meet assigned expectations for profitability and productivity while under pressure of daily deadlines.
- Lead the Strategic Accounts team to meet revenue goals.

### **Digital Strategic Performance Manager – Saltwire Network. 10/2018 – 09/2023**

- Facilitate digital campaign planning sessions with the account manager.
- Develop and solidify digital strategy at a campaign and client level using social media, digital marketing channels, and traditional mediums like newsprint.
- Develop digital media plans for VIP clients.
- Ensure account manager is prepared to present strategy and campaign plan.
- Monitor digital sales opportunities in Salesforce.
- Develop and roll out digital sales product training.
- Identify upsell opportunities with sales account managers.

## Skills

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Google Ads, Social Media Ads, Google Analytics, Google Ad Manager, Sales Negotiation, Project Management, Account Management, Sales, Communication, PowerPoint Presentations.

## Education

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Memorial University of Newfoundland | St. John's, Newfoundland and Labrador  
Bachelor of Commerce (Co-operative) | 06/2018

## Community Involvement

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Work with [Bridges To Hope](#) and [Guide To The Good](#) to take advantage of the Google for Nonprofits program. This allows them to reach new customers and increase awareness of their organizations through Google search marketing.