**Cindy Q. Bananas**

123 Street Blvd ♦ Singapore, CA 94044 ♦ 123.555.1111 ♦ [cindy@rezscore.com](mailto:cindy@rezscore.com)

LinkedIn: <http://www.linkedin.com/cindybananas>

**Vice President of Media Sales**

***Specializing in Launching & Monetizing Newspapers & Magazines***

**Paper Printer US Inc.,** San Francisco, CA **May 2000** – **Present**

Vice President-Consumer Media/ Tech Group Dec 2010 – Present

\*Earned several promotions, from *Sr. Sales Manager* to *Vice President* May 2000 *–* Dec 2010

* Leading triple-digit growth for *Paper Printer* in the US by launching new products, growing sales, increasing traffic, digital subscriptions, and signing content distribution/ aggregation deals.
* Currently overseeing strategy, vision and P&L for the *Paper Paper Group*, delivering a $2M increase in revenue and a $3M increase in contribution level , within only 1 year.
* Managing 12 portfolio products, including *Magazine, Newspaper* and *Website: The Official Magazine* across multiple platforms: magazines, websites, email, newsletters, events, and podcasts.

**Key Successes Include:**

* Successfully managing revenues ranging from $1M to $40M, with up to $7M in gross contribution.
* Winning multiple major awards, including 8 from the *Newspaper Society*, with particular recognition for *Salesperson of the Year* and *Best Integrated Advertising Campaign,* among others.
* Launching dozens of profitable products (videos, online/ print magazines, games, apps) including:
  + Introducing the digital distribution of magazine content over the Apple Newsstand platform, generating over $2M in revenues within first 2 months alone.
  + Successfully diversifying business by building out a video studio team to create custom licensed content in partnership with *Frank Co., Wilma Inc., Fred, Barney* & *Bambam*.
    - Sample Content: [www.thisisahyperlink.com](http://www.thisisahyperlink.com/)
  + Launching *Paper Paper* magazine into a crowded category of 18 publications, and growing it to become the #3 title, with 59% year-to-year ad growth.
  + Producing *Magazine Magazine* and website, adding approximately $5M in new revenues.
  + Redeveloping 5 titles which were in major decline, 4 of which are now in growth.
  + Bringing iPhone and iPad apps from concept to acceptance into the App Store, earning millions of downloads and 4-5 Star ratings within months.
* Growing sales, PV’s, traffic and revenue per customer in each role, including:
  + Improving overall portfolio profits by 178% in 2008 and by another 250% in 2010.
  + Increasing digital revenues by 30% in 2011, reversing a downward trend begun in 2008.
  + Implementing standardized SEO practices, social media programs, analytics driven content creation and compelling UGC with meaningful tracking.
* Negotiating multiple $MM long-term media and licensing partnerships, across the US and Europe.

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**Newspaperville,** Dursley, England **Jul 1995 – May 2000**

Publisher

* Earned 5 significant promotions in 5 years for achieving management goals in every position filled. Successes include increasing revenue by 243% and decreasing costs by 78% within 2 years.
* Spearheaded Executive Committee that improved profitability, implemented companywide performance standards, rolled out a regional call center program, and standardized sales group training, targets and incentive plans.

**Newspaper Group,** Newport, Wales **Jun 1991 –Jul 1995**

*Business Manager*

* Promoted from *Journalist* to *Sales Trainer* to *Business Manager*, earning consistently increased responsibility, and eventually managing the entire sales team.
* Led all sales operations including recruiting, training, day-to-day supervision, target allocation and oversight, forecasting, and developing new revenue streams.

**EDUCATION**

**Master of Arts in Publishing**

*Columbia University*; May 2006

**Bachelor of Arts in International Relations**

*University of Columbus*; May 1991

**SKILLS & TOOLS**

**MANAGERIAL**: Team Leadership • Product Launches • Budget Management • Content Origination, Editing & Production • Sales Training & Management • Financial Oversight • Business Strategy & Planning • Online Publishing • **DIGITAL**: Forecasting• Inventory • Yield Analysis • Behavioral Targeting • Mobile, Display, Video (Pre/Post Roll) & CPM Advertising• SEO/ SEM Management • **TECHNOLOGICAL**: Salesforce • DoubleClick Dart (DFP) • Nielsen • ComScore • Google Analytics

**INDUSTRY AFFILIATIONS & MEMBERSHIPS**

Founding Member of AAAA; San Francisco Chapter ♦ Member; Group of People (GOP) ♦ Member; Online Association of Online (OAO) ♦ Member; Academy of Super Cool Stuff (ASCS) ♦ Member; PC And A Mac (PCAM) ♦ Charity Board Member ; Charity is Good Foundation