

# DARCIE L. SAUNDERS

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## ● Professional Profile

Marketing ● Media ● Customer Relations ● Sales

Skilled sales and marketing professional with exemplary customer focus. Proven abilities in relationship management, people services and creative production. Excellent computer skills and organizational ability. Essential understanding of business development and growth. Positive, enthusiastic attitude.

## ● Professional Experience

### **eMedia Manager, nwahomepage.com – KNWA/Fox24** (Nexstar Broadcasting)

December 2007 – December 2008

- Build and maintain website functionality
- Test and deploy new pages and features on the site
- Communicate and coordinate with all station departments
- Placement and scheduling of client/sales related banners and video pre-rolls
- Manage online projects, inventory and statistics
- Educational training and support for sales staff
- Experienced in multiple online programs involving content management, email blast, contesting etc.

### **Account Executive - Cox Media Inc.**

October 2000 – November 2007

- Sell, market and prospect business for Cox Media  
*(Included 36 Cable networks and GoScout Homes TV/website sales)*
- Propose creative ideas/marketing proposals to clients for commercial ad development
- Grow and sustain client list to achieve revenue goals
- Train real estate professionals to use online product for ad insertion
- Experienced rate negotiation, daily customer interaction and service
- Communicate with internal departments such as production, traffic and accounting

### **Media Director, GMS Group Inc. - Advertising Agency**

June 2000 – October 2000

- Process insertion orders to local media companies for advertising
- Implement budget dollars into suitable media buy for clients
- Presented marketing opportunities and monthly/quarterly budgets to clients for approval
- Collaboration with graphic artists on creation of marketing layouts/campaigns

### **Tyson Foods Inc.**

July 1993 – June 2000

Sales Coordinator, Wholesale Club Division (Consumer Products) - 3 years

- Execute sales orders and delivery of product for Northwest and Southwest divisions of Costco Clubs
- Calculate inventory balances and replenishments weekly

Expatriate Assistant, Compensation/Human Resources - 4 years

- Assist with Expatriate Program (*US employees living/working abroad*)
- Worked closely with upper management on compensation objectives for expatriates
- Communication liaison between overseas employees and Compensation/HR manager

## ● References and Letters of Recommendation

Available upon request