

Alex Davison

Milledgeville, GA | (478) 973-5179 | alexdavison205@gmail.com | www.linkedin.com/in/alex-davison1

PROFESSIONAL EXPERIENCE

TEGNA - 13WMAZ | Macon, GA

Account Executive

May 2022 - March 2024

- Prospect, develop, and grow revenue-producing relationships with local and national businesses.
- Exceeded television sales goals in 2022 & 2023, adding 13 new accounts billing over \$125,000 in 2023.
- Generated sales growth of 47% Q1 2024 over 2023 with over \$350,000 in revenue booked in Q1 2024 alone.
- Consult with business owners and key decision-makers to develop goal-specific advertising campaigns.
- Create and execute all elements of multi-platform campaigns from commercial script to advertising schedule.
- Analyze results and identify areas of opportunity to increase efficiency on broadcast & digital outlets.
- Negotiate deals with local clients and agencies who oversee national business accounts.

Techtronic Industries (TTI) | Atlanta, GA

Territory Manager

January 2022 - May 2022

- Lead sales force in \$32 Million Territory over Southwest Atlanta territory.
- Trained and developed 13 sales reps across 14 Home Depot locations.
- Prospected potential talent to drive results on sales team by conducting all steps in interview process.
- Collaborated with regional Home Depot executives to sell-in brand merchandising space in territory stores.
- Recruiter at Georgia College & State University with multiple classroom presentation opportunities.

Event Marketing Specialist

May 2021 - December 2021

- Executed weekly demonstration events for RYOBI Power Tools in high-profile Atlanta territory.
- Generated sales growth of 22.49% over 2020 sales leading all Atlanta territory stores.
- Established partnerships with key decision-makers to increase RYOBI merchandising space in store.
- Analyze product sales numbers to capitalize on market opportunities.
- Trained 3 New Hires on team to perform tasks efficiently.

Marketing Georgia | Milledgeville, GA

Social Media Marketing Intern

August 2020 - December 2020

- Communicated with clients to manage relationships and keep social media accounts up to date.
- Implemented creative social media campaigns to increase customer interaction on client's accounts.
- Create and edit digital media content with Adobe Photoshop and Canva.

EDUCATION

Georgia College & State University

Milledgeville, GA

Bachelor of Arts in Mass Communication, Minor in Marketing

August 2017 - May 2021

Skills & Specializations

Media Strategy & Advertising Efficiency - Campaign creation, Message placement, Identifying target audience
Presentation & Communication - Georgia College Elevator Pitch Champion, Sales presentations
Customer Retention & Relationship Development - Retail & Consultative sales, Cold calling, CRM utilization
Organizational Leadership - Team Management, Training & Development of staff