

# DANA L. LEAVY

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## SUMMARY

Dynamic & accomplished sales leader with consistent results driving new business & growing client relationships for a diverse range of businesses. Core strengths include business development, consultative sales & a no-nonsense approach to driving revenue. Extensive background in marketing writing & communications, leadership, & training sales staff in product branding & positioning. Bottom-line money-maker with entrepreneurial attitude, & advocate for fostering a fun & positive work environment.

**CORE SKILLS** Business development, account management, consultative sales, sales & leadership training, marketing & strategic planning, client relations, creating & securing proposals, conducting presentations, excellent writer & communicator.

## SELECT ACCOMPLISHMENTS

- Doubled membership & tripled revenue for offshore wealth management publisher through innovative & effective copywriting & marketing strategy development & execution.
- Managed & grew highest revenue-generating sales territory comprised of hundreds of retail accounts in the Marina District of Bay Area.
- Provided key account management & sales training to take LA market from \$0 to \$3.4 million in 6 months.
- Broke into major industry players such as Starbucks, Safeway & Macy's by creating, writing & presenting winning proposals.
- Trained junior-level executives in sales & presentation skills for Fortune 500 companies such as Oracle.
- Forged partnerships between socially-responsible businesses & complimentary non-profits to enhance community support, brand awareness & customer loyalty.

## PROFESSIONAL EXPERIENCE

***Marketing Consultant, Business Coach, Copywriter*** 2002 – present

Built & ran six-figure copywriting & marketing consulting practice that included major direct mail publishers, as well as start-up businesses. Focused on increasing ROI through practical, cost-conscious approaches to marketing, communications & sales strategy.

***Advertising Sales Manager, Development Director***, Niche Magazine 1999-2001

Managed advertising sales for 6 print magazine issues per year. Was responsible for hitting annual budget & revenue goals through direct mail & major donor campaigns, & all elements of development programs.

***Associate Director***, Friends Board Consulting 1998-1999

Trained non-profit organizations in board & governance issues such as consensus decision-making, establishing best practice standards, upholding by-laws, & orientation & training programs for board members.

***Business Development, Area & Key Account Management***, Beverages, Inc. 1994-1997

Account management & business development responsibilities that focused around creating & presenting proposals for new business, & managing & training delivery staff & distribution personnel.

***National Sales Manager***, Specialty Beverage Company 1992-1994

Managed the sales process & training for small & innovative retail environment. Responsible for managing trade show presence, conducting client presentations to large retailers & training the organization's network of distributors on product branding, positioning & sales.

## EDUCATION & TRAINING

Mills College

*BA, English Literature/Creative Writing*

Temple University

*Coursework in Communications/Radio-Television-Film*

American Writers & Artists Institute

*Direct Response Marketing, Copywriting 2002*