

WILLIAM DUNN

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SALES EXECUTIVE with more than 20 years of experience in digital marketing, strategic sales, revenue generation, and team leadership across industries. Dedicated leader adept at identifying and pursuing innovative market entry and growth strategies to secure multimillion-dollar revenue generation. Team management expert known for upholding operational efficiencies to ensure organizational success. Results-driven, strategic account executive with a proven track record of leveraging sales and business expertise to pursue and secure partnerships for industry-leading media organizations.

Areas of Expertise include Connected TV, Programmatic and Data-Driven Advertising, Marketing, Native, Video, Cross-platform, B2B, Industrial and Automotive categories, Salesforce, Search, and Social.

KEY ACHIEVEMENTS

- Optimally managed **YouTube** and **Google Ads** functions during employment as Google Senior Account Executive, successfully managing \$14M in related revenue.
 - Deployed ongoing sales and team management initiatives across industries, driving a 70% increase in sales for **The Wall Street Journal** (\$32M) and 500% sales increase while employed at Advance Digital.
 - Effectively implemented and launched highly-strategized streaming video sales initiatives to ultimately surpass goals while employed at **Yahoo**, achieving 173% to goal through securing \$78M.
 - Drove new market expansion and business development initiatives, supporting entry into markets including Detroit, Los Angeles, New York, Boston and Miami, identifying optimal revenue opportunities for **The Wall Street Journal** and **Google**.
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EXECUTIVE EXPERIENCE & ACCOMPLISHMENTS

Media News Group – Troy, MI

2012 – 2013 | 2019 – Present

Senior Account Executive

2019 – Present

Automotive Category Director

2012 – 2013

- Strategically drove digital and print sales for the second-largest digital and content publisher in the US, demonstrating expertise across Connected TV, social, SEM, SEO, audience targeting, video, and native advertising.
- Utilized data-driven insights to direct strategy, setting, and execution for advertising with Tier 1 and 2 automotive clients, augmenting user engagement to bolster success.

Corp! Publishing – Detroit, MI

2017 – 2018

Publisher (Contract)

- Skillfully managed all components of digital and print publication, sales, marketing, public relations, and editing to enhance brand synergies and equity.
- Drove the redesign of company website, magazine, and logo in alignment with brand and organizational vision and strategy; effectively enhancing the user experience (UX).
- Acted as Executive Officer for the Board of Directors. Also acted as primary host for events such as Economic Bright Spots, Food and Agriculture, and Diversity conferences.
- Represented Corp! Publishing for television and radio interviews, leveraging PR expertise.

Tinder – Detroit, MI**2016 – 2017****Account Director**

- Successfully introduced Tinder platform to the Detroit market, securing sales for 40 social and dating platforms. Leveraged expertise across a variety of social media products, including native, deterministic data, cross-platform campaigns, and programmatic solutions to drive client success.

Yahoo – Detroit, MI**2014 – 2016****Performance Specialist**

- Launched advertising sales initiative for Yahoo's original streaming video content, pitching to key agencies in Detroit, New York and Los Angeles, including Dentsu, Interpublic, Omnicom, and WPP.
- Leveraging extensive experience in deterministic targeting, led sales initiatives for cross-device programmatic campaigns using 1st party data from one billion Yahoo users.

Google – Ann Arbor, MI**2013 – 2014****Senior Account Executive – YouTube & Google Ads**

- Directed the launch of Catalyst Team in Ann Arbor spearheading addressable market sales initiatives for key clients including GameStop, Rent-A-Center, and ConocoPhillips, promoting strategic deployment, account planning, and mission-critical initiatives to uphold success.
- Specialized in YouTube, driving engagement and increased awareness of YouTube advertising options among current Google clients and new prospects, driving \$14MM in revenue.
- Drove strategy and vision casting for YouTube, acting as a subject matter expert in identifying and deploying new strategy and related initiatives.

Cox Digital Solutions – Detroit, MI**2011 – 2012****Senior Account Executive**

- Spearheaded the planning and launch of new online advertising network to industry-leading accounts, including General Motors, Chrysler, Ford, 5 Hour Energy, and Dow Corning.

Advance Digital – Jersey City, NJ**2008 – 2011****Business Product Development Manager**

- Developed and executed new product and sales strategies for Advance Internet's Business Listings directory (Internet yellow pages), hosted by 11 regional news sites across the country. Increased sales by 500% in 10 months.

The Wall Street Journal – New York, NY**1999 – 2008****Eastern Real Estate Manager****2003 – 2008****Senior Account Executive****1999 – 2003**

- Hired and managed staff of 13 in Boston, New York, Washington DC, Atlanta, Miami, and Tampa, supporting performance and proper acclimation to the organization.
- Facilitated content strategy and deployment, identifying and addressing opportunities across content to secure 70% growth and maintain \$32M revenue stream.

EDUCATION **Bachelor of Arts (BA), Journalism:** University of Michigan**AFFILIATIONS** 313 Digital | Adcraft Club of Detroit | Detroit Athletic Club | Detroit Economic Club