

MAUREEN M. NORTHEY

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QUALIFICATIONS

Provides over 20 years of direct marketing experience exclusively in list management. Top sales producer for Fortune 500 clients.

WORK HISTORY

2007-2009

Sr. Account Executive, MeritDirect

Sr. Account Executive in the business-to-business market. Responsible for sales in catalog and publishing markets including out bound sales calls to brokers as well as directs. Responsibilities included, advertising/marketing plans, cross selling between lists and markets, broker and client contact on a regular basis as well as client reporting on a monthly basis with sales recap and variance calls and update on sales activity and sales calls. Client roster consists of Baudville, Jigsaw, Crain Communications, Advertising Age, Marketlab Solutions Publishing and also some work on CFO Magazine and BusinessWeek.

2002-2007

Sr. Account Executive, Walter Karl, Inc.

Sr. Account Executive for consumer catalog, publishing, and fundraising group. Responsible for sales of \$700,000 net commissions to Walter Karl, Inc., with a sales team of three. Created and presented new client presentations and client reviews. Implemented new marketing plans for clients including targeted letters and new promotion strategies. Responsible for creating marketing/advertising plans and cross selling between catalog division, publishing division and fundraising divisions. Prepared broker presentations and presented files to brokerage community via in house presentations. Also worked at Walter Karl, 1984-1989 as an Account Executive for Hosiery Corporation of America, Telebrands and various sweepstakes, general merchandise lists. Responsible for sales calls, recommendations, meeting reviews.

2000-2002

Sr. Account Executive, Millard Group, Inc.

Sr. Account Executive responsible for sales of \$4,000,000 net revenue to Lillian Vernon. Duties included broker visits, client reviews, list recommendations, created and implemented marketing plans and revenue forecasts. Responsible for advertising campaign including space advertisements, direct mail promotions, targeted letters to brokers/mailers. Also assisted in sales/marketing efforts on Newport News including client reviews, broker presentations, sales. Successfully expanded usage on these files with out of category mailers by offering incentives and specialized pricing for test mailers. Member of DMA.

1997-2000

Account Executive, Direct Media List Management

Account Executive responsible for sales of \$3,000,000 in net revenue to J. Crew, Barnes & Noble, Bike Nashbar, Road Runner Sports, Popcorn Factory and B. Dalton. Supervise staff of 6 sales assistants. Assist Vice President of Consumer List Management on sales and marketing plans. Provide detailed recommendations to brokerage community. Created sales and marketing plans, revenue forecasts, promotional materials, and quarterly review meetings for list owners, and broker presentations. Successful with category expansion into publishing, children's and fundraising markets. Member of DMA and NEMOA.

1992-1997

Account Executive, AZ Marketing Services

Supervisor of Fundraising division responsible for sales staff of 2 assistants. Worked very closely with Fundraising brokers on all files. Responsible for sales and marketing plans, revenue forecasts, review meetings, broker presentations and recommendations for March of Dimes, Southern Poverty, Public Citizen, Save the Children. Successful out of category expansion to the publishing and children's markets. Sales Associate for Catalogs division for Godiva, Domestications, Tapestry, Calyx & Corolla. Assisted with sales calls, review preparation and follow-up calls.

Computer skills

Excel, Word, Access, Powerpoint

Education

Berkley Business School, White Plains, NY