

**RANDI WHITE**  
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Highly effective marketing and advertising sales expert with a quantifiable track record of quickly and efficiently closing new accounts and increasing existing business. Experience in marketing, business development, account management, client relationship management, strategic planning and digital platforms. Expertise in public relations.

Experience:

**Director, Business Development**

**Travel Research Online; 2010 – Present**

- Manage all aspects of advertising sales for online digital media travel platform.
- Create multi-level custom digital marketing programs for 100+ companies.
- Develop online strategic program and branding.
- Develop marketing presentations.
- Write proposals, negotiate contracts and close new business.
- Attend major domestic and international travel shows to grow existing client base and develop new partnerships.

**Director Business Development**

**Bliss Celebrations Guide; 2013 – 2022**

- Manage online and print media sales for regional wedding publication.
- Develop, sell and execute 50+ clients, specializing in the wedding industry.
- Successful in building account list, securing 100% new business.

**Sales Manager and PR Director**

**Sugar Ridge Resort, Antigua; 2013 - 2019**

- Develop relationships with leading travel wholesalers.
- Create marketing programs with travel distribution partners.
- Develop innovative PR tactics to promote the resort throughout North America.
- Create monthly timeline of strategic events.

**Vice President, Associate Publisher**

**Jax Fax Travel Marketing Magazine; 1992 – 2013**

- Develop and manage 200+ advertising clients worldwide, specializing in the
- Travel industry.
- Secure business with Tourist Offices, Hotels & Resorts, Airlines, Tour Operators, Wholesalers, Cruise Lines, Car Rentals and Consolidators.
- Successful in building account list from 0 to over 200 accounts through effective prospecting, networking, presentations, follow up, perseverance, and creating trusted relationships.

- Routinely exceed sales objectives, expanding client base and raising client retention levels in a highly competitive industry.
- Continue to grow business from existing customers by selling integrated programs, innovative ad units, and advertorials in both print and digital platforms.
- Create marketing plans that include media kits, sell sheets for supplements, and added-value programs for our advertising partners.
- Carry out all aspects of sales activities including lead generation and business development.
- Manage sales reps, and guide in daily operations.
- Assist clients with ad development, creating successful advertising programs and strategic marketing plans.
- Manage operations within the advertising and production departments.
- Attend national, international and regional trade shows to meet with existing clients, solicit new business and learn about industry trends to forecast future business opportunities.
- Develop editorial calendar.
- Attend press trips and press events to review destinations, airlines, hotels, cruises and partners

#### **Advertising Sales Manager**

##### **International Data Group – Federal Computer Week; 1986 – 1992**

- Responsible for the launch and development of Federal Computer Week, a weekly publication serving the Federal Government.
- Successful in building the Northeast territory; breaking targeted accounts, exceeding all sales goals, and generating the most sales revenue of any territory.
- Director of custom publishing programs.
- Developed integrated programs tailored to client goals to build brand awareness.
- Created and presented business development plans for promotions and advertising.
- Regularly attended trade shows and association meetings.

**Education: SUNY Binghamton, B.S. Physiology**