

# Jackelin Mercadal

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## EXECUTIVE PROFILE:

- Seasoned marketer with over 15+ years of business development experience on a national level across branding, advertising, sales, social and digital media, public relations, communications, event sponsorship and research.
- Proven success in driving \$60 million in revenue over the course of my career by building impactful marketing and branding campaigns, launching creative platforms and programs and developing exceptional client relationships.
- Track record of building and maintaining customer base and 80% market share for broadcasters in highly complex and competitive markets.

## SKILL HIGHLIGHTS:

- Professional brand builder with extensive knowledge of launching and redeveloping brands.
- Innovator in building traditional and digital advertising campaigns.
- Category experience: telecom, packaged goods, retail, automotive, financial services, Insurance, food & beverage, travel & tourism, wine & spirits and technical colleges.
- Resourceful leader with the ability to assess all issues pertinent to clients' needs while implementing new and innovative marketing campaigns.
- Communications specialist with the ability to build business communications plans, develop content and narrative and pitch stories to clients and broadcasters alike.
- Excellent staff management skills with successful track record of developing and advancing careers of staff members across multiple industries and competencies.

## CORE ACCOMPLISHMENTS:

- Managed a yearly portfolio of \$4 million dollars in revenue.
- Responsible for 50% of overall office billing in the region.
- Activated an average of 7 new business clients per year.
- Spearheaded social media, influencer and podcast campaigns resulting in 5%+ sales lifts for advertisers.
- Leveraged all KATZ offerings and scale, which led to increasing office client list and growth in billing.
- Cultivated top-notch brand and guest experience at station events that led to multi-year sponsorship commitments at an average of 10 per year.
- Converted several accounts through the years which had a historical no radio dictate.

## **PROFESSIONAL EXPERIENCE:**

### **SR Account Executive KATZ Media Group, October 2002 – November 2019**

- Strategized and created 50+ turnkey marketing campaigns for advertisers that have national scale and can be integrated across multiple platforms (radio/digital/TV/events).
- Driver of business development by creating business alliances and partnerships with key leaders and decision makers.
- Determined, developed and delivered market business plans and advertising strategies to help clients reach target audiences efficiently.
- Created 10+ quarterly projects designed to generate non-spot revenue for broadcasters in excess of \$50K per year.
- Negotiated deal terms to satisfy both clients and broadcasters to accelerate deal process.
- Provided market and media landscape knowledge to clients to help develop and drive new growth initiatives via positioning and pre-selling of opportunities.
- Researched business, financials, products/services, and markets of clients and their competition.
- Extracted research information to prepare presentations used as selling tools with ratings and category information.
- Provided strategic reporting to General Managers and Senior Management on new revenue opportunities.
- Worked closely with on-air radio talent and developed high-impact social media strategies that personified clients brand in an organic way increasing market share by 20%+.
- Supervised and managed 3 national sales coordinator by setting goals and establishing deadlines that complied with all clients plans and visions.

## **EDUCATION:**

### **Florida International University**

*Master of Science in Advertising and Public Relations*

### **Florida International University**

*Bachelor of Science in Communication with a track in Television Management*

*Area of Concentration in Business and Marketing*

*Minor in Art History*