

# Jacob Meyer

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## EXPERIENCE

**iHeartMedia, Total Traffic & Weather Network, Chicago, IL** 8/18 – Present  
Strategic Account Manager

- Consultative national account sales in radio, TV, podcasts, digital and event/experiential advertising
- Over \$6MM annual budget consisting of renewal/growth and new business accounts
  - Q4 2018 = 100% of \$1MM budget
  - Q1 2019 = 105% of \$1.5MM budget
  - Q4 2019 = 170% of 1.25MM budget
- Closed multiple 7 figure new business clients
- Some clients include:
  - Starcom (Agency), Kraft, Allstate, Chick-fil-A, ESPN, Lowe's, Wingstop, Peak Antifreeze, FCA (Dodge RAM)

**Gladson, Chicago, IL** 10/17 – 7/18  
Senior Account Executive

- Manage book of over \$3MM with renewal, growth and one-time sales quotas
- 100% renewal success and closed new agreements from \$10,000 to over \$100,000 annually
- Create a growth pipeline for upsell opportunities with 6-12 month sales cycles involving multiple departments, procurement and decision makers
- Present to major retailers and brands either in-person or through screen share

**Yelp!, Chicago, IL** 4/17 – 9/17  
Mid-Market Account Executive

- Only Account Executive in the Chicago office to achieve over quota
- Most revenue of any Chicago Mid-Market Account Executive from April to September
- Won sales contest for closing the most accounts of all Mid-Market reps nationally
- Strategize marketing and advertising efforts with mid-size businesses of all verticals

Account Executive 4/16 – 3/17

- Inside sales for local businesses to increase exposure with targeted online advertising
- Averaged over 250% of monthly quota for the year
- #1 in total net revenue for Chicago local sales (About 600 sales reps; April 2016 – March 2017)
- Broke Chicago office single month revenue record (\$86.1k) in November 2016
- Presidents Club (Top 10% of Yelp org, July 2016 – June 2017)

**Merrill Corporation, Chicago, IL** 1/15 – 10/15  
New Business Associate

- Routinely called on corporations, banks and law firms to determine their needs across our different product lines with long and complex sales cycles
- Explained emerging technology and presented information on corresponding services offered
- Coordinated meetings and client interactions to demonstrate our technology products as well as our services
- New business development

**The Smart Circle International, Blue Bell, PA**

5/12 – 12/14

Sales Director

- Regional marketing manager of multiple, ongoing promotional events inside national retail stores
- Conducted a three-step interview process and managed all aspects of the recruiting funnel, growing the start-up location from four people to as many as twenty-two
- Managed business development, sales training and execution and account management for multiple ongoing promotional events
- Ran daily meetings to organize, plan and execute marketing and sales strategies for the sales representatives
- Conducted HR & Administrative Procedures (i.e. Hiring, Firing, New Hire Orientations and Payroll)

**Wagman, Hurwitz, LLP – Philadelphia, PA**

5/11 – 5/12

Legal Associate

- Contract review and trademark research
- Followed up with Warner/Chappell, Sony/ATV, and Universal Music Publishing companies to obtain synch licenses for clients
- Created the marketing plan and strategy for a virtual law office

**AREAS OF EXPERTISE**

- Account Management
- Client Education
- Consultative Selling
- New Business Development
- Relationship Building
- Sales Forecasting
- Salesforce.com
- Value & Strategic Selling

**EDUCATION**

**State Bar of Pennsylvania, Law License**

**State Bar of New Jersey, Law License**

**Juris Doctor (J.D.), Widener University School of Law, Wilmington, DE**

2011

**Bachelor of Science in Business, Indiana University, Bloomington, IN**

2008

Major: Kelley School of Business: Entrepreneurship; Minor: Psychology

**ACTIVITIES**

Indiana University Wrestling Team

8/03 – 5/05

**INTERESTS**

Skiing, Golfing, Wrestling