

JEFFRY L. HANCOCK
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SUMMARY: Media executive with extensive experience in both broadcast and print media marketing, sales and management. Repeated success in turnaround situations with consistent generation of new and increased revenue streams leading to more profitable business. Excellent interpersonal skills with proficiency in employee training, development, and supervision. Special expertise in motivational techniques, negotiations, market evaluation, and new revenue development.

PROFESSIONAL EXPERIENCE

WCLS-WVNI-WDCK-WMYJ Bloomington, Indiana January 2015-Present

Director of Revenue

- Provide focus plans to sales in order to increase revenue from multiple sources to the Stations
- Help local business owners to solve problems and realize opportunity.
- Give local business marketing plans that will grow their sales and profits.

NRS MEDIA, Atlanta, Georgia, **January 2008 – 2015**

NRS is a media company whose focus is on maximization of direct sales revenue for television, radio, and newspaper companies throughout the world.

Account Director: Directs and manages media sales programs in North America

- Provides clients with focused plans and strategic methods for attracting new advertisers and developing new revenue opportunities from local direct business
- Instructs local business owners on key aspects of successful advertising
- Directly trains media account executives to enhance their sales capabilities in all phases of the sales process
- Manages individual programs throughout the country and Canada from inception to completion
- Increased client revenue by over \$20 million

SOUTHCOMM PUBLISHING CO, INC., Alpharetta, Georgia, **2005 – January 2008** ***SouthComm provides custom publishing for Chambers of Commerce throughout the country.***

Project Sales Director

- * Secured high levels of advertising in Chamber of Commerce magazines in local communities throughout the southeast United States
- * Exceeded program goals in every assigned community
- * Accomplished minimum 20% sales increase in each community

General Manager/Sales Management: WCBK AM, WMCB FM, WSKT FM (1997 – 2005)

- Managed daily operations including production, personnel, targeting of advertisers, hiring, and supervising of all employees
- Created and maintained positive team atmosphere among employees
- Recruited and trained sales executives to meet goals and objectives
- Increased revenue by 45% in first year with consistent yearly increases of at least 10%
- Ensured compliance of radio stations with government regulations

General Manager/Sales Management: WKBV/WFMG, Richmond, Indiana (1993 – 1997)

- Managed daily operations including hiring and supervising of all employees □
- Ensured compliance with federal regulations
- Generated programming goals and strategies to increase revenue and ratings
- Promoted community involvement

COMMUNITY INVOLVEMENT

International Broadcasters Idea Bank, member

Active Member, Bloomington and Spencer Chambers of Commerce, Indiana

Board of Directors, Richmond Chamber of Commerce, Indiana

Board of Directors, Richmond Symphony Orchestra, Indiana

Communications Director, Wayne County United Way, Indiana

Board member, Richmond Kiwanis Club, Indiana

Board of Directors, Martinsville Chamber of Commerce, Indiana

President of Martinsville Kiwanis Club, Indiana

New Member Chair, Martinsville Kiwanis Club, Indiana

Co-chair Morgan County Fall Foliage Festival, Indiana

Active Member, Bloomington Chamber of Commerce, Illinois

Fund Raising Committee, Bloomington Kiwanis Club, Illinois

President, Red Bird Swim Club, Illinois

Active Member, Fort Pierce Chamber of Commerce, Florida

President, Indian River Swim Club, Florida