



George Chandler

Sales Development Manager, Ad Sales

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SUMMARY

Sales development and media partnerships professional with seven years of experience building podcast, digital audio, and multi platform advertising programs for agencies and national brands. Shapes advertiser objectives into persuasive sponsorship concepts spanning host read audio, programmatic inventory, video, social media, streaming distribution, and live extensions. Uses audience data, podcast analytics, attribution reporting, competitive pricing, and campaign ROI analysis to guide practical recommendations. Creates polished presentations and category specific **sales materials** for media buyers, **brand directors**, **account executives**, and sales leaders. Partners with producers, creators, research, marketing, and operations teams to protect brand safety and support reliable launches. This background supports thoughtful commercial storytelling, disciplined **go to market planning**, and stronger budget development across creator led media portfolios.

EXPERIENCE

Senior Manager, Audio Sales Development

SignalWave Media 📅 January 2024 - Present 📍 New York, NY

Leads **sales development** for 28 podcast and digital audio properties, guiding proposal strategy, inventory packaging, executive presentations, and launch coordination across agency and creator stakeholders.

- Directed portfolio strategy across 28 properties, turning briefs into host read and programmatic sponsorship concepts.
- Built **pre roll**, mid roll, **post roll**, endorsement, YouTube, and streaming packages for seasonal campaigns.
- Created pitch decks joining audience profiles, show context, creative ideas, and measurement plans for senior buyers.
- Used **podcast analytics**, attribution reports, and pricing reviews to shape ROI expectations and inventory recommendations.
- Established launch checklists, **product minimums**, and handoffs with creators, producers, sales, and ad operations.
- Guided two specialists on proposal storytelling, creator voice, **brand safety**, and practical production requirements.

Sales Development Manager

Ampersand Audio Network 📅 July 2021 - December 2023 📍 Brooklyn, NY

Owned proposal development across lifestyle, culture, sports, and business podcasts, connecting agency objectives with custom sponsorships and repeatable category materials.

- Translated agency objectives into custom audio sponsorships and cross platform extensions for varied **podcast** audiences.
- Created category sales narratives for retail, finance, technology, and entertainment prospects seeking incremental budgets.
- Shaped **personal endorsement** integrations with producers and talent representatives, preserving **creator** tone and brand safety.
- Combined audience composition, download trends, delivery data, and attribution findings into useful recommendation pages.
- Tracked **audio** trends, **creator economics**, and competitive packages with research partners for quarterly sales materials.
- Presented proposals with **account executives**, answering buyer questions about inventory, measurement, distribution, and activation.

Media Planner, Digital Audio

Brightline Media Partners 📅 June 2019 - June 2021 📍 New York, NY

Planned podcast and streaming audio campaigns for consumer brands, balancing publisher inventory, audience fit, budget, timing, creative readiness, and measurement needs.

STRENGTHS

- 💬 **Commercial storytelling**
Pitch decks turned dense audience and inventory details into clear buyer conversations, and senior teams used them with confidence.
- 👥 **Creator collaboration**
Producer and talent discussions protected authentic endorsements. A useful question often kept an idea practical and brand safe.
- ♥️ **Audience analysis**
Campaign reports connected delivery, audience composition, and attribution findings, giving clients a clearer view of media efficiency.
- 💡 **Proposal strategy**
Agency briefs became focused sponsorship options across formats. Account executives frequently sought input before important presentations.
- ☰ **Launch coordination**
Checklists and handoffs gave teams shared expectations for new shows, reducing confusion during fast moving go to market work.

SKILLS

Podcast Ad Sales Digital Audio

Media Planning

Host Read Advertising

Programmatic Audio

Creator Monetization

Sponsorship Packaging

[Audience Analytics](#)

[Attribution Tools](#) [Campaign ROI](#)

[YouTube Extensions](#)

[Social Media Extensions](#)

[Streaming Distribution](#)

[Brand Safety](#) [Competitive Pricing](#)

LANGUAGES

English Native

Spanish Intermediate

MY CAREER



● Senior Manager, Audio Sales Development at SignalWave Media (2.7 Years)

● Sales Development Manager at Ampersand Audio Network (2.4 Years)

● Media Planner, Digital Audio at Brightline Media Partners (2 Years)

- Planned **podcast** and **streaming** audio campaigns using audience fit, inventory, timing, and budget signals.
- Built media plans balancing reach, context, flight timing, and **pre roll** or **mid roll** availability.
- Analyzed delivery, audience, and attribution reports, identifying practical optimization opportunities for client teams.
- Coordinated publishers and internal buyers on specifications, pricing, creative readiness, and launch timing.
- Developed presentations explaining podcast formats, **creator** audiences, and measurement options to expanding **audio** advertisers.
- Maintained pricing intelligence on emerging ad products, strengthening recommendations and negotiation preparation.

PROJECTS

Integrated Creator Sponsorship Planning 📅 2024

Created a repeatable planning model connecting host read audio, video, social, streaming, and live extensions with advertiser objectives and audience moments.

Podcast Measurement and Pricing Framework 📅 2023

Combined audience composition, delivery trends, attribution findings, and competitive benchmarks into a practical framework for campaign evaluation and pricing conversations.

LEADERSHIP & AWARDS

- Recognized by sales leadership for clear proposal strategy across complex creator sponsorship opportunities.
- Selected to guide two sales development specialists on storytelling, brand safety, and production readiness.
- Earned repeated trust from account executives for practical inventory and measurement recommendations.

EDUCATION

Bachelor's Degree in Marketing

Rutgers University 🎓 GPA: 3.5 📅 2019 📍 New Brunswick, NJ

Coursework: Media planning, Consumer behavior, Marketing analytics, Integrated communications

CERTIFICATIONS

- IAB Digital Media Sales Certification 📅 2025
- Google Analytics Certification 📅 2024

TECHNICAL SKILLS

- **Podcast Advertising:** Host read ads, Pre roll, Mid roll, Post roll
- **Audio Buying:** Programmatic audio, Streaming audio, Publisher inventory
- **Creator Monetization:** Personal endorsements, Creator economics, Talent integrations
- **Audience Analytics:** Audience composition, Download trends, Podcast analytics
- **Measurement Tools:** Attribution reporting, Campaign ROI, Delivery analysis
- **Presentation Tools:** Pitch decks, Sales narratives, Recommendation pages
- **Distribution Channels:** YouTube, Social media, Live events
- **Sales Planning:** Go to market planning, Product minimums, Launch checklists
- **Pricing Analysis:** Competitive pricing, Pricing benchmarks, Inventory recommendations
- **Stakeholder Systems:** Account executives, Sales research, Ad operations

PROFESSIONAL AFFILIATIONS

- Interactive Advertising Bureau, digital media sales community participant.
- Podcast Advertising Playbook community, audio monetization and creator partnerships participant.

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST