

Jaime Burns

 Astoria, NY  Jaimeburns.com  (914) 374-5201  jlynburns@gmail.com

EXPERIENCE:

New York City Area Field Sales Representative, Higher Education, Oxford University Press July 2015 – Present

- Responsible for managing and increasing the revenue of a million-dollar territory of 40 college accounts
- Creating and executing a daily schedule of calls to professors, textbook managers, and other key individuals to build lasting professional relationships
- Deliver presentations to high-value sales opportunities with marketing, sales, and editorial team
- Deliver assistance on new digital platforms (website-based resources; learning management systems; interactive ebooks, etc.) in one-on-one and group settings to instructors and students
- Train new sales representatives on sales strategies and day-to-day operations
- Deliver customer service to bookstores and professors
- Create marketing flyers and mass emails used by the entire national sales team

Marketing Associate, Higher Education, Oxford University Press Feb 2014 – July 2015

- Worked on marketing strategies with Marketing Manager and coordinated with sales and editorial teams from proposal forward to ensure successful sales of Anthropology, Criminal Justice, English, Political Science, and Sociology titles
- Executed digital marketing campaigns (email blasts, webinars, and marketing reviews) featuring pedagogical features of specific titles and how they benefited classroom instruction
- Created sales materials (fact sheets, flyers, sales kits, and presentations) for the National Sales Meetings and at request by sales representatives for presentations, book fairs, and more for their instructors
- Collected data (open email rates, reply rates, feedback from instructors) from digital marketing campaigns to distribute among the sales team and improve future marketing strategies
- Prepared conference materials (booklists, promo items, postcards, banners, ads, and slideshows)
- Aided the team at numerous conferences in running author events and title-specific promotions, and networking with industry professionals to research current trends in the textbook industry
- Responsible for copy and content used in newly-created OUP Politics Social Media Group, and coordinated with the Academic marketing teams on shared discipline initiatives (conference activities, cross-list promotions, etc.)

Marketing Assistant: Social Media, Authoright Oct. – Nov. 2013

- Planned and executed social media marketing campaigns for authors and company accounts
- Created and delivered press releases and pitch letters to tailored media contact lists
- Published content for and circulated Authoright's newsletter, Authonomy blog, and *New Edition*

EDUCATION:

State University of New York at New Paltz – New York, NY May 2013

Bachelor of Arts, English – Creative Writing – *summa cum laude*, 3.9 GPA

COMPUTER SKILLS:

- Microsoft Office suite, Adobe Photoshop, Salesforce, ExactTarget, SAP, Business Warehouse (BW), Alterian, STAR, Hootsuite, WordPress, social media (Facebook, Twitter, Tumblr, Instagram, etc)