

TRACEY DAY McCORMACK

Los Angeles
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New York
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New York, NY 10024

Experienced, High-Performance, Cross-Platform Media Executive

Qualified to lead, develop and grow a cross-platform media sales team. Extremely passionate about growing small business and developing talent. Expertise in both the General Market and Hispanic media arenas. Well-known for being a solutions-oriented partner for clients and agencies alike.

Areas of Expertise

Sales Results

Sales Strategy

Client-Direct Relationships

Hiring

New Business Development

Training

Leadership

Product Integration

Ad Sales Marketing

Branded Entertainment

Salesperson Development

Creativity

Unmeasured Properties

Environment Selling

Start-Up Specialist

General Market

Hispanic

Idea Development

EXPERIENCE

Si TV

Los Angeles, California

VP of Ad Sales

January, 2004 – Present

- Live bi-coastally and work with agencies and clients in both NY and LA. Maintain client-direct and agency relationships across most cities in the US.
- Negotiate and sell cross-platform packages that include on-air, digital media, product integration, mobile, on-site and VOD properties.
- Instrumental in almost every ad/media deal that has been put on the air since launch.
- Built the current Ad Sales team nationwide, created systems and operating procedures for the team to follow and developed internal relationships with programming, marketing and production in order to help ad sales achieve goal.
- Have relationships with both General Market and Hispanic clients and ad agencies.
- Responsible for total revenue of over \$30 million dollars since launch.
- Si TV has not been measured by Nielsen Media in any way. The sell is 100% concept and is sold by using creativity, customization, digital measurables and product integrations.

Univision, KMEX 34

Los Angeles, California

Local Sales Manager

January, 2002-September 2003

- Managed 15 salespeople and station inventory to maximize local sales dollars and revenue.
- Was responsible for local station billing of over \$100 million dollars.
- Managed local accounts and new business accounts in an effort to drive sales for current clients, build the brands of existing clients and further develop relationships with new clients
- Hired and trained several staff and employees.
- Provided on-going training for all salespeople in the art of making professional, client presentations and speeches.
- Worked with co-op, vendor programs, Internet and other non-traditional revenue streams.

General Electric, KNBC 4
Account Manager

Los Angeles, California
October, 1997-August, 1999

- Packaged/sold local media agreements on behalf of the number one rated station in Los Angeles.
- Excelled in new business development and promotional efforts to maximize dollars and secure incremental revenues.

Harrington, Righter & Parsons, Inc.
Sales Manager
Account Manager

Los Angeles, California
October, 1996-October, 1997
June, 1993- October, 1996

- Managed the Los Angeles sales team in the representation of 25 television stations.
- Was responsible for the Los Angeles-based Sales Training Program.
- Assisted station General Sales Managers and General Managers in inventory management and control. Contributed regularly to station strategy, positioning and pricing sessions.

MEDIA RELATED SERVICES

Adjunct Professor
University of California Los Angeles Extension

Los Angeles, California
September 1993-Present

- One of the Top-Rated Professors at UCLA for 19 Years
- Teach a course called "Media Sales in a Cross Platform World" each year
- Classes range from 40-70 students per semester

EDUCATION

Mount Saint Mary's College
Bachelor of Science in Business & Finance

Emmitsburg, Maryland
Graduated, May 1990

United States Armed Forces
Reserve Officers Training Corps

Gettysburg, Pennsylvania
September 1988- June 1990

LANGUAGES

- English (Mother Language)
- Italian (Fluent)
- Spanish (some)