

## **Steven J. Autey**

Maple Grove, Minnesota  
763-229-2649 (Cell)

### **PROFESSIONAL SUMMARY**

Accomplished sales and marketing professional skilled at handling multi-million dollar accounts and dealing with presidents and executives. Professionally trained voice talent comfortable presenting to groups of all sizes. Adept at analyzing opportunities and developing unique and creative solutions.

### **SALES EXPERIENCE AND SELECTED ACHIEVEMENTS**

#### **Administrative Staff, Edina, February 2007 – Present**

Small Business Consultant

Work with small business owners wanting to improve the human resource services, benefits and health care coverage provided to their employees.

#### **The Event Group, Minneapolis, August 2005 – February 2007**

Director of Sales

- Led sales initiative for the Prudential Financial Women's Conference. Negotiated promotional advertising space in *TIME*, *PINK* and *REAL SIMPLE* Magazines.
- Project leader for the MoneyEdge Conference, November 2006.

#### **Star Tribune, Minneapolis, October 1996 – August 2005**

Strategic Account Executive

- Responsible for \$12 million territory, the 2<sup>nd</sup> largest at the newspaper
- Successfully negotiated multi-million dollar contracts with major pre-print clients including Sears, Circuit City, Office Max, Office Depot, Ultimate Electronics and others.
- Strategically developed geographic advertising solutions based on clients' needs, utilizing a variety of *Star Tribune* products such as direct mail, Internet and specialty products.
- Generated significant "non-traditional" revenue by placing over \$1 million of ROP space in major newspapers for Sumner Harrington Financial.
- Project leader for Star Tribune Personal Investment Strategies Conference. Generated nearly \$2 million of incremental revenue over a 5-year period (a 25% increase in territory revenue in 2006). I was responsible for sales, program development, event design, curriculum development and analysis for future improvements.
- Awarded top salesperson honors among all *Star Tribune* sales divisions, 1998.

### **11 YEARS; ACCOUNT EXECUTIVE, VOICEOVER TALENT & SALES MANAGEMENT**

- **KMJZ-FM, Minneapolis**
- **L.A. Ink Advertising Agency, Minneapolis**
- **KEEY-AM / KFAN-AM, St. Paul**
- **KLBB-AM, St. Paul**
  - Consistently one of the station's top billers, KMJZ
  - Sold highest spot rate in station's history, KMJZ
  - Achieved and maintained top billing position after three months, KLBB
  - All-time single-month sales record for more than three years, KLBB
  - Led staff to a 10% increase in 1991 sales; 18% increase in 1992, KLBB

### **EDUCATION AND TRAINING**

January 2001 – Selected for inaugural LEAD management training program, graduated 2002

March 1993 – Radio Advertising Bureau, New York

Certified Radio Marketing Consultant (CRMC) designation

August 1980 – Brown College, Minneapolis

Radio Television Broadcasting, Advertising Diploma

**REFERENCES** available upon request