

David Prestidge

512.705.6904 prestidge@gmail.com 7635 Guadalupe | Austin, TX | 78752

www.dprestidge.com

Summary of Qualifications

Trusted sales manager with excellent record of success leading SMB account managers at Facebook

Digital marketing manager with highly sought-after expertise on Facebook Advertising platform

Seasoned sales rep, specialist, and consultant with over 10 years field experience

Three years of international field sales experience in five countries

Trainer with 8 years experience designing, planning and leading technology and sales strategy workshops

Well-equipped expert in website design, HTML, CSS and the Bootstrap framework

Experience

SMB ADVERTISING SALES TEAM LEAD | **ACCENTURE @ FACEBOOK** | **NOVEMBER 2015 - PRESENT**

AUSTIN, TEXAS

- Utilize sales and marketing experience to coach and supervise eight account managers within a fast-paced sales environment at Facebook
- Measure sales metrics, identify sales opportunities, improve team workflows, monitor sales activities and cultivate strong relationships with Facebook program directors and executives
- Managed team to a **100% Q2 revenue goal finish** with half exceeding goal
- **From Q4 to Q2 2016, team hit goal** with a combined revenue target of \$20 mm each quarter
- Managed top performing team in program Q4 and Q1, finishing second in Q2

TECHNOLOGY SALES SPECIALIST | **SAGE PUBLICATIONS** | **AUGUST 2015 - OCTOBER 2015**

AUSTIN, TX

- Led team of eight sales reps, helping close new large accounts in competitive regional markets
- Managed initiative that increased sales leads and exposure of online learning program
- Worked closely with marketing, editorial and elearning teams to create new strategies, drive sales, and provide market feedback

TECHNOLOGY SALES SPECIALIST | **WW NORTON PUBLISHERS** | **2008 - JANUARY 2015**

AUSTIN, TX

- Built technology sales specialist program from ground up; trained 8 sales specialist in three years
- Presented at numerous universities throughout five state territory and earned a closing ratio of 80% measured over 5 years
- Generated \$9MM in new revenue over last 36 months in role, closing over 100 large client accounts

DIGITAL MARKETING MANAGER | **WW NORTON PUBLISHERS** | **2009 - JANUARY 2015**

AUSTIN, TX

- Crafted and executed marketing strategy that transformed online & digital learning initiatives into cornerstones of the firm's success
- Proposed and launched web, content & video marketing initiatives; conceptualized and produced promotional content for YouTube, including [over 200 videos](#) that generated over 90K views

INTERNATIONAL SENIOR SALES REPRESENTATIVE | WW NORTON PUBLISHERS | 2005-2008

LONDON, ENGLAND

- Relocated to London and managed all sales in UK, Sweden, Norway, Denmark, Netherlands, and Belgium
- Realized 27% overall revenue increase (34% increase in UK alone), following 10% increase achieved in previous year

SALES REPRESENTATIVE | WW NORTON PUBLISHERS | 2003 - 2005

AUSTIN, TX

- Grew territory revenue an average of 25% per year in industry's most competitive regional markets
- Top 10 sales rep three consecutive years in a row qualifying for President's Circle in 2005

MEDIA PRODUCER | CENGAGE LEARNING | 2001 - 2003

BOSTON, MA

- Collaborated with authors, vendors, and colleagues in the development and launch of strategic online learning modules and educational materials

ASSOCIATE MEDIA PRODUCER | HARCOURT COLLEGE PUBLISHERS | 1999 - 2001

FORT WORTH, TEXAS

- Oversaw project management for over 30 web courses from conception and development through final production

Education

UNIVERSITY OF TEXAS | BACHELORS OF ARTS IN LITERATURE WITH HONORS | 1994 -1998

AUSTIN, TEXAS

Skills

FACEBOOK ADVERTISING PLATFORM & ECOSYSTEM | CAMPAIGN TARGETING • AD SET OPTIMIZATION • CREATIVE OPTIMIZATION • ADS MANAGER • POWER EDITOR • BUSINESS MANAGER • PIXEL INTEGRATION • STANDARD EVENT SETUP & OPTIMIZATION • PARAMETERS SETUP AND OPTIMIZATION • DYNAMIC PRODUCT ADS

PRODUCTIVITY, WEB & DIGITAL ASSETS | SALESFORCE • TABLEAU • EXCEL • POWERPOINT • SCREENFLOW • BRACKETS • PHOTOSHOP

WEB & DIGITAL TECHNOLOGY | RESPONSIVE WEB DESIGN • HTML • CSS • JAVASCRIPT • SEO • VIDEO EDITING • GOOGLE ANALYTICS CERTIFIED

SALES, MARKETING & OPERATIONS | MARKETING STRATEGY • SALES STRATEGY • VIDEO MARKETING • FACEBOOK ADVERTISING • ADWORDS ADVERTISING • PROCESS DESIGN & DOCUMENTATION • MARKETING RESEARCH • PROJECT MANAGEMENT