

# Lyn Sargent

## WORK HISTORY

### ***Business Manager, Daily Egyptian July 2021 - Present***

Provide guidance and direction to students in print and digital advertising, manages all financial aspects of the Daily Egyptian, tracks and analyzes circulation numbers, website and social media statistics for optimization, oversees/manages printer relations and implementation of the print contract.

### ***Sales and Marketing Director, Garden Grove Events Center 2017-JULY 2021***

Currently working part time returning to full time when restrictions again allow for weddings. Manage weddings and events from initial customer contact to planning every detail as well as attending weddings and receptions. Responsibilities include quoting costs, providing tours of venue, contracts, establishing contacts in the local business community and all social media marketing, advertising and wedding directory management.

### ***Advertising Director, Southern Illinoisan***

**2017-Present**

Relocated to Southern Illinois as a personal decision to apply my experience gained in the industry to the benefit of local Journalism. Responsibilities include virtually all aspects of media sales and management including creation and management of special projects within a variety of print and digital formats.

### ***Director of Sales, Times-Union Media***

**2012-2017**

Returned to Florida Times Union, (Times Union Media), to apply digital sales experience from Gannett. Worked with Digital Sales Manager on creating a digital specific sales department while managing all sales related personnel and support.

### ***Retail Advertising Director, The Courier-Journal***

**2010-2012**

Focused on sales development in digital media for both local retail and Major/National accounts. Results included solid increases in digital sales from all territories. This change in focus included packaging, pricing, commission structure and sales training in conjunction with a Gannett digital support team located in Phoenix, Arizona.

### ***Retail Advertising Manager, Florida Times Union***

**2006-2010**

Initially hired to manage one outside sales team, this position has progressed to managing all outside sales territories in Duval and Clay counties. Currently, this involves managing 17 outside sales territories, two management positions and clerical support. Our retail sales team has transformed into the most successful team at the Times-Union. Managing accounts from small local retailers to all key accounts, my sales group can be counted on to exceed all other departments in supporting revenue initiatives. This includes special rate programs, online initiatives and special products. Other Initiatives include performance management systems, commission plan development, product management and new revenue agreement contracts with key accounts.

### ***Retail Advertising Manager, Gainesville Sun***

**2003-2006**

Directed the sales and development efforts of the retail advertising department which included all national, major, and territory sales accounts. Responsibilities included sales training, budgeting, forecasting management of all dollar volume contracts and new business development.

### **TIMES PUBLISHING – ST. PETERSBURG TIMES 1990 - 2003**

#### ***North Suncoast Advertising Manager, St. Petersburg Times***

**1998-2003**

Managed the classified and retail staff of our North Suncoast Division, which

encompassed three Florida With a staff of over 50, this position enabled me to work with every category of business including automotive, builders, call centers and retail territories in addition to a monthly real estate book. Through the work of a strong, cohesive group, I was able to achieve budget virtually every year out of five years.

***Division Sales Manager, St. Petersburg Times*** **1994 - 1998**

***Clearwater Retail*** - Managed two sales teams consisting of inside and outside sales representatives billing over \$6.2 million dollars in annual advertising revenue. Also managed three clerical and three ad production staffers. Responsibilities included: Sales coaching, implementation and development of combined production/sales team, monthly incentive planning and long range planning of products, programs and staff utilization to maximize revenue potential.

***St. Petersburg Retail*** - Managed a sales division consisting of six territory account executives representing over \$5.5 million dollars in annual advertising revenue. Also managed two Major Account Executives on a temporary basis. Responsibilities included sales training and coaching, monthly incentive planning, new product development as well as long range planning to maximize revenue potential of current account list.

***Special Sections Coordinator, St. Petersburg Times*** **1994**

Directed sales development and promotion of a variety of special sections and niche publications. Working as a liaison between virtually every department at the *Times*, responsibilities included idea generation, budgeting, pricing, promotion and sales development within the advertising sales department.

***Advertising Sales, St. Petersburg Times*** **1990 - 1994**

Managed both an inside and outside retail advertising list that represented a wide variety of accounts. Monthly revenue ranged from \$50,000 - \$110,000 and active accounts ranged from 45 - 90. Responsibilities included servicing, sales presentations and new business calls. Achieved budget 18 out of 22 months in outside sales territory list.

***Asst. Account Executive, Tucker Wayne/Luckie, Atlanta, GA*** **1988 - 1990**

Worked on a four-member account team for the Southern and South Central Bell Yellow Pages and CSX Transportation accounts. Responsibilities included daily client contact, management of a \$15,000,000 advertising budget, initiating all buying instructions for the media department and ad hoc projects dealing with television, newspaper and radio production.

***Sales Representative, Georgia Trend Magazine, Atlanta, GA*** **1987 - 1988**

Managed a category specific account list which included hospitality, healthcare, office equipment and office services. Also called on a large list of agencies in metro Atlanta. Sales responsibilities included proposal development, new business acquisition and formal presentations.

## **E D U C A T I O N**

Bachelor of Science in Journalism, Southern Illinois University - Carbondale, IL, December 1985, Advertising GPA 3.9/4.0

## **Successes**

### **Florida Times Union/Times Union Media**

Created and eventually directly managed a new digital sales department which included six new sales representatives, a manager and support staff.

Adopted virtually every struggling retail sales team at the Times-Union and developed all into a well-trained, confident, stable and capable sales force. This sales force rarely misses goals for special initiatives and products and has become a leading example to other departments at the Times-Union.

Launched daily 20 minutes sales training program that developed into a full time sales training position.

Introduced annual revenue agreements for key accounts which included the categories of furniture, entertainment, home improvement, healthcare and a variety of service accounts.

Created new rate programs for retail territories that ensured incremental dollars and the utilization of increased frequency and a diversity of products.

Managed TV Book product including working through redistribution, incentive program, position guarantees and frequent work with vendor.

Increased in the field time with all management.

Developed pay per call program which resulted in over \$100,000 in new advertising revenue from non-advertisers year to date in 2009 by negotiating appropriate call rates and utilizing unsold space in the Times-Union.

Received the only Leadership award given to a Times-Union manager by our Publisher Lucy Talley. During this presentation, Lucy expressed that she would follow my leadership.

## **Sales Successes**

### **Gainesville Retail Advertising Manager**

#### **Recent Accomplishments**

Sales Manager in field DAILY

Consistent budget achievement in all Verticals:

- Online
- Business to Business Magazine
- Gainesville Magazine
- Direct Mail
- Gainesville Guardian

#### **Other Gainesville Accomplishments**

Managed successful bi-monthly Gainesville Magazine.

Directly managed over 60 custom annual contracts, which resulted in more local dollars from mid-tier accounts. (Local hospitals, furniture, GRU, Local Credit Unions, Local Grocery, University of Florida Athletic Association).

Facilitated two-day sales process training seminar for all Gainesville sales staff.

Launched and directed retail sales into a variety of new products including:

- B2B – a quarterly business magazine
- Bueller – prototype monthly young-reader tabloid
- Campus edition of the newspaper
- Gainesville Guardian – East Gainesville publication serving the African American community

Reorganized sales department, which allowed for reduction of one position.

Staff changes to facilitate retail sales increases.

Weekly time in the field developing staff sales skills.

Sales Blitzes, New Business Contests

Weekly Training on Comp Media and Sales Techniques

High level of community involvement including:

- Graduate of Leadership Gainesville
- Board of Directors and Membership Chair for Greater Gainesville Rotary
- Board of Directors, Addy Chair and President & MVP Board member Gainesville Ad Federation

## Lyn Sargent

### A C C O M P L I S H M E N T S

#### **North Suncoast Advertising Manager**

- Extensive use of Microsoft Word, Excel and PowerPoint for proposals, budgeting, analysis and advertiser presentations
- Restructured management team to encourage sales growth
- Developed rates and structure for ADVO partnership in Citrus County
- Managed monthly real estate book, *Florida Fabulous*, which has grown to over 240 monthly pages
- Reviewed and planned advertising elements of over 50 annual North Suncoast event sponsorships
- Analyzed TMC Potential in select North Suncoast markets
- Worked as liaison between ad managers in the North Suncoast and other divisions within the St. Petersburg Times
- Developed commitment program that sharply increased automotive revenue
- Worked with teams to create advertiser incentive programs
- Developed and sold Internet packages for automotive
- Budgeted and monitored performance of sales to annual revenue goals and expenses
- Restructured North Suncoast classified and retail rates

#### **North Suncoast Community Involvement**

Our involvement in the community is of utmost importance to doing business in the North Suncoast. Although I did have board experience through the YWCA in St. Petersburg, this new position required more volunteer time and community work.

Listed below are some of my most recent community commitments:

- Leadership Pasco Program Chair, 2001; Vice President, 2003; President Elect, 2004
- Pasco Education Foundation Board of Directors 1998-2001
- Advisory Board for New Port Richey Main Street, Inc. 2002 - 2003
- Chamber Business Development Week Committee, 1998 – 2003
- Board of Directors for Richey Suncoast Theatre, 2000 – 2002
- Pasco, Hernando & Citrus Parade of Homes

#### **Retail Division Manager**

Successfully assisted sales representatives in turning shrinking divisions into growing ones in terms of both revenue and active account gains. Achieved revenue gains from 5-12% each year in retail divisions in both St. Petersburg and Clearwater.

**Successful Division Manager Projects include:**

- Reorganization of sales territories
- In depth training and implementation of competitive initiative to improve market share
- *Times* Goals Team (Pinellas Penetration)
- Increased awareness of *Times* intern program resulting in a top-notch pool of candidates. Also managed the *St. Pete Time's* intern program 1994-1998.
- Developed new bi-monthly tabloid for downtown merchants association
- Developed budgeting program used by other division managers
- Frequent analysis of profitability and viability of products
- Successful management of new combined sales/production team

**Sales Successes  
NSC Advertising Manager**

**Performance To Budget & Actual**

Year	% to Actual	% to Budget
1999	116%	111%
2000	108%	102%
2001	105%	101%
2002	109%	106%
2003 Proj.	105%	100%

Grew Automotive Revenue by 42% from 1998 to 2003

Facilitated new partnership between the Times and the builders in all three counties.

Captured Sponsorship of Parade of Homes for the first time ever in Citrus & Pasco

Captured strategic sales through use of ADVO partnership in Citrus County

Managed staff of 50 and 4,500 accounts with virtually no complaint calls to ad administration

Renewed focus on sales instead of internal issues

Spent time in field with each and every ad sales person

Maintained relationships and entertained key accounts through a variety of activities and venues

Through a recent presentation to our Executive Vice President, made a strong case for more marketing and circulation support for the North Suncoast.