

Debra A. Johnson
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Pittsfield, Ma 01201
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OFFERING: *Over 20 years of sales experience. As account manager, I've worked with budgets of all sizes, always selling with integrity. I have a very comprehensive background in writing and communications. My ability to articulate has contributed to my success as a salesperson over the years. I enjoy working with people and have cultivated a great many business relationships since I began my career in sales . Because of my background in journalism, I am very comfortable exercising my writing skills wherever they are needed.*

EXPERIENCE

Advertising Sales Representative
January 2008- February 2009

Berkshire Penny Saver
Lee, Ma (newspaper closed)

Director of Advertising Sales
November 1997- August 2007

Berkshire Visitors Bureau
Pittsfield/Adams, Ma

Directed all advertising sales efforts for the official tourism agency for the Berkshires.

- *Produced sales in excess of \$500,000 annually for the Berkshires Official Visitors Guide and all cooperative advertising for the Bureau.*
- *Advised 750 member businesses in selection of appropriate media, including print, radio, television and internet respectively.*
- *Consistently increased sales yearly.*
- *Media buyer for over 50 publications for the Bureau's cooperative advertising program. Doubled the media buys offered to members.*
- *Targeted markets based on the latest market research.*
- *Collaborated with graphic artist to improve on ad design and layout. Coordinated the submission of all artwork.*

Advertising Sales Representative
1990-1997

The Transcript/Eagle
North Adams, Ma

Managed accounts in territory from Williamstown, Ma to Bennington, Vt; developed ad campaigns; designed full-page promotional Adopt-A-Pet for the Berkshire Humane Society in 1995 that is still in use today.

Assistant Manager
1989-1990

Caren Charles/ Women's Clothing
Berkshire Mall, Lanesboro, Ma

Managed sales staff of 15 at this high-end women's clothing store. Performed store layout design, customized fashions for shows, held at the Berkshire Mall, modeled clothing, managed payroll.

Counter Manager
1988-1989

Estee Lauder Cosmetics
Steiger's, Berkshire Mall, Lanesboro, Ma

Manager of Estee Lauder Cosmetics account and 12 employees; trained in specialized selling techniques; managed and trained sales staff; maintained all inventory records and ordered products.

Freelance Special Sections Writer

1987-1989

The Advocate

Williamstown, Ma

Wrote reviews, fashion articles and special interest stories.

EDUCATION

*BA in English and Journalism, Magna Cum Laude
President of Lambda Iota Tau, Literary Honor Society*

Massachusetts College of Liberal Arts
North Adams, Ma

INTERESTS

Animal lover, bird watcher, Berkshire Humane Society volunteer, writing and publishing poetry, music, fashion, playing blues guitar, avid reader – especially history, biographies, Shakespeare, and books about rock/blues. Photography—photos printed in several music publications, most recently these photos accompanied my article about the Rolling Stones in Love You Live, a 2003 tribute to the Rolling Stones.

REFERENCES

Available upon request.