

MICHAEL HERRERA

CONTACT

Location:
Kansas City, MO

Phone:
816-807-6005

Email:
StMichael63@outlook.com

LinkedIn:
www.linkedin.com/in/michael-herrera-4b54129a

CORE COMPETENCIES

- ♦ Strategic Market Planning
- ♦ Cold Calling
- ♦ New Business
- ♦ Forecasting
- ♦ Market Analysis
- ♦ Relationship Building
- ♦ Brand Development
- ♦ Advertising
- ♦ Communications
- ♦ Leadership
- ♦ Consulting

EDUCATION

Rockhurst University
Bachelor of Business Administration
(Candidate)- Management

LinkedIn Profile
<https://www.linkedin.com/in/michaelherrera84/>

An accomplished, results-oriented, Sales and Management Professional highly regarded for 20+ years experience planning and leading comprehensive strategies shown to exponentially increase profitability in competitive markets. Out of the box thinker who pushes creative limits to develop and execute long-term strategic plans resulting in proven gains in both revenue and brand recognition. Promoted numerous times to positions of increased authority and responsibility. Recognized as a leader with outstanding tenure, known for successfully managing large campaigns while developing under-producing individuals into award-winning teams.

HIGHLIGHTS AND AWARDS

- 113% to objective in 2023
- Highest number of new accounts onboarded 2020-2023
- Achieved top 10% of Central Region Account Managers 2013, 2014, and 2016.
- Developed strategies and executed sales initiatives, improving revenues over 100% to Objectives, while exceeding customer retention and client acquisition.
- Innovated a performance Improvement plan for the Southwest Region, which identified underperformers and boosted overall performance.
- Recognized as a leader, training and certifying KC Region sales team, implementing curriculum and coordinating testing certifications.
- Lead Trainer for Value Certifications I, II, & III 2003, 2004 & 2005
- Met or Exceeded objectives 1996 to 2003 (7 consecutive years) CEO Qualified (Annual Recognition for Top Performers) 2008, 2009, 2011, 2013, 2014, and 2016.
- 1st KC Team to reach \$500K in online revenues in 2004.

PROFESSIONAL EXPERIENCE

Sales Executive (Priority Envelope) ♦ June 2020 - Present
Business Performance Advisor (Insperity) ♦ Sept 2018 - May 2020
Sales Development Manager (ImageQuest) ♦ 2018 6 Months
Thryv Business Advisor (DexYP) ♦ Oct 2017 – April 2018
DexYP / YP / AT&T / SBC Yellow Pages ♦ Overland Park, KS ♦ 1996 – 2017
Area Sales Manager (DexYP/YP) ♦ 2012 – 2017
Associate Director (AT&T Advertising Solutions) ♦ 2011 – 2013
Area Sales Manager (AT&T Advertising Solutions) ♦ 2002 – 2012
Account Representative (SBC Yellow Pages) ♦ 1996 – 2002

Promoted multiple times to positions of increased authority and responsibility and consistently survived post-acquisition layoffs through four company mergers. Manage \$6M to \$10M in internet and print revenue and teams of eight to ten Account Representatives and Senior Account Representatives across the Missouri and Kansas region. Connect businesses and consumers through both print and digital marketing including SEO, SEM, Online Display Ads, Websites, Reputation Management, Video, YP.com, Direct Mail, and Yellow Pages.

- Innovated new strategies and executed sales initiatives, improving revenues while increasing customer retention and client acquisition.
- Mentored and coached new hires through cold calling in person and by phone
- Regarded as a strong leader hiring, onboarding, mentoring, and motivating account representatives and sales teams through ride-a-longs, sales process modeling, and constructive feedback, boosting team sales.
- Improved customer relations by delivering profitable solutions.
- Created and launched professional development modules for a variety of sales managers and account representatives.
- Conducted regional and team meetings, to introduce new products, provide staff training, and recognize performance; improving employee retention.
- Developed a performance Improvement plan for the Southwest Region, which identified underperformers and boosted overall performance.

ADDITIONAL CREDENTIALS

TECHNICAL SKILLS

Microsoft Office (Word, Excel, PowerPoint, Outlook, Access, Publisher)
Salesforce

PROFESSIONAL DEVELOPMENT

Google AdWords Certified

VOLUNTEER OPPORTUNITIES

Board member of Jazz Friends (Supports UMKC Jazz programs)
Catholic Charities
Junior Achievement Mentor

HOBBIES & INTEREST

Golfing, Travel, enjoy Chiefs and Royals

Professional References

**Todd Hickman - Regional Regional Vice President at Fastline Marketing
405-760-6623**

**Keith Allen – Fmr VP Sales at Priority Envelope / Regional VP Sales Fastline Marketing
502-303-2283**

**Melanie Wilson – Director of Sales - Ascend Learning
913-850-8298**