

# David B. Lay

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## QUALIFIED

- Proven track record in developing new business & adjusting quickly to changing market needs, seasoned business traveler.
- Experienced sales professional skilled at developing new business, media sales/buying, marketing materials design.
- Accomplished at analyzing and interpreting trends and opportunities to achieve results, in distinct dissimilar markets.
- History creating effective sales tools that energize and accelerate the sales process.
- Sharp in-field problem solving skills as project cities & demographics changed weekly in 100% commission setting for 7 yrs.
- Reputation for hard work & accountability; takes ownership of responsibilities & sees project management through to fruition.
- Audience oriented communication style reveals knack for quickly relating to technical staff and executives alike.
- Current in software tools: Salesforce, ClearSlide, Serif DrawPlus, web development, MS 365, Evernote paperless office.
- Always advancing skills: 2017 online courses: Web development, social media & SEO; 2018: CompTIA Security+ (in prog)

## COMMUNITY

Active Seat on Erie Chamber of Commerce Chamber Committee since January 2015

Active Advisory Board Member of ECTS Erie County Technical School, Arts & Design department since 2014

Erie Ambassador 2014 • Erie Regional Chamber & Growth Partnership 2008 • Young Erie Professionals 2008

## EXPERIENCED

**Circulatory Centers/USA Vein Clinics** Erie, PA & WNY Market April 2017 to October 2018  
Business Development Specialist/Physician Liaison - Develop and expand productive referral relationships with diverse array of medical practices, physicians, and staff; also grow direct-to-company relationships with region's full spectrum of small and large companies, increasing awareness of services among employee bases; collaborate in health-oriented events with team to drive direct customer flow. *Increased performance rankings to 1<sup>st</sup> and 3<sup>rd</sup> place among 16 offices, up from middle.*

**Soap Effect Studios** Erie, PA August 2016 to November 2016  
Consultant - Researched, defined, and explored company growth strategies while deeply expanding my knowledge base in web development, social media marketing, SEO, analytics, & content marketing. *Social Media Marketing skillset expanded via courses*

**Lamar Outdoor** Buffalo, NY Office and Erie, PA Office March 2007 to June 2016  
Account Executive – Extensive NY territory 120 mi wide/60 mi tall, south of Buffalo, later expanded down into PA. Proficiently established & grew trusting long-term relationships through listening, built creative result-oriented billboard programs to improve client revenues & company sales. *1<sup>st</sup> or 2<sup>nd</sup> in annual new bus dev. In 2016 did 56% of 2015's annual by 3.31.16. 78% by 5.31.16.*

**Sports Display, Inc.** Rancho Santa Margarita, CA November 1999 to March 2007  
Advertising Sales Executive – Extensive PA, OH, NY, MD, & WV territory. Prospected markets, created ad concepts, closed sales to diverse Medical Specialty & Professional Service verticals. *Succeeded in tight timelines where marketplace changed weekly, 100% commission sale environ for 7 yrs, 70% vol was new bus.*

**Rent Way, Inc.** Erie, PA, Youngstown, OH, and Pittsburgh, PA August 1995 to November 1999  
Store Manager - Advanced through many stores, lead & trained teams resulting in improved customer relationships and revenues. Developed local promotions in line with national campaigns to successfully increase client interest and sales closing opportunities. Goal setting, risk management, and P&L accountability. *Achieved sales growth +20% all locations, +50% contract, Warren, OH.*

**Telatron** Erie, PA January 1995 to August 1995  
Telephone Marketing Rep – Telephone sales for financial institutions. *Top Gun Award 2<sup>nd</sup> week, for highest volume in company.*

**Rambaldo Communications** (Rocket 101FM & Star 104FM) Erie, PA February 1994 to January 1995  
Account Executive – Consulted businesses, developed creative result-oriented radio campaigns and media schedules to achieve client's marketing objectives and increase company sales. *Actively involved in copy writing and commercial production.*

**ShoppingMadeEasy.com** Costa Mesa, CA December 1992 to December 1993  
Director of Marketing – Carried out managerial and operational duties in all areas including market research, graphic design of logos, packaging, demographic study, and product positioning. Developed company Business Plan, sales tools, and point of sales materials. *Conducted meetings with top VP's and CEO's of 5 national grocery chains. Researched/wrote patent for submission.*

**Precision Placement Service** NY, MD, NJ, MA, NH, VT, GA, MN, CA, OR, & WA June 1991 to December 1992  
Senior Sales Exec, Trainer – Traveled nationally originating relationships between private payphone franchises and proprietors of high-traffic commercial locations. *Quickly elevated to Field Sales Trainer. Established Seattle, LA, & San Diego markets.*

## EDUCATED

B.A.: Marketing, and Minor: International Economics  
Chairman of Student Entrepreneur Association

Indiana University of Pennsylvania  
Indiana University of Pennsylvania

1991  
September 1990