

Darwin Nichols

PROFILE: → *Successful performance in consultative B2B sales, creative marketing/promotions, and business management* → *Highly effective skills in evaluating, organizing, and communicating* → *Superior presentation and public speaking expertise* → *Leadership skill with a high capacity to influence, persuade, and negotiate effectively* → *Well-developed interpersonal sensibility* → *Proven ability to establish, achieve, and surpass goals*

EMPLOYMENT: **New Business Account Executive/KATV (ABC)** – Little Rock, AR (‘06– ‘07)
 Marketing Director / WICS-WICD TV (ABC) – Springfield/Champaign, IL (‘05– ‘06)
 Promotions Director / WMC TV (NBC) – Memphis, TN (‘04– ‘05)
 Promotions Manager / KOAT TV (ABC) – Albuquerque, NM (‘04)
 Producer-Writer / WREG TV (CBS) – Memphis, TN (‘00-‘03)
 On-Air Anchor, Sports / KFSM TV (CBS) – Ft. Smith-Fayetteville, AR (‘98-‘00)

Effort, achievement, and recognition characterize the above employment history, which includes, but is not limited to, the following:

- ◆ ***Promotion through increasingly progressive assignments and/or attaining a desired location...***
- ◆ ***Successfully analyzing, educating, selling, and servicing B2B accounts in the highly competitive TV advertising market at the current affiliation – maintaining and/or increasing sales month-after-month; opening new and expanding existing accounts...***
- ◆ ***Serving as an instrumental force in receiving the 2007 Alpha Award from ABC Television for 1st Place Recognition...***
- ◆ ***Creating and implementing innovations to new and existing sales/marketing strategies that improve business development at each employer...***
- ◆ ***Attaining up to a 22% market share and “Highest Ranking” recognition nationwide...***
- ◆ ***Keeping pace with market trends, conditions, and the competition for maximum sales/marketing results...***
- ◆ ***Effectively translating sales/marketing details to appeal to both the layman and sophisticated professional...***
- ◆ ***Precisely evaluating business and/or customer requirements – **generating excellent internal and external business relations to produce increased results**; quickly solving sales/marketing problems...***
- ◆ ***Accurately compiling and processing extensive informational and financial data for precise business decision making – controlling annual budgets of up to \$150K...***
- ◆ ***Supervising personnel – providing close support – developing strong work teams...***
- ◆ ***Consistently ensuring the most productive, cost-efficient, and highest quality solutions to business needs at each of the above situations; working well independently and as part of a team...***

EDUCATION: **Bachelor of Arts Degree in Broadcast Journalism**
 Graduated University of Arkansas

REFERENCES UPON REQUEST