

Pete W. Jones

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SUMMARY:

9+ years Demonstrated Leadership in Sales Management Role ▪ Strong Experience in Successfully Building Territories and Achieving Company Objectives ▪ Sound Experience in New Media Strategy and Digital Marketing ▪ Superior Relationship-Building Skills ▪ Formidable Experience with Product Development and Data Analysis ▪ Proven Ability to **Quickly Qualify Opportunities and Deliver Solid Solutions** ▪ Driven to Learn and Apply New Ideas and Facilitate Change ▪ **Proven Ability to Successfully Manage and Increase Million Dollar Accounts** ▪ Strong Client-Focused Mindset ▪ Exceptional Time-Management Skills

SKILL SET:

advertising ▪ advertising sales ▪ blogging ▪ business development ▪ business plans ▪ content management ▪ crm ▪ customer relations ▪ customer service ▪ development ▪ digital strategy ▪ financial ▪ financial leasing ▪ forecasting ▪ management ▪ market planning ▪ marketing ▪ meeting facilitation ▪ microsoft exchange ▪ microsoft office ▪ microsoft works ▪ organizational skills ▪ personnel ▪ reports ▪ sales ▪ sales support ▪ social media strategy ▪ sms ▪ troubleshooting ▪ writing

PROFESSIONAL EXPERIENCE:

DES MOINES REGISTER

Feb. 2011 to Present

Digital Strategist

- Work with local and regional clients to conceive, communicate and execute digital solutions across all channels, integrate with offline media and push interactive innovation.
- Develop programs and solutions utilizing technical and marketing knowledge, developing and delivering presentations and leading implementation of the digital component within a high-performing marketing team.
- Utilize understanding of advertising, marketing and strategic brand management to best

DES MOINES IS NOT BORING

Aug. 2008 to Present

Creator/Writer – (www.desmoinesisnotboring.com)

- Community blog focused on proving Des Moines is NOT Boring.
- Created brand, social media strategy, and developed visual and written content.
- Syndicated by the **Des Moines Register** and **Des Moines Juice**.

CATCHFIRE MEDIA

June 2010 to Dec.2010

Business Development Executive

- **Established Business Development role for firm.**
- Responsible for growing portfolio of new business accounts.
- Stayed up-to-date on pertinent information concerning prospects' past, current and future needs.
- Assist in developing project management functions from long/short-term and small/medium-sized projects.
- Facilitated the marketing strategy for business and made recommendations to position new and on-going business development.

WELLS FARGO FINANCIAL LEASING

Oct. 2001 to June 2010

Relationship Representative II (Dec. 2006 to June 2010)

- **Recipient of Outstanding Achiever Award in 2008.**
- **Recognized for continual efforts and position growth; promoted to Level II Relationship Rep after three years.**
- **Successfully Managed \$300mm Commercial Vendor Relationship** with annual lease volume of \$25mm.
- Continually **Generated Revenue** by optimizing business prospects; ensure satisfaction with existing clients/sales force.

Pete W. Jones (Resume Continued)

- Act as specialized business consultant to clients; **Pinpoint Key Buying Influences, Build Strong Relationships w/Key Buyers** and learn business models, marketing plans, to better reach unique needs/goals of each client.

Relationship Representative I (Oct. 2003 to Dec. 2006)

- Recognized for efforts in Level II Equipment Portfolio Rep position; **Promoted to Relationship Rep after one year.**
- **Managed Accounts with up to \$50mm in Annual Sales** for numerous commercial vendor relationships.
- Positioned financing product to enhance vendors' sales efforts.
- Built business relationships with new vendors and facilitated the growth of existing relationships.
- Aided with the management of vendor portfolios.

Equipment Finance Portfolio Representative II (Oct. 2002 to Oct. 2003)

- **Promoted to Level II Equipment Portfolio Representative after one year.**
- Responsible for large exposure, high-delinquency commercial collections.
- Administered high-quality account portfolio maintenance through collections, restructuring and modification of vendor portfolios.
- Disposed of equipment through sales renewals or release through terminations.

Equipment Finance Portfolio Representative I (Oct 2001 – Oct 2002)

- Responsible for medium exposure, mid-level delinquency commercial collections.
- Administered high-quality account portfolio maintenance through collections, restructuring and modification of vendor portfolios.

EDUCATION:

DRAKE UNIVERSITY, Master of Business Administration w/Executive Mgmt Emphasis

May 2009

WILLIAM PENN UNIVERSITY, BA in Business Administration, **Cum Laude Graduate**

May 2002

LEADERSHIP ACTIVITIES:

GREATER DES MOINES PARTNERSHIP'S YOUNG PROFESSIONALS CONNECTION

2006 to Present

- Ex-Officio President 2011
- **President** 2010
- Leader of YPC (www.ypcdsm.com) with focus on economic development and community planning
- Assist with **increasing member base of 500** volunteer members
- Apply new ideas and **facilitate change within the community**
- President-Elect 2009
- Vice President Impact Downtown Committee 2006 to 2008

DES MOINES SOCIAL CLUB BOARD OF DIRECTORS

2011

GREATER DES MOINES PARTNERSHIPS BOARD OF DIRECTORS

2010

- Economic and Community Development

CENTRAL IOWA REGIONAL WORKFORCE DEVELOPMENT BOARD

2009

- Identify and address workforce development issues affecting the region

UNITED WAY OF CENTRAL IOWA

2009

- Participate on Online Giving and Social Media teams
- Social Media Consultant involved in planning and implementing strategy