

# Tricia Lenee Etienne

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## Senior Digital Media Executive

Accomplished strategic and innovative Senior Digital Media Executive with extensive experience creating new digital and multimedia revenue solutions for major media organizations. Successful track record in implementing change in very challenging environments, while increasing and exceeding revenue expectations. Equally strategic and data-driven in making decisions that impact growth, engagement, and retention; strong focus on optimizing/transforming digital media solutions and brand reach. Experienced leader with a successful record of managing both internal and external relationships, including Management/Director-level experience. Vast knowledge of social and digital media best practices and techniques and excellent written and verbal communication skills.

### Key Strengths

Digital Media | Relationship Management | Sales Leadership | Public Speaking | SaaS Sales |  
Project Management | Mobile and Social Online Advertising | Email Marketing |  
Strategy Development | Creative Problem Solver | B2B

## Professional Experience

Monster Worldwide – Media Alliances

2018 - Present

### Relationship Manager – Media Alliances

- Provide client and project team leadership, develop mid-senior level client relationships, and act as a trusted advisor and partner to clients.
- Managed client satisfaction, account revenue growth, partnership strategic alignment between organizations, and overall business profitability in delivery of diverse platform of services.
- Worked with complex clients to deliver annual services and deliver revenues in excess of \$2M.
- Managed fiduciary relationships including pricing, margins, discounting, cost factors, etc.

Bella Casa, Inc.

2015 – 2018

### Director of Digital Marketing & Client Services

- Directed digital marketing, SEO, SEM, PPC, and email marketing to increase gain market share by 50% in both the Los Angeles and San Francisco markets.
- Managed all vendors, partners, and teams across various departments.
- Maintaining solid relationships with vendors and partners to increase revenue month after month.

Comcast Spotlight

2014–2015

### Regional Digital Sales Manager

- Managed training and development for all local, regional, and national Account Executives to sell new and existing digital media products as a compliment to cable advertising schedules.
- Drove culture change to increase digital advertising revenue

[Nola.com](http://Nola.com) / Advance Digital

2012 – 2014

### **Director of Digital and Multimedia Advertising Verticals**

- Responsible for multimedia revenue for advertising verticals including Recruitment, Automotive, Real Estate categories including video and mobile to increase overall digital and print revenue by 32%.
- Negotiated provider and vendor contracts to implement niche products resulting in multi-million-dollar growth.
- Implement strategic plans and fiscal budgets.
- Increase digital knowledge and revenue by 32% in a very print dominant market.
- Refocused the Advertising Sales team of 75 people to adopt a “sales-centric” approach achieving revenue growth and increased number of active digital advertisers.

Digital First Media / California Newspaper Group

2009-2011

### **Regional Vice-President of Digital Advertising**

- Responsible for over \$22M in multimedia revenue for the Los Angeles Newspaper Group’s nine regional newspapers, including automotive, real estate and recruitment categories to increase overall digital and print category revenue.
- Implemented new digital sales strategies to increase digital product knowledge and 20% YOY revenue.
- Negotiated all vendor contracts to implement new digital products to reduce expenses and increase revenue.
- Evolved the suite of digital products including ad placement, packaging, and pricing to increase digital revenue in new categories including, video, mobile, and online ecommerce.

## **Previous Experience**

**Director of Digital Sales and Marketing** | *Bonneville International- KSWD, The Sound*

**Director of Digital Advertising** | *Orange County Register Communications*

**The Denver Newspaper Agency, (Digital First Media)**

*Director of Sales & Business Development, Interactive Recruitment Manager, Senior Manager of Digital Operations, New Media Director*

### **Awards & Professional Courses**

- IAB Certified 2017
- Google Ad Word and Google Analytics Certified 2017
- Toastmasters Professional Speaking
- Completed cross platform media sales training including radio, broadcast, cable and print media
- Received several top performance sales and sales leadership awards