

Dawn I. Hosking

EXPERIENCED SALES AND COMMUNICATIONS SPECIALIST

Sales • Communications • Promotions • Volunteer Management

Creative and multitalented communications professional with a solid track record in representing radio, digital, mobile and event platforms to the market and achieving revenue goals. Highly skilled in building relationships and creating marketing solutions for business partners. Passionate and inventive creator of innovative promotions and events; accustomed to performing in deadline-driven environments. Exceptional collaborative and interpersonal skills; dynamic team player with well-developed written and verbal communication abilities. *Extensive experience in the following:*

SALES

- Generate New Business
- Commissioned B2B
- Develop Relationships
- *Non-Commissioned*

PROMOTIONS

- Appearances
- Special Events
- Press Releases
- Interview Prep

VOLUNTEER MANAGEMENT

- Recruit volunteers
 - Maintain Continuity
 - Fundraising
 - Open communication
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EDUCATIONAL BACKGROUND

University of Southern California

Master Communication Management, Dec 2014

University of West Florida

B.A. Communications Arts/Public Relations, 2004

COMMUNICATIONS EXPERIENCE

iHeart Media, Dallas, Tx. Sept 2013- Present

Continuity Director

Coordinate and match copy to spots that go on the air. Critical attention to detail and maintain focus to keep the company from losing any money. Utilizes V-Creative, Viero, & Sales Force to do daily functions.

Biz Radio, Dallas & Houston, Texas, July 2006- Jan 2007

Promotions Director

Manufactured all public relations for Biz Radio Dallas, including press releases, interview preparation, event coordinating

CBS Radio, Dallas, Texas, May 2005- Dec-2005

Promotions Director

Coordinated all Dallas Cowboys KLUV station player appearances, live broadcast and street team activities. Administered and executed on-air and online contests and tracked all in-house pricing. Handled listener and community inquiries in a professional manner. Worked with sales and marketing departments to acquire elements needed for sales promotions.

CBS Radio, Dallas, Texas, Dec 2005 – July 2006

Traffic Manager

Scheduled and moved commercial inventory to maximize daily revenue yield. Implemented and maintained order inventory, systems and templates and interfaced with multiple people in programming, production and sales daily. Communicated any bumps or issues with commercial inventory to sales department. Used WICKS 4 to create daily logs.

Volunteer Management

First Unitarian Church of Dallas, Dallas, Texas, July of 2008 to August of 2013

Children's Religious Education Administrator

Manages 77 volunteers on a yearly basis and is the communications liaison between the Program Director, the parents, and volunteers. Manages a database of over 400 children pulling statistics and pattern logistics for yearly planning. Major buyer of all the programs resources.

SALES EXPERIENCE

The Limited, Dallas, Texas Nov 2004 – July 2012

Sales Lead

Responsible for 20% of the annual revenue of 3.4 million at Northpark Center Flagship store.

Direct and execute strategic, brand appropriate merchandising to maximize sales and presentation standards. Partner with store manager in the execution of the store business plan that drive KPI results and maximizes business opportunities. Drive brand loyalty through demonstrating sales leadership, coaching and connecting with the customer experience. Motivate team through a compelling vision and direction to encompass company mission and core values. Build effective relationships with peer and upper management partners.

Charles David, Dallas, Texas, July 2008 - Mar 2010

Assistant Manager

Direct and execute strategic, brand appropriate merchandising to maximize sales and presentation standards. Partner with store manager in the execution of the store business plan that drive KPI results and maximizes business opportunities. Drive brand loyalty through demonstrating sales leadership, coaching and connecting with the customer experience. Motivate team through a compelling vision and direction to encompass company mission and core values. Build effective relationships with peer and upper management partners.

Key Achievement

- Raised sales by 30% from October 2009 –Mar 2010

Ann Taylor Loft, Dallas, Texas, January 2007 – June 2008

Sales Associate

Achieved personal sales and credit goals by building customer relationships and loyalty through personal interaction. Took responsibility for achieving individual and team sales goals. Enhanced the guest's experience by providing prompt, friendly, knowledgeable and professional service that supports the company mission statement and core values.

Key Achievements

- #1 in Sales for the January 2008 Quarter
- Numerous merit raises and two promotions

OTHER EXPERIENCE

United States Air Hurlburt Field, Personnel for AF Special Ops Command Florida
January 1999- March 2003

University of North Texas-Dallas, Adjunct Instructor, School of Applied Science
Presently

Community Involvement

Member- White Rock Running Co-op

Member- Dallas Running Club

Member Dallas Press Club

Volunteer at KERA

Volunteer with Society St. Vincent de Paul