

Jonathan Wilson

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Minneapolis, MN

Summary

Results-driven Sales Leader with 12+ years of experience exceeding revenue targets and securing high-profile clients. Proven track record of forging strategic partnerships, streamlining processes, and delivering impactful strategic solutions for clients. Adept at identifying new business opportunities and leading sales teams to success.

Highlights

- Consistently exceeded revenue targets by an average of 17% over the past 5 years.
- Secured high-profile, Fortune 1000, clients in industries such as healthcare, technology, entertainment, and finance.
- Developed and implemented RFI/RFP processes, net-new business strategies, and outreach.
- Full sales cycle experience from strategic persona development and discovery to contract signing and client relationship management.

Experience

DIRECTOR, SALES & PARTNERSHIPS – APR 2024 - DEC 2024

MALKA Media, Jersey City, NJ

- Developed & Executed Sales Strategy: Represented MALKA's full suite of production services, effectively aligning our solutions and messaging with client business needs across various industries, including healthcare, sports & entertainment, and real-estate.
- Prospecting & Lead Generation: Identified and targeted high-value prospects, securing appointments and managing the full sales cycle from lead qualification to close.
- Quota Achievement: Generated \$1.1M in upsell and cross-sell opportunities by expanding existing client relationships through the implementation of innovative sales and marketing tactics.
- Client Relationship Management: Cultivated strong relationships with key stakeholders, driving client retention and expansion opportunities regularly identified growth opportunities.

SENIOR MANAGER, BUSINESS DEVELOPMENT (CONTRACT) – JUN 2023 - APR 2024

Studio City | PXL Agency, Los Angeles, CA

- Business Development & Sales Strategy: Led business development initiatives, identifying and securing new clients across industries such as entertainment, CPG and healthcare. Developed tailored sales strategies that expanded the agency's client base.
- Quota Achievement: Exceeded \$2.6M annual quota by implementing a results-driven sales strategy, focusing on solution-based selling, and optimizing the sales funnel to close larger deals efficiently.
- Client Relationship Development: Cultivated strong client relationships through personalized, consultative interactions, regularly traveling to meet and present to clients face-to-face.

CO-FOUNDER, DIRECTOR OF PARTNERSHIPS – MAY 2022 - PRESENT

Oddity, Minneapolis, MN

- Strategic Matchmaking & Business Development: Simplified the brand-agency partnership process by identifying high-quality agency partners tailored to client needs, reducing vetting time from months to weeks. Built a network of top-tier agencies, fostering relationships that align with client goals, culture, and budget requirements.
- Client Acquisition & Relationship Management: Led outreach efforts and cultivated relationships with diverse brands across CPG, Sports & Entertainment, Retail and Finance, resulting in successful partnership placements.
- Process Optimization & Revenue Growth: Implemented an efficient vetting process that enhanced client satisfaction and increased conversion rates.

DIRECTOR, BUSINESS DEVELOPMENT – MAR 2019 - JUNE 2023

ELMNTL Agency, New York, NY

- Revenue Growth in Travel & Hospitality: Led the agency to a 23% YoY revenue increase and generating \$9.15M in revenue. Employed a relationship-based sales approach and deep market insights to align solutions with client business objectives, driving high-value contract wins.
- Strategic Sales & Proposal Management: Spearheaded the creation and execution of tailored business proposals and RFP responses, leading to successful digital marketing and branding campaigns for prominent travel and hospitality brands.
- Cross-Functional Team Leadership: Collaborated closely with creative, project management, and digital strategy teams to deliver integrated branding and marketing solutions.
- Market Expansion & New Business Development: Identified and negotiated new business opportunities outside the travel and hospitality sector, successfully expanding ELMNTL's reach into industries like healthcare, real-estate, and sports, contributing to diversified revenue streams.

BUSINESS DEVELOPMENT – FEB 2014 - APRIL 2019

Big Pixel, Minneapolis, MN

- Agency Growth & Acquisition: Founded Big Pixel and scaled it into a profitable, high-performing agency with 116% YoY growth. Led the agency through a successful acquisition by a venture capital firm, achieving a strong return on investment for stakeholders.
- Strategic Business Development & Client Acquisition: Drove new business through diverse channels, including networking, trade shows, and digital marketing campaigns. Cultivated a robust client base across industries such as healthcare, real-estate, tech, generating over \$33M.
- Comprehensive Marketing Leadership: Directed the development of impactful marketing materials and campaigns that effectively promoted Big Pixel's services, resulting in increased client engagement and brand visibility. Oversaw all aspects of marketing strategy, from digital outreach to traditional signage, boosting client acquisition and retention.

Education

University of Missouri – Business Communications | Marketing - 2009 - 2010

Culver-Stockton College – BA of Arts | Marketing - 2010 - 2012