

**Judy Medley**  
**Lakewood Ranch, FL**  
**PH: 941-388-8142** [judyedley@hotmail.com](mailto:judyedley@hotmail.com)

Bachelor of Arts & Sciences degree from Miami University, Oxford, Ohio

I have 22 years of sales and marketing experience and have sold million of dollars of advertising sales during my career. I have traveled the US extensively and done many face-to-face presentations, which have always resulted in sales. I consider myself highly organized, goal-oriented and pleasantly persistent. I am very professional and I have a solid track record. I find sales challenging, as well as rewarding, and would very much like to remain in sales.

My ideal situation would be to work from my home office. I am used to working and achieving my goals with no supervision, however, I am not opposed to supervision and would even welcome a “team work” situation.

**2006 – 2008**

**Advertising Sales Director**

***lore* magazine (lore stands for Lives of Real Estate)**

This publication is described as a very upscale People magazine for the real estate industry. The publication dealt with the most successful people of the industry, millionaires and billionaires.

I was responsible for advertising in the publication, seeking out new advertisers through cold calls, selling print ads and also web ads, attending trade shows, and coming up with ideas to promote sales, working from my home office. This sales position was taken over by the Publisher. Excellent references provided upon request.

**1995 – 2005**

**National Sales & Advertising Manager**

***Building Systems* magazine**

I was responsible for all advertising in the magazine, tracking leads, prospecting for new business through cold calling, attending trade shows, marketing and promotional pieces, as well as contributing many revenue producing ideas that would increase the bottom line. I ran this magazine from my home office for the past 10 years, a trade publication for the residential construction industry. During this time I more than tripled the ad revenue for the publication. I recently received an excellent review and substantial raise. A new company purchased the organization, and as a result, all outside sales were moved to VA. I was offered a position in VA, however did not wish to relocate. Excellent reference provided upon request.

**1986 – 1994**

**National Account Manager**

***CED* magazine (Communications, Engineering & Design)**

**Capital Cities/ABC (not sure what company owns this magazine now)**

I was responsible for over one million dollars worth of annual advertising revenue which I had generated virtually from all new business. My duties included prospecting for new accounts through cold calling, maintaining existing accounts, sales presentations, extensive nationwide travel, trade shows, promotional pieces, media kits and telephone sales. I won many awards for best team player, meeting and exceeding sales goals and most persistent sales person.

**References for Judy Medley**

**11003 Hyacinth Place**

**Lakewood Ranch, FL 34202**

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**judymedley@hotmail.com**

**lore magazine**

Anne Randolph, Publisher

Anne was the owner and Publisher of *lore*.

203-553-7107 (Home)

203-436-9082 (office)

203-314-3926 (Cell)

anne.murray-randolph@yale.edu

**Building Systems magazine**

Tom Kupferer, ex-Publisher

Tom was my supervisor for approx. 9 years.

He now works for Gastineau Log Homes.

PH: 573-896-5122, ex: 2246

tkupferer@oakloghome.com

**Additional references can be provided if needed.**