



# ADVERTISING

## YOUR PASSION

A real competitor, you determine strategic directions and objectives as well as the necessary resources for achieving them, with the aim of increasing advertising revenue.

## YOUR SATISFACTION

Successfully identifying and using market developments and trends to quickly revise the space sales policy.

## OTHERS FUNCTIONS

Sales manager  
Account manager  
Research coordinator  
Media planning manager

## YOUR MOTIVATION

You increase and optimize sales of advertising space and sponsorships of TV channels and programs.

You manage contract negotiations and profitability with advertising market contacts.

You develop and implement the sales action plan and revise as needed.

## YOUR ASSETS

Your knowledge of marketing, sales, negotiating and competitive analysis techniques, including programs, general sales terms and conditions, agreed margins.

Your management skills and ability to lead operational teams.