
KEVIN A. MILTON

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SUMMARY

Marketing communications sales professional with sales and management experience within corporate environments. Strong creative and territory management ability, developed through years of radio, cable and print marketing experience.

PROFESSIONAL EXPERIENCE

Marketing Consultant, SAVE ON EVERYTHING MAGAZINE- St. Louis Park, Mn. 2008-Current

A direct-mail marketing company offering a plethora of direct marketing solutions.

- Promoted after two months of inbound telemarketing to Marketing Consultant position. Current position requires cold calling and activating accounts in 2 territories. Average 4 new accounts a month.

Account Executive, NORTHLAND BUSINESS SYSTEMS, INC. Burnsville, MN. 2008

Full service vendor of office supply equipment and digital dictation software.

- Marketed both Olympus and Winscribe software solutions to law enforcement, medical offices and legal categories. Cold called, provided presentations, provided training and worked trade-shows.

Assistant Technical Consultant Latitude Patient Support, BOSTON SCIENTIFIC, Arden Hills, MN, 2007

Developer of minimally invasive medical devices. Latitude division currently provides technical support to over 500,000 patients now using the Latitude home monitoring system.

- Provided in and outbound technical support to new and current patients using the Latitude home monitoring system which enabled company to exceed a 500,000 activation goal
- Received four performance awards within 10 months, resulting in team achieving a service level rating of 98%+

Educational Account Representative, TRESTMAN MUSIC, St. Louis Park, MN, 2006 - 2007

Full service vendor of musical instrument sales, rental and repair to entire metro area school district since 1962.

- Resolved outstanding collections concerns with 10 school districts; brought customers into current/reactivated status. Serviced five territories on a weekly basis.

Account Executive, PIONEER PRESS, St. Paul, MN, 2005 - 2006

A daily newspaper with over 623,000 readers. Entity represents one of the top 15 markets in the United States.

- Created using core and non-core media solutions for customers that resulted in a 3% incremental gain for the territory. Reactivated ten large accounts in first three months.

Account Executive/Enterprise Manager/Sales Supervisor, STAR TRIBUNE, Minneapolis, MN, 2000 - 2004

A daily newspaper reaching over 1.5 million metro and non-metro readers. Paper provides media-marketing solutions using newspaper and non-core solutions like on-line and direct marketing providing total market-penetration.

- Promoted to Enterprise Manager after 3 months as an account executive by meeting or exceeding weekly sales goals
- Managed a team that protected over \$6.5 million in revenue and grew revenues over 6% within 16 months
- Increased market-share by additional presence in market that resulted in a 6% year-over-year incremental gain

- Created new outbound team in Call Center that included interviewing, hiring and mentoring the team that represented over 3.5 million in revenue. Within three months, all delinquent accounts were brought current

(Kevin Milton Continued)

Circulation Supervisor/Sales Manager, OGDEN NEWSPAPER GROUP, Marshall/New Ulm, MN, 1995 - 2000
Managed multiple circulation destinations for daily paper with over 20,000 in circulation. Weekly Shopper canvassed the five county area and the New Ulm paper reached over 22,000 households.

- Maintained circulation, accounting and carrier payroll, that streamlining processes and expediting payroll methods
- Through promotion, was able to protect revenue from competitors while growing the five largest accounts by 5%
- Negotiated largest national and regional accounts, protecting over \$60,000 of revenue
- Territory management saw 3% incremental gain within 3 years
- Promoted to Sales Manager for New Ulm property. Developed and monitored the sales activity for both classified and display sales teams and protected over \$3 million in revenue

Account Executive; CABLE ONE, Marshall and Montevideo, MN, 1994 -1995
Vendor for local cable company to provide local Broadcast ad-insertion solutions to local businesses.

Internship/Account Executive, KSOO/KPAT, Sioux Falls, SD, 1993 – 1994
Owned by Ingstad Broadcasting. Owner of media properties in North & South Dakota, Minnesota and Iowa.

EDUCATION

BS, Speech Communications Radio/TV, Southwest State University, Marshall, MN

Diploma, Bakery/Deli, Southwestern Technical College, Pipestone, MN