





Allyson Marino

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Lipstickandvinyl.com 

I am a media sales executive with extensive experience creating and selling-thru cross-platform campaigns of off-line and on-line media. I am a consistently peak-performing salesperson, blowing through sales targets, befriending clients and agencies fearlessly and building strong relationships at all levels. A dynamic and diverse career path has allowed me to develop a unique perspective with a broad-based skill set that goes beyond sales. Creative sales and content-facing roles are at the top of my list.

Strengths

- A vast network of creators, agencies, brands
- Drive to negotiate win-wins, always
- Ability to work with and motivate teams at every level
- Network of clients and colleagues that trust me
- Love for doing things that haven't been done
- Understanding that every client has unique needs
- Resourceful and creative mind

Experience

2017—2018

VP Special Programs / PodcastOne, Beverly Hills, CA

Developed scripted dramatic series, packaged for advertising and platform sales and secured sponsor to fund the podcast series. This was a six-month, contract assignment. The 10-episode package was sold for \$500k.

2016--2017

Director of West Coast/ Acast Stories, Playa Vista, CA

Opened and established the first west coast office for the Sweden-based company, an additional salesperson in LA and was consistently the top-ranking seller in the US. In one year **I generated \$2M in podcast advertising** revenue.

2015--2016

Account Director/ Compass Media, Culver City, CA

Generated revenue across an ever-expanding network of traditional radio stations, 3300 streaming audio applications and on demand audio. Acquired podcasts with large existing audiences to join Compass for advertising representation. **Sold a total of \$3M in radio and podcasts.**

2014--2015

Director of Sales/ Midroll, Hollywood, CA

Generated advertising revenue for 200 of the world's best podcasts through profitable relationships with major advertisers and their agencies based on the West Coast. Brought in new business from entertainment (Netflix), ride-sharing (Uber) and start-up business services (Xero, Intuit Small Business) verticals. In 11 months **my sales went from \$0 to \$2.75M** and this was pre-Serial!

2010--2013

Sr. Manager Global Agency Partners/ Intuit, Remote in CA

Led cross-functional teams and pioneered barter for media; added millions to annual media budgets for business units. Built scalable processes for providing best practices and partner education. Negotiated with, measured and reported on advertising partners. **Over \$200M in media dollars** flowed through these agencies.

2005--2010

Account Executive/ Westwood One, Culver City, CA

Created, sold, executed and evaluated integrated, multi-channel sponsorships of the MTV VMAs, The GRAMMY Awards and The Academy of Country Music Awards. **Sold a total of \$58M** in national advertising and sponsorship.

Education

MAY 2000

Bachelor of Arts / California State University Fullerton

Honor Society, Officer in Alpha Chi Omega sorority.

Activities

Led and curated the panel "The Convergence of Hollywood and Podcasts" for the LA Podcast Festival

Spoke on panel, "Experts in Podcast Monetization" at Podcast Festival

Member of the Podcast Working and Technology Group at the IAB

Contributed to the IAB Podcasting Playbook designed to educate all agencies and brands on how podcast advertising works

Regularly attend the LA MeetUp Podcasts & Pizza along with fellow podcast professionals from each discipline

Playing records on two Technics 1200s, like a DJ

Listening to more podcasts than is reasonable.

I once sold a ketchup popsicle to a woman wearing white gloves.