

Christian Walter Manos

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SUMMARY

Brand Partnerships and Business Development Leader with a proven track record in selling advertising, event sponsorships, and multi-platform brand integrations. Skilled in cultivating client relationships, identifying revenue opportunities, and executing high impact partnerships. Successful at prospecting, pitching, and negotiating partnerships that enhance brand engagement and growth. Passionate about aligning brands with audiences in meaningful ways.

PROFESSIONAL EXPERIENCE

The Wall Street Journal | Barron's Group at Dow Jones, New York, NY

Associate Client Partner

- Manage over 140 strategic accounts and responsible for over \$3.7 million in revenue across industries including, residential & commercial real estate, travel & tourism, and consumer brands throughout 23 states and Canada.
- Created and sold integrated programs to client and agency teams across digital, mobile, print, social, events & conferences, and custom content platforms.
- Developed, connected, and maintained relationships with senior and C-level clients and agency decision-makers in a successful role as a consultative seller and partner.
- Evolved a deep understanding of the client's industry, business, audience, messaging, marketing and growth needs to recommend strategic integrated media solutions and partnership opportunities.
- Prospected and developed new client relationships within the territory to drive incremental revenue.
- Exceeded revenue goals in FY24, 120% above goal.

August 2021– Present

Client Associate

- Supported 8 Client Partners by assisting to sell brand partnerships across the entire Dow Jones portfolio of digital, mobile, print, social, events & conferences, and custom content to residential & commercial real estate, travel & tourism, and consumer brands globally.
- Managed active accounts by providing excellent client communication, driving incremental revenue, building monthly digital reporting, and proactively informing clients on new advertising innovations and marketing opportunities.
- Frequently collaborated with team members on sales strategies and provided research insights on how to generate new business through prospecting and leveraging current market trends.
- Analyzed, tracked, and optimized advertising campaigns running across our digital network.
- Assisted Client Partners on virtual and client facing meetings by creating presentation materials and building RFP responses.
- Sold over \$1.2 million of media to new business for our Client Partners in FY20.

December 2019 – August 2021

EDUCATION

MIAMI UNIVERSITY, Oxford, OH

College of Arts and Science

- *Bachelor of Arts: American Studies*
- *Concentration: Economics*
- *Thematic Sequence: Application Management and Enterprise Systems*

Graduated: December 2018

LEADERSHIP

The Wall Street Journal | Barron's Group University Ambassador and Recruitment - New York, NY

- Collaborate with a team of 12 on ways to bring more diversity and better recruitment strategies to our sales organization.
- Created and led our summer 2021 sales internship program that is still used today.
- Connected with HBCUs to schedule time with their students to speak on behalf of our organization and the different sales roles we have to offer.

SKILLS

Client Communication, Presenting, Sales Cycle Management, CRM Proficiency, Media Strategy, Strategic Selling, Cross-Departmental Collaboration, Strategic Research and Analysis, Event & Conference Partnerships