

## **LISÉ DOMINIQUE**

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[www.lisedominique.com](http://www.lisedominique.com)

### COMMUNICATIONS PROFESSIONAL

**A high-energy professional with the innate ability to quickly comprehend and to communicate the needs of various parties as well as establish credibility, trust, and rapport between executive-level decision-makers and to relay them to the public. Articulate and successful when applying appropriate techniques to remove barriers in the communication process and to promote clarity and understanding during each interaction. Employs creative use of multimedia marketing collaterals as well as electronic media and promotional tools.**

Achieved over twenty years of success in the radio and television broadcast industry. Advanced rapidly to larger markets and highly-rated Northern California stations with promotions to coveted positions as one of just a few female News Anchors and Morning Show Co-Hosts in the San Jose region. Also, functioned as Public Affairs Director for KSJO-FM AND KEZR-FM. Gained role as on-camera fill-in TV Weatherperson in San Jose, Ca. Duties often included serving as spokesperson for the various radio stations at public events and station remotes.

Returned to hometown of Chicago and continued career in radio while expanding breadth of experience into television through many on-camera acting roles in commercials and industrial and commercial film productions. Served in prominent roles as the Morning Show Co-Host, News Anchor and Traffic Reporter for FM News, WLS-AM ,WLS-FM, WTMX-FM, WILV-FM, WLUP-AM/FM and as an On-Air Booth Announcer with WTTW-Channel 11. Blogger since 2011, Storyteller for non-profit group, "Zealous Good" in 2013 and Narrator for TouchVision TV since April 2013.

Key highlights:

#### **Communication & Interpersonal Skills**

- Demonstrated outstanding interpersonal and communication skills, quickly building rapport with co-hosts and other professionals.
- Responsible for all writing for newscasts and for research required for guest interviews for public affairs programming.
- Recognized as a top-ranked on-air personality, consistently increasing ratings and market share for each station.

- Demonstrated success in advertising and public affairs providing voice-over work for commercials, promotions and announcements aired on radio and TV broadcasts.
- Please see extensive and detailed broadcast and acting resumes for a much wider and more in-depth understanding of my communications background. In addition, personal website will provide a peek at on-camera experience:  
[www.lisedominique.com](http://www.lisedominique.com)

### **Education**

**BS - Radio Television, University of Illinois-Champaign**

### **SALES & MARKETING PROFESSIONAL**

**Expertise in New Business Development & Client Relationship Management**

### **PROFESSIONAL EXPERIENCE**

**CORPORATE ACCOUNT EXECUTIVE-SPRINT/NEXTEL Communications, Chicago,IL..**  
2002 to 2008

Continued to expand sales and marketing skills into fast-moving telecommunications/ data field. Responsible for new business development and maintenance of Fortune 500 corporate customer relationships and for up-selling on existing products and services. Monthly quota-driven sales cycle fueled by quarterly potential revenue forecasting. Named "Best Rookie" in the Chicago region market for 4<sup>th</sup> quarter 2002., Corporate Major Account Executive of the months of April, June, July, October and December '04 and CMAE of the 3<sup>rd</sup> Quarter and 4<sup>th</sup> Quarter '04, CMAE of the month in Data Sales October '04, 'Centurion" award for December '04 and CMAE of the year for 2004,Bi-Centurion Award September 2005, exceeded Sales quota 2005-118%, exceeded sales quota 2006-109%, exceeded sales quota 2007-113%.

**PROFESSIONAL SALES REPRESENTATIVE - MERCK & CO. INC., Chicago,IL.**  
1996 to 2002

Made a successful career transition into a highly competitive sales and marketing role. Leveraged strong communication and interpersonal skills to quickly establish a reputation for top sales performance, new business development and key account management. Demonstrated success in territory management and account allocation, focusing energies on top accounts while ensuring appropriate communication with over 300 active customers.

Marketed new and established products to medical professionals throughout the Northern Chicago region. Engaged in an end-to-end sales cycle, targeting key contacts/decision-makers leading product presentations, forging client relationships and driving sales volume increases. Additionally, collaborated with other team members and served as a mentor to new sales reps to accelerate new business across the region while working in a team-based environment.

### **Revenue & Market Growth**

- Grew the Northwest Chicago region from \$5.1 million to \$7.9 million, exceeding sales goals by up to 10% each year for five consecutive years.
- Served as the only sales rep in a territory normally covered by four professionals. Single-handedly achieved 103% of annual quota and won Merck's MVP award for outstanding sales performance in 1997. Rewarded with numerous "Masters of Change" Sales and Market Share awards from 1997–2001.

### **Client Relationship Management**

- Built long-term client relationships, establishing immediate credibility among key accounts to increase sales volume and displace competitive products.
- Utilized perceptive skills to truly understand customer needs, then applied different selling and communication techniques to match the style of each decision-maker.
- Honed strategic selling competencies to develop a pipeline of new business in a newly-formed territory.

### **New Business Development**

- Based on selling expertise, transferred to a new sales group in 2001 calling on specialized accounts in a more prominent territory. Successfully drove increased sales of three core product lines while building client relationships.
- Shared sales and client relationship management knowledge with newly hired sales reps to help them achieve their own measure of success. Won the District Crystal Award in 2001 in recognition for peer mentoring and support.
- Overcame channel conflict by appropriately allocating responsibilities of counterparts in two other groups calling on the same accounts. Initiatives served as a model for developing synergies and collaboration inside other sales teams.

### **New Product Introductions & Competitive Positioning**

- Played a key role in the successful introduction of three new product lines that were instrumental in solidifying Merck's position as a top-ranked pharmaceutical company.
- Contributed to increased market share for 10+ products across multiple categories of business by effectively integrating market intelligence and customer data into sales presentations.

### **Product Promotions & Marketing Communications**

- Called upon marketing skills to develop creative promotions and product blitzes. Enhanced market awareness while differentiating products and sales reps from the competition.

- Served as a point person in relaying key product and competitive positioning information to each sales rep on the team. Helped shape “go to market” messages based on ever-changing industry, market and customer trends.