

Steven Robert Sattler

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Career Objective

Executive or senior management level career opportunity.

Skills

Sales and marketing professional, Able to develop and execute business plans from concept to completion. CEO experience, organized, goal oriented, results driven, highly motivated to succeed. Technical writer, deadline driven, relationship oriented.

Overview

I am a sales and marketing professional with close to 20 years work experience selling and maintaining advertising accounts for many of the leading publications in the music technology sector including *Music Connection*, *Sound On Sound*, *PERFORMER*, *HDVideoPro* and others. I also have three years experience working for Guitar Center Inc. and five years experience selling accounting software solutions for small to mid-sized businesses.

Professional Affiliations

Member, Audio Engineering Society

Work Experience

August 2003 – Present – President, Creative Sales Resource Inc.

Worked with George Petersen former executive editor for Mix Magazine to develop CineSoundPro in conjunction with Werner Publishing Corporation. Successfully represented advertising sales for PERFORMER Magazine. Successfully developed and maintained print and web advertising base for Sound On Sound USA Edition for which I was responsible for all aspects of day-to-day company management, invoicing, accounting, reporting, and client communications.

June 1999 – July 2003 – Advertising Promotion Manager, Music Connection Magazine

Responsible for all aspects of advertising sales, invoicing, billing, collections, database management.

June 1995 - February 1999 - Guitar Center Inc.

Sales account management, marketing, business development,

May 1990 – April 1995 – Lake Avenue Accounting Software

Sales, account management, business development.

References available on request

Education

Graduated 1981 Bachelors of Arts in Music California State University Northridge
Graduated 1978 Associate in Arts Los Angeles Pierce College