

Jordan Whitaker

Advertising Account Executive

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SUMMARY

Advertising AE with 9 years selling premium video and CTV inventory at NBCUniversal and Hulu. \$6.8M ad revenue and #1 AE of 28 at NBCUniversal in FY24, 64% RFP win rate (14 of 22) with the top agency holding companies, and the largest Peacock upfront of 2024 at \$1.8M.

EXPERIENCE

Senior Advertising Account Executive 06/2021 - Present
NBCUniversal Advertising Sales (Peacock + Linear) New York, NY

- Closed \$6.8M in ad revenue in FY24 against \$5M target (136% attainment); ranked #1 of 28 AEs in the Direct Brand Sales group
- Closed Peacock's largest upfront of 2024 - \$1.8M across 18 weeks of Sunday Night Football and select originals
- Won 64% of agency-holding-company RFPs (14 of 22) at GroupM, Publicis, Omnicom, and IPG; team avg 41%
- Built named-relationship coverage at 6 agency holding companies; CMO and Chief Investment Officer reach at all 6

Advertising Account Executive 01/2018 - 05/2021
Hulu Ad Sales (Disney Advertising) New York, NY

- President's Club 2019 and 2020; 128% and 134% attainment against \$4.2M and \$4.8M quotas
- Closed 22 brand-direct CTV deals averaging \$182K each; 92% renewal rate at year-over-year flat or up
- Co-presented at Disney's Tech & Data Showcase to 14 agency planning teams

Junior Account Executive 08/2015 - 12/2017
Disney Advertising Sales New York, NY

- 119% of \$1.4M quota; closed 38 brand-direct deals averaging \$42K each
- Promoted from sales coordinator to AE in 22 months after exceeding 130% in trailing year

SKILLS

- Agency Holding Company Relationships
- CTV / Streaming Inventory
- Comscore / Nielsen Reading
- RFP Strategy & Pricing
- Salesforce / Operative.One
- Upfront Negotiation
- Brand-Direct Selling

CERTIFICATES

IAB Digital Media Sales Certified 09/2020
IAB

Salesforce CPQ Certified User 06/2022
Salesforce

AWARDS

NBCUniversal #1 Direct Brand AE FY24 01/2025
NBCUniversal

Hulu Ad Sales President's Club (2019, 2020) 02/2021
Disney Advertising

HOBBIES

Member of She Runs It NY chapter