

MICHAEL ALAN LAMPI

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RANGE

Demonstrated leadership and management skills building, coaching, and exceeding revenue goals. Analytical and problem-solving expertise utilizing linear, video, and social media platforms while adapting to changing environments.

EXPERIENCE

Regional National Sales Manager Gray Media, Honolulu, HI 2023-Current

- Managed eleven broadcast stations national and regional sales in New York, Florida, and Maine with a multimillion-dollar portfolio across various product lines.
- Supported corporate, department leaders, and sales teams to develop initiatives, increase revenue potential, and implement initiatives.
- Streamlined the day-to-day systems and procedures within the national and regional sales departments, including reporting, department workflow, and support.

National Sales Manager Gray Media, Honolulu, HI 2022-2023

- Managed five broadcast stations national and regional sales in New York and Florida with a multimillion-dollar portfolio across various product lines.
- Analyzed revenue targets, market share, pacing, budget, under-delivery, and discrepancies with reporting weekly, quarterly, and annually on progress.
- Maximized rate structure and inventory for profitability while tracking objectives.

National/Digital Sales Manager Gray Media, Watertown, NY 2019-2022

- Proactively managed inventory, analytics, rate cards, traffic, and sponsorships in tandem with corporate initiatives ensuring compliance.
- Led the station's digital sales efforts, including training, motivating, creating sales material, reporting, and monitoring the market.
- Double-digit increase in billing with increased platform adoption of digital product lines.

National Sales Manager Comcast Spotlight, West Palm Beach, FL 2018-2019

- Operated top-down with leadership to roll out revenue-generating products and services through national sales channels to achieve sales goals and objectives.
- Interfaced with internal and external departments to ensure visibility and information sharing on performance, new business, and market conditions.
- Analyzed monthly forecast, historical billing, share, unit rates, cost per point, and specifications.

EDUCATION

University of Florida Gainesville, FL 2020
Master of Arts Mass Communication Digital Strategy

Northern Michigan University Marquette, MI 2016
Bachelor of Science Degree Public Relations Major, Graphic Design Minor