

Adam J. Wilke
Adam@HenryLonski.com
321 412 9940

Melbourne Beach, FL 32951

Education

University of Wisconsin-Madison
Bachelor of Arts May 2007

Work Experience

Recruiter, Lonski and Associates LLC Indialantic FL 2012-Present

- “Everything with a Spark Plug” Headhunter: Automotive, Powersports, Motorcycle, Marine, RV, and more.
- Create multi-faceted strategy to skyrocket sales, sales process, administration and marketing in response to industry resurgence (demand)
- Consultative selling approach to understand Client needs and provide professional insights
- Sleeves rolled up, hands on style to connect growing database of 13k+ industry professionals with the right opportunities. Exceed expectations. Make dreams come true. Win-win scenarios are the only option.

Owner/President, Adam Wilke & Associates LLC, Melbourne Beach, FL 2011-Present

- Provide consulting services in the fields of business development, sales management, marketing, search engine optimization (SEO), social media domination, Information Technology, and Ecommerce
- Results oriented leadership for emerging and established businesses
- Creative “out of the box” thinker that turns strategic initiatives into success stories

Senior Digital Account Manager, Florida Today- a Gannett Media Company, Melbourne, FL, April 2011-November 2011

- Strategically grew digital revenue on Key/Major (\$100k+) account panel
- Served as an interim Cars.com sales representative on the Automotive panel, and was a top finalist in the September 2011 Gannett Cars.com South Group sales contest
- Provided leadership on Retail sales panel and made several significant new business sales

Digital Account Manager, Journal Communications- Milwaukee Journal Sentinel, Milwaukee, WI January 2010- March 2011

- Played an integral role in the launch of the first CarSoup.com franchise partnership; signing over 60 automotive dealerships on website at an average price point of \$500 per month
- Developed and led new advertising segment with Boat, RV, and Motorcycle dealers on CarSoup.com website
- Sold online products to automotive, boat, power sport and real estate clients on Classified vertical, including: JSOnline banner ads, Yahoo! Behavioral Targeting, geographical targeting, search engine marketing, and New Home Source product in addition to CarSoup.com
- Consistently outperformed sales goals

Field Sales Manager, Cars.com Affiliate Sales- Milwaukee Journal Sentinel, Milwaukee, WI, August 2007-December 2009

- Serviced and grew a panel of approximately 80 independent and franchise automotive dealerships in Southeastern Wisconsin region

- Generated new business by cold calling and making in-person presentations
- Managed a panel that grew from \$540k in annual sales to over \$1 million

Sales Training & Certifications

- Licensed Real Estate Sales Associate, State of Florida, October 2012 (expected)
- Yahoo! Behavioral Targeting Training, Gannett Corporate, Washington D.C., May 2011
- Center for Sales Strategy: *3R Selling Pro*, Tampa, FL, June 2008
- Cars.com Sales & Product Training, Chicago, IL, September 2007