

Chapter 27 Pricing Math
Career Chatroom Career Profile

Charles Sink
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Q What do you do at work?

A I lead the brand strategy, marketing, and public relations efforts at the firm. I also serve as the company's chief sales executive by identifying key new business prospects, engaging them, and earning their business. I maintain several ongoing campaigns to optimally position our brand for maximum success in a very competitive market. These include email marketing, business and social networking, speaking, event marketing, and advertising. I am also a marketing strategist, copywriter, and media consultant for some of our clients.

Q What was your first job in marketing?

A My first significant job in sales and marketing was senior account executive at a commercial printing company. I was on a team of five salespeople and rose to be the top revenue producer on the team within four years.

Q What skills are most important to you?

A Listening well, communicating clearly and with relevance to audience priorities, persistence, and respect and empathy for others are all important skills.

Q What is your key to success?

A Faith—I have a strong belief system, which guides my actions.