

B-7:	Account Executive	
	Date of Hire:	8/27/2012
	Referral Source of Hiree:	Employee Referral
	# of Interviewees for position and referral sources of interviewees	11 Interviewees
		American Woman in Radio 3
		TAB 1
		Internal Posting 3
		Employee Referral 3
		Greater Hispanic Chamber 1

\* Recruitment for positions B-7, B-8, and B-9 occurred at the same time. The employment unit recruited for two Account Executives, which fulfills a sales role for the unit, for positions B-7 and B-8 so the same applicants could be used to recruit for those positions. The employment unit created a new position, B-9 National Account Manager, during recruitment for positions B-7 and B-8. The National Account Manager fulfills a similar role to the Account Executive, acting as the sales manager handling national accounts.

## **JOB DESCRIPTION**

**JOB TITLE:** Single Market Account Executive  
**LOCATION:** Austin, Texas  
**DEPARTMENT:** Sales  
**REPORTS TO:** Single Market Sales Manager

### **POSITION OVERVIEW:**

Individuals in this role handle client and agency accounts with high potential in a single market. These could be current high spend accounts or ones that have the potential for substantial growth. Key tasks of this role include: contacting and presenting to clients and agencies, negotiating contracts and executing transactions.

### **FUNCTIONAL RESPONSIBILITIES:**

- Prospect and generate new leads, as well as qualify leads generated by support functions
- Develop client-specific pitches, attend client meetings, make presentations and close sales (including travel)
- Attend promotional events and other client networking events
- Work in partnership with support team on pre-sale processes (e.g., preparing drafts of presentations, proposals)
- Work in partnership with support team on post-sale processes (e.g., entering orders, collections)
- Prepare reports for and attend internal meetings

### **EDUCATION REQUIREMENTS:**

- College degree required

### **EXPERIENCE/ KNOWLEDGE/ SKILLS REQUIREMENTS:**

- Minimum 3 years experience in Sales
- Strong written and verbal communications skills
- Client skills including prospecting, conveying value proposition and overcoming objections
- Ability to conduct effective account planning and coordinate different resources to meet customer needs
- Strong analytical and negotiations skills
- Must possess a good driving record and a valid driver's license

Following would be a plus:

- Basic Spanish language skills
- Previous advertising/media experience
- Knowledge of Donovan, Nielsen, OSI, Matrix, Concur

**INTERESTED CANDIDATES PLEASE SUBMIT RESUME TO:**

**JOB TITLE:** Single Market Account Executive

**JOB NUMBER:** KAKW12-04

**C/O:** KAKW TV 62

Attn: Christie Humphries

Re: #KAKW12-04

2233 W. North Loop Blvd.

Austin, TX 78756

Or email [chumphries@univision.net](mailto:chumphries@univision.net)

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## Single Market Account Executive

### General Information

<b>Job Posting ID:</b> 8186703	<b>Creation Date:</b> Jun 07, 2012
<b>Employer Posting No:</b> ---	<b>Closing Date:</b> Jul 07, 2012
<b>Job Site Address:</b> AUSTIN, Texas 78756	<b>Employer Type:</b> Private Sector
<b>Openings Filled:</b> 0 of 1	
<b>Contacts:</b> 0 of 25	<b>Status:</b> Open

**JOB DESCRIPTION**

**JOB TITLE:** Single Market Account Executive  
**LOCATION:** Austin, Texas  
**DEPARTMENT:** Sales  
**REPORTS TO:** Single Market Sales Manager

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**JOB NUMBER:** KAKW12-04  
**C/O:** KAKW TV 62  
**Attn:** Christie Humphries  
**Re:** #KAKW12-04  
2233 W. North Loop Blvd.  
Austin, TX 78756

Or email [chumphries@univision.net](mailto:chumphries@univision.net)

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**Supervisory Experience****Required:** No**Shift:** Days (First)**Duration:** Regular**Workweek:** Full Time - 30 hours or more per week**Veterans Only:** Yes**Federal****Contractor:** No**Eagle Ford Shale****Job:** No**Job Requirements****Occupation:** Advertising Sales Agents**Minimum Experience and** 3 yrs 0 mos**Education:**

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Print Page

## Single Market Account Executive

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#### Job Snapshot

Location :	Austin, TX 78756 ( <a href="#">Map it!</a> )
Employee Type :	Full-Time
Industry :	Broadcasting - Radio - TV
Manages Others :	No
Job Type :	Sales
Education :	2 Year Degree
Experience :	At least 3 year(s)
Post Date :	2/23/2012

#### Contact Information

Contact : Christie Humphries

#### Description

##### JOB DESCRIPTION

JOB TITLE: Single Market Account Executive  
 LOCATION: Austin, Texas  
 DEPARTMENT: Sales  
 REPORTS TO: Single Market Sales Manager

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**JOB NUMBER:** KAKW12-04

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Attn: Christie Humphries

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2233 W. North Loop Blvd.

Austin, TX 78756

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**Blanca Gaytan**

---

**From:** Blanca Gaytan  
**Sent:** Thursday, February 23, 2012 3:02 PM  
**To:** 'sunnie.allen@vc.edu'  
**Subject:** Univision job opportunities  
**Attachments:** KAKW #2012-04 Sales Account Executive.docx

Hello,

Enclosed is a copy of the most current job opening for Univision Austin. Please post the attached copy on your employment board.

Thank you for your support and cooperation. Please confirm receipt.

Thank you,

**Blanca Gaytan**

---

**From:** Blanca Gaytan  
**Sent:** Thursday, February 23, 2012 3:23 PM  
**To:** 'lrodriguez@gahcc.org'  
**Subject:** Job Posting  
**Attachments:** ~\$KW #2012-04 Sales Account Executive.docx

Hello Lisa,

Enclosed is a copy of the most current job opening for Univision Austin. Please post the attached copy on your employment board.

Thank you for your support and cooperation. Please confirm receipt.

Thank you,

**Blanca Gaytan**

---

**From:** Blanca Gaytan  
**Sent:** Thursday, February 23, 2012 3:25 PM  
**To:** 'career.services@southwestern.edu'  
**Subject:** Univision Job posting.  
**Attachments:** KAKW #2012-04 Sales Account Executive.docx

Hello,

Enclosed is a copy of the most current job opening for Univision Austin. Please post the attached copy on your employment board.

Thank you for your support and cooperation. Please confirm receipt.

Thank you,

**Blanca Gaytan**

---

**From:** Blanca Gaytan  
**Sent:** Thursday, February 23, 2012 3:31 PM  
**To:** 'spandya@itt-tech.edu'; 'jchance@itt-tech.edu'  
**Subject:** Job Posting  
**Attachments:** KAKW #2012-04 Sales Account Executive.docx

Hello,

Enclosed is a copy of the most current job opening for Univision Austin. Please post the attached copy on your employment board.

Thank you for your support and cooperation. Please confirm receipt.

Thank you,

**Blanca Gaytan**

---

**From:** Blanca Gaytan  
**Sent:** Thursday, February 23, 2012 3:42 PM  
**To:** 'humanresources@htu.edu'  
**Subject:** Job opening  
**Attachments:** KAKW #2012-04 Sales Account Executive.docx

Hello,

Enclosed is a copy of the most current job opening for Univision Austin. Please post the attached copy on your employment board.

Thank you for your support and cooperation. Please confirm receipt.

Thank you,

**Blanca Gaytan**

---

**From:** Blanca Gaytan  
**Sent:** Thursday, February 23, 2012 3:43 PM  
**To:** 'carolhancock@concordia.edu'  
**Subject:** Job Posting  
**Attachments:** KAKW #2012-04 Sales Account Executive.docx

Hello,

Enclosed is a copy of the most current job opening for Univision Austin. Please post the attached copy on your employment board.

Thank you for your support and cooperation. Please confirm receipt.

Thank you,

**Blanca Gaytan**

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**From:** Blanca Gaytan  
**Sent:** Thursday, February 23, 2012 3:45 PM  
**To:** 'lrodriguez@gahcc.org'  
**Subject:** FW: Job Posting  
**Attachments:** KAKW #2012-04 Sales Account Executive.docx

I'm sorry please use this file.

Thank you,

---

**From:** Blanca Gaytan  
**Sent:** Thursday, February 23, 2012 3:23 PM  
**To:** 'lrodriguez@gahcc.org'  
**Subject:** Job Posting

Hello Lisa,

Enclosed is a copy of the most current job opening for Univision Austin. Please post the attached copy on your employment board.

Thank you for your support and cooperation. Please confirm receipt.

Thank you,

**Blanca Gaytan**

---

**From:** Blanca Gaytan  
**Sent:** Thursday, February 23, 2012 3:48 PM  
**To:** 'bwilkes@lulac.org'  
**Subject:** Job Posting  
**Attachments:** KAKW #2012-04 Sales Account Executive.docx

Hello,

Enclosed is a copy of the most current job opening for Univision Austin. Please post the attached copy on your employment board.

Thank you for your support and cooperation. Please confirm receipt.

Thank you,



**Blanca Gaytan**

---

**From:** Blanca Gaytan  
**Sent:** Thursday, February 23, 2012 3:59 PM  
**To:** 'cynthia.rivera@thecb.state.tx.us'  
**Subject:** Univison job posting  
**Attachments:** KAKW #2012-04 Sales Account Executive.docx

Hello,

Enclosed is a copy of the most current job opening for Univision Austin. Please post the attached copy on your employment board.

Thank you for your support and cooperation. Please confirm receipt.

Thank you,

**Blanca Gaytan**

---

**From:** Blanca Gaytan  
**Sent:** Thursday, February 23, 2012 3:47 PM  
**To:** 'Courtright, Michelle (CMG-Austin)'  
**Subject:** Job Posting  
**Attachments:** KAKW #2012-04 Sales Account Executive.docx

Hello Michelle,

Enclosed is a copy of the most current job opening for Univision Austin. Please post the attached copy on your employment board.

Thank you for your support and cooperation. Please confirm receipt.

Thank you,

**Blanca Gaytan**

---

**From:** Courtright, Michelle (CMG-Austin) [Michelle.Courtright@coxinc.com]  
**Sent:** Thursday, February 23, 2012 4:43 PM  
**To:** Blanca Gaytan  
**Subject:** RE: Job Posting

Thanks, Blanca! This has been passed along. ☺ the deadline for the next newsletter is tomorrow so please send me anything else you have so I can make sure it gets in! ☺

Michelle Courtright *Multimedia Advertising Consultant*

**The Statesman Co.**



305 South Congress Avenue | Austin, Texas 78704

Ph: (512) 912-2586 | Cell: (724) 557-4324

Email: [Michelle.Courtright@coxinc.com](mailto:Michelle.Courtright@coxinc.com) | Web: [statesman.com](http://statesman.com)

Creating solutions. Delivering results.

---

**From:** Blanca Gaytan [mailto:[bgaytan@univision.net](mailto:bgaytan@univision.net)]

**Sent:** Thursday, February 23, 2012 3:47 PM

**To:** Courtright, Michelle (CMG-Austin)

**Subject:** Job Posting

Hello Michelle,

Enclosed is a copy of the most current job opening for Univision Austin. Please post the attached copy on your employment board.


Thank you for your support and cooperation. Please confirm receipt.

Thank you,

Blanca Gaytan | Accounting Assistant | Univision Communications Inc. | 2233 W. North Loop Boulevard, Austin, TX 78756  
Direct: (512) 533-2803 | [bgaytan@univision.net](mailto:bgaytan@univision.net) | <http://www.univision.com>




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
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Austin Community College 5930 Middle Fiskville Rd. Austin, Texas 78752-4390 512.223.4ACC (4222)

## Post a Job - Thank You!

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## Single Market Account Executive

### General Information

<b>Job Posting ID:</b> 4862777	<b>Creation Date:</b> Feb 23, 2012
<b>Employer Posting No:</b> KAKW#2012-4	<b>Closing Date:</b> Mar 24, 2012
<b>Job Site Address:</b> AUSTIN, Texas 78756	<b>Employer Type:</b> Private Sector
<b>Openings Filled:</b> 0 of 1	<b>Job Type:</b> Telecommuting
<b>Contacts:</b> 0 of 999	<b>Status:</b> Open

**Job Description**

## JOB DESCRIPTION

JOB TITLE: Single Market Account Executive  
LOCATION: Austin, Texas  
DEPARTMENT: Sales  
REPORTS TO: Single Market Sales Manager

## POSITION OVERVIEW:

Individuals in this role handle client and agency accounts with high potential in a single market. These could be current high spend accounts or ones that have the potential for substantial growth. Key tasks of this role include: contacting and presenting to clients and agencies, negotiating contracts and executing transactions.

## FUNCTIONAL RESPONSIBILITIES:

- Prospect and generate new leads, as well as qualify leads generated by support functions
- Develop client-specific pitches, attend client meetings, make presentations and close sales (including travel)
- Attend promotional events and other client networking events
- Work in partnership with support team on pre-sale processes (e.g., preparing drafts of presentations, proposals)
- Work in partnership with support team on post-sale processes (e.g., entering orders, collections)
- Prepare reports for and attend internal meetings

## EDUCATION REQUIREMENTS:

- College degree required

## EXPERIENCE/ KNOWLEDGE/ SKILLS REQUIREMENTS:

- Minimum 3 years experience in Sales
- Strong written and verbal communications skills
- Client skills including prospecting, conveying value proposition and overcoming objections
- Ability to conduct effective account planning and coordinate different resources to meet customer needs
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- Must possess a good driving record and a valid driver's license

Following would be a plus:

- Basic Spanish language skills
- Previous advertising/media experience
- Knowledge of Donovan, Nielsen, OSI, Matrix, Concur

## INTERESTED CANDIDATES PLEASE SUBMIT RESUME TO:

JOB TITLE: Single Market Account Executive  
JOB NUMBER: KAKW12-04  
C/O: KAKW TV 62  
Attn: Christie Humphries  
Re: #KAKW12-04  
2233 W. North Loop Blvd.  
Austin, TX 78756

Or email [chumphries@univision.net](mailto:chumphries@univision.net)

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**Supervisory Experience**

**Required:** No

**Shift:** Days (First)

**Duration:** Regular

**Workweek:** Full Time - 30 hours or more per week

**Veterans Only:** Yes

**Federal**

**Contractor:** No

**Job Requirements**

**Occupation:** Advertising Sales Agents

**Minimum Experience and** 3 yrs 0 mos

**Education:**

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## Blanca Gaytan

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**From:** jobs@tvjobs.com  
**Sent:** Thursday, February 23, 2012 3:16 PM  
**To:** Blanca Gaytan  
**Subject:** TVJobs.com - Single Market Account Executive job posted

### JOB POSTING NOTIFICATION FROM TVJOBS

Blanca Gaytan,

Your "Single Market Account Executive" position was just posted in the TVJobs.com Database and is now available online...

Station : KAKW  
Position: Single Market Account Executive (KAKW#2012-04)  
Category: Sales - Account Executive  
Job ID : TVJ#34180798  
Posted : 2/23/2012  
Expires : 3/23/2012  
Status : Registered Employer - Job Posted Ad Text :

#### Single Market Account Executive

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Notes:

1. We recommend that you either save or print this page and provide the above Job ID number to an TVJobs administrator in any future correspondence concerning this ad.
2. We recommend that you print this page and include it with your EOE file for this position as confirmation that this job was posted for the above duration at TVJobs.com (<http://www.tvjobs.com>)
3. We will send notification of pending expiration prior to the expiration date to enable you to extend the job, if necessary. Should you need this job extended, e-mail [admin@tvjobs.com](mailto:admin@tvjobs.com), supply reference number and amount of additional time needed. We are happy to extend the position for you.
4. If no extension is needed, the job will be automatically removed at 1 am PST on 3/23/2012.
5. If for any reason you need the listing removed early, e-mail [admin@tvjobs.com](mailto:admin@tvjobs.com), supply reference number and reason for removal.

6. If you would like to verify that the actual job listing is online,  
point your browser to:

<http://www.tvjobs.com/cgi-bin/JOB?ID=2560671512056631>

TIP! The above address is a good way to check on the status of this position. Keep this  
address where you can easily find it.

~~Thank you very much for posting your available positions at TVJobs.~~

~~If we can be of any further assistance, don't hesitate to ask.~~

Best Regards

Mark C. Holloway  
Broadcast Employment Services  
TVJobs.com  
[admin@tvjobs.com](mailto:admin@tvjobs.com)

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>>manage your online jobs.<<

**Texas Association of Broadcasters**

Representing free, over-the-air radio  
and television stations since 1953.

## Job Details: Single Market Account Executive

**First Name**

Blanca

**Last Name**

Gaytan

**e-mail**[chumpries@univision.net](mailto:chumpries@univision.net)**City**

Austin

**State**

Texas

**Phone**

512-533-2803

**Category**

Television

**Job  
Description****JOB DESCRIPTION****JOB TITLE:** Single Market Account Executive**LOCATION:** Austin, Texas**DEPARTMENT:** Sales**REPORTS TO:** Single Market Sales Manager**POSITION OVERVIEW:**

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## Job Information

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**Company:** Univision 62 KAKW-TV

**Job Title:** Single Market Account Executive

**Job Location:** Austin, Texas, United States

**Salary:** Paid

**Job Description:** JOB TITLE: Single Market Account Executive  
LOCATION: Austin, Texas  
DEPARTMENT: Sales  
REPORTS TO: Single Market Sales Manager

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  - Work in partnership with support team on pre-sale processes (e.g., preparing drafts of presentations, proposals)
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---

#### **Job Requirements:**

##### EDUCATION REQUIREMENTS:

- College degree required

##### EXPERIENCE/ KNOWLEDGE/ SKILLS REQUIREMENTS:

- Minimum 2 years experience in Sales or Marketing/Promotions
- Strong written and verbal communications skills
- Client skills including prospecting, conveying value proposition and overcoming objections
- Ability to conduct effective account planning and coordinate different resources to meet customer needs
- Strong analytical and negotiations skills
- Must possess a good driving record and a valid driver's license

Following would be a plus:

- Basic Spanish language skills, written and oral
- Previous advertising/media experience
- Knowledge of Donovan, Nielsen, OSI, Matrix, Concur

---

#### **Application Instructions:**

INTERESTED CANDIDATES PLEASE SUBMIT RESUME TO:

JOB TITLE: Single Market Account Executive  
JOB NUMBER: KAKW12-05  
C/O: KAKW TV 62  
Attn: Christie Humphries  
Re: #KAKW12-05

2233 W. North Loop Blvd.  
Austin, TX 78756

Or email [chumphries@univision.net](mailto:chumphries@univision.net)

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~~We do not confirm receipt of resumes~~

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**Desired Job  
Type:** Full-time

**Desired  
Colleges:** Communication

**Desired Degree:** Bachelor

**Experience:** Alumnus

**Work  
Authorization:** Permanent Resident

**Candidate  
Experience:** Entry Level (0-3 years)

**Contact  
Information:** Blanca A Gaytan  
Email: [bgaytan@univision.net](mailto:bgaytan@univision.net)

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- |
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- [UT Site Map](#)
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## Viewing Job: 15130/Single Market Account Executive

Profile View | Position Information | Posting Information

### Position Information

[Edit]

Please review the information contained in this job posting. Click on the [Edit] link for each section to make any changes.

Click the [View Activity] link above to view all activity for this job posting.

\*Job ID: 15130

\*Job Title: Single Market Account Executive

Job Reference Num: KAKW2012-05

Organization Name: Univision - Television

No of Openings: 1

Work Schedule:

Hours per Week:

\*Paid/Unpaid: Paid

\*Wage/Salary: tbd

Employment Start Date:

Employment End Date:

Supervisor:

\*Job Description: JOB TITLE: Single Market Account Executive

LOCATION: Austin, Texas

DEPARTMENT: Sales

REPORTS TO: Single Market Sales Manager

#### POSITION OVERVIEW:

Individuals in this role handle client and agency accounts with high potential in a single market. These could be current high spend accounts or ones that have the potential for substantial growth. Key tasks of this role include: contacting and presenting to clients and agencies, negotiating contracts and executing transactions.

#### FUNCTIONAL RESPONSIBILITIES:

- Prospect and generate new leads, as well as qualify leads generated by support functions
- Develop client-specific pitches, attend client meetings, make presentations and close sales (including travel)
- Attend promotional events and other client networking events
- Work in partnership with support team on pre-sale processes (e.g., preparing drafts of presentations, proposals)
- Work in partnership with support team on post-sale processes (e.g., entering orders, collections)
- Prepare reports for and attend internal meetings

#### \*Qualifications: EDUCATION REQUIREMENTS:

- College degree required

#### EXPERIENCE/ KNOWLEDGE/ SKILLS REQUIREMENTS:

- Minimum 2 years experience in Sales or Marketing/Promotions
- Strong written and verbal communications skills
- Client skills including prospecting, conveying value proposition and overcoming objections
- Ability to conduct effective account planning and coordinate different resources to meet customer needs
- Strong analytical and negotiations skills
- Must possess a good driving record and a valid driver's license

#### Following would be a plus:

- Basic Spanish language skills, written and oral
- Previous advertising/media experience
- Knowledge of Donovan, Nielsen, OSI, Matrix, Concur

#### \*Application Instructions: INTERESTED CANDIDATES PLEASE SUBMIT RESUME TO:

JOB TITLE: Single Market Account Executive

JOB NUMBER: KAKW12-05

C/O: KAKW TV 62

Attn: Christie Humphries

Re: #KAKW12-05

2233 W. North Loop Blvd.

Austin, TX 78756

Or email [chumphries@univision.net](mailto:chumphries@univision.net)



NO PHONE CALLS PLEASE

We do not confirm receipt of resumes

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Will you be coming on-campus to  
interview?: NoInterview Details 



On-line Application Address :

## Contact Information

\* First Name: Blanca  
Middle Initial: A  
\* Last Name: Gaytan  
Address Line 1: 2233 W. North Loop Blvd.  
Address Line 2:  
City/Country: Austin  
State/International: TX  
Zip/Postal Code: 78756  
Map of Address Above : [Online Map](#)  
\* Phone: 512-533-2803  
Fax:  
\* Email : [bgaytan@univision.net](mailto:bgaytan@univision.net)  
Website :

## Posting Information

[\[Edit\]](#)

Job Location: Austin, Texas  
Job Category: Sales  
\* Position Type  : Job/Full-time  
Applicant Type: Graduate student  
Minimum GPA:  
Graduation Start:  
Expected graduation (month and  
year):  
\* Classification: Alumni  
\* Degrees: Bachelor's Degree  
\* Majors  : Communication  
Screen Minimum GPA: No  
Screen Graduation Range: No  
Screen Classification: No  
Screen Degrees: No  
Screen Majors: No  
\* Post Date: 3/9/2012  
\* Expiration Date: 5/8/2012  
Show Contact Info: Yes  
Allow Online Referrals: Yes