

Giovanna (Gio) Savorgnan

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PROFESSIONAL SUMMARY

Sales executive with a career built on navigating continuous transformation, with an ability to consistently adapt to industry shifts—leveraging change as an opportunity to evolve, grow, and lead with impact. Proven success in building high-performance sales teams, developing innovative monetization strategies, and managing strategic partnerships. Adept at aligning cross-functional teams and corporate stakeholders to drive revenue growth and operational efficiency. Recognized for spearheading large-scale business initiatives and mentoring sales leaders across major markets.

STRATEGIC INITIATIVES & CORPORATE COLLABORATION

- Piloted a 2014 sales restructuring initiative in partnership with consultants; model adopted company-wide
- Led 2023 transition of accounts from local to national sales, reducing the overall cost of sales
- Partnered with TEGNA on a one-year pilot of a custom pricing tool, delivering actionable insights for potential rollout
- Helped design and implement a new AE compensation model in 2023, transitioning from 100% commission to a hybrid accelerator-based structure

PROFESSIONAL EXPERIENCE

Director of Sales | WFAA, a TEGNA Company – Dallas, TX

May 2018 – Present

- Lead broadcast and digital revenue strategies across TV and OTT platforms.
- Manage and coach a team of sales professionals and managers to drive performance and innovation.
- Modeled and launched major sports media partnerships, including the Dallas Mavericks and Dallas Wings.
- Develop and manage P&Ls for strategic business partnerships/programming to evaluate performance, forecast revenue, and guide investment decisions.
- Drove cross-platform sponsorship opportunities, resulting in multimillion-dollar partnerships.
- Proven expertise in pricing strategy and yield management, consistently optimizing revenue through data-driven forecasting, market analysis, and dynamic rate adjustments.
- Recognized multiple times from the Alliance for Women in Media, DFW.

Director of Sales | WWL Media, a TEGNA Company – New Orleans, LA

Nov 2011 – May 2018

- Oversaw all sales efforts for WWL, driving consistent revenue growth year over year.

- Collaborated with marketing and content teams to produce results-driven campaigns.
- Built long-standing client partnerships across multiple categories.

General Sales Manager | KHBS/KHOG-TV, Hearst Television Inc. – Fort Smith/Fayetteville, AR

Jan 2010 – Jan 2011

- Directed sales strategy and implemented new team training protocols.
- Increased client satisfaction and team performance through leadership initiatives.

Local Sales Manager | WDSU-TV, Hearst Television Inc. – New Orleans, LA

Jan 1998 – Jan 2010

- Led local sales team, driving double-digit revenue growth and new business development.
- Implemented key account strategies and created high-impact local advertising solutions.

Local Sales Manager | WB-38, Qwest Broadcasting – New Orleans, LA

Jan 1992 – Jan 1998

- Led business development and client solutions for emerging local media brands.
- Worked closely with marketing and promotions to generate new advertiser interest.

Media Buyer / Account Executive | Creative Marketing Sales – New Orleans, LA

Jan 1990 – Jan 1992

- Developed custom campaigns for regional advertisers across traditional platforms.
- Negotiated media buys and managed vendor relationships.

Account Executive | New Orleans CityBusiness – New Orleans, LA

Jan 1988 – Jan 1990

- Generated ad sales through a consultative selling approach for a business publication.
- Built a strong pipeline and maintained a top-tier client base.

LEADERSHIP HIGHLIGHTS

- TEGNA Brand Ambassador for Indianapolis market acquisition—guided sales leadership onboarding and culture integration.

HIGH-IMPACT PROJECTS & BUSINESS WINS

- Modeled winning bid for Dallas Mavericks and Dallas Wings broadcast rights.
- Launched a rebranded television station in 5 weeks—developed call letters and managed go-to-market execution with cross-functional teams.

EDUCATION & PROFESSIONAL DEVELOPMENT

Center for Creative Leadership – Executive Leadership Program

Bachelor of Arts in Communications – Loyola University, New Orleans, LA]

CORE COMPETENCIES

- Strategic Sales Planning
- Cross-Functional Team Leadership
- Integrated Media Solutions
- Revenue Growth Strategy
- Broadcast + CTV/OTT Sales
- Client Retention & Growth
- Sales Team Development
- Corporate Collaboration & Innovation