

LEE FRANKL

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Ad Revenue & Sales | Business Development | 30 Years Building Revenue

PROFESSIONAL SUMMARY

Sales and business development executive with 30 years building revenue across media, digital, and healthcare. Grew direct advertising sales at Perry Street Software from \$75K to \$4.8M in annual revenue, primarily healthcare advertisers. Built and led sales teams at a national publisher, an alt-weekly, a digital media company, and a regional public agency. Four years as a senior physician recruiter, opening hospital and FQHC accounts. Builds the whole sales function: pricing, process, pipeline, and the people who run it.

CORE COMPETENCIES

Direct Sales & Business Development | Advertising & Sponsorship Sales | Sales Team Building & Leadership | Sales Process & Playbooks | Pricing & Rate Card Development | Pipeline & CRM Management | Healthcare & Pharma Advertising | Recruitment Marketing | Regulated Industry Compliance | Client Relationship Management

PROFESSIONAL EXPERIENCE

PHSource.com LLC — Fort Lauderdale, FL

Principal

March 2025 – Present

- Independent consulting through my LLC. I work with apps, publications, newsletters, and podcasts on ad revenue: audits, rate cards and media kits, as well as direct sales strategy and execution. I also build sales playbooks for small companies, and LGBTQ media plans for advertisers and agencies. leefrankl.com

Perry Street Software (SCRUFF & Jack'd) — New York, NY

VP of Advertising

January 2025 – January 2026

Director of Advertising

September 2018 – January 2025

Consultant

March 2018 – September 2018

- Built direct advertising sales department from \$75K to \$4.8M in annual revenue, a 6,300% increase over eight years
- Established the platform as a leading channel for healthcare advertising, with pharmaceutical, health services, and research recruitment comprising 90% of revenue
- Sold directly to community health centers and FQHCs, and managed long-term accounts with multiple U.S. and Canadian telehealth companies
- Ran IRB-approved academic study participant recruitment campaigns and pharmaceutical campaigns, managing complex regulatory and compliance requirements
- Developed complete sales infrastructure: rate cards, pricing strategy, sales processes, and CRM systems
- Hired and led a team including a sales manager, ad operations manager, and sales assistant
- Cultivated relationships with hundreds of advertisers across 10 countries on four continents; expanded into travel, CPG, and cannabis dispensary advertising

Lee Frankl Consulting — Greater New York City Area

Independent Consultant

January 2017 – September 2018

- Sales and marketing consultant helping mobile and web app developers with programmatic and direct ad monetization, user acquisition, and retention strategies

Hampshire Council of Governments — Northampton, MA

Deputy Director

June 2015 – November 2016

- Directed development, sales, and marketing for fee-for-service programs including energy, sustainability, web development, IT support, and procurement
- Achieved 100%+ increase in retail electricity customers and comparable gains in solar net metering sales
- Hired, trained, and managed an 8-person sales, communications, and operations team; led fundraising, grant-writing, and marketing across digital, events, publications, and public relations

OLB, Inc. (Online Buddies / Manhunt) — Cambridge, MA

VP Sales and Marketing, Director of Advertising

March 2012 – March 2015

- Drove usage and monetization across desktop, mobile web, and iOS/Android native social applications
- Managed international advertising sales and consumer marketing team; increased advertising revenue across all platforms

- Launched new business unit offering audience extension and retargeting solutions to brands and agencies
- Oversaw brand, event marketing, media sponsorship, in-house design, and public relations

Olesky Associates — Newton, MA

Senior Physician Recruiter

2008 – 2012

- Significantly outperformed goals for physician placement, sales volume, and revenue generation
- Opened hospital and FQHC client accounts across the region
- Developed and executed recruitment marketing strategies that expanded agency reach and candidate volume
- Provided marketing and social media consulting services to client medical practices

Phoenix Media Group — Boston, MA

General Sales Manager

2006 – 2008

- Hired, trained, and managed a multi-media advertising sales team of 10+; drove year-over-year revenue gains of 20%+
- Developed integrated advertising solutions across online, mobile, print, radio, and on-site promotions for healthcare, education, real estate, entertainment, dining, and retail clients

Equal Rights Washington — Seattle, WA

Director of Development

2005

- Directed fundraising for a statewide LGBTQ+ advocacy organization during its marriage equality and anti-discrimination campaigns

PRIMEDIA / Consumer Source — New England, Florida, Pacific Northwest

Publisher, Regional Advertising Sales Director

1999 – 2005

- Promoted from account executive to publisher within one year after increasing advertising revenue by 70%+; as publisher, increased market revenue by 100%+
- Promoted to regional director in two separate regions, executing turnarounds of distressed markets with 45 employees and \$20 million in annual revenue
- Recruited publishers in multiple markets and restaffed 25 account executive positions

EDUCATION

Keene State College — Bachelor of Arts, English