

JOHN Q. PUBLIC

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SENIOR SALES/MARKETING PROFESSIONAL

“Specialist in High Volume Accounts with a Reputation for Extreme Retention Levels”

Highly motivated and skilled professional, willing to relocate, seeks career advancement within dynamic, high growth organization that welcomes **fresh ideas, initiative, dedication, and experience**; demanding excellence in consistently **meeting business objectives and exceeding sales quotas**. Exceptional ability to work under high pressure, offering **15+ years of high volume sales experience, innovative marketing techniques** and solid management acumen, complimented by a proven ability to **build high-level client loyalty and referrals**.

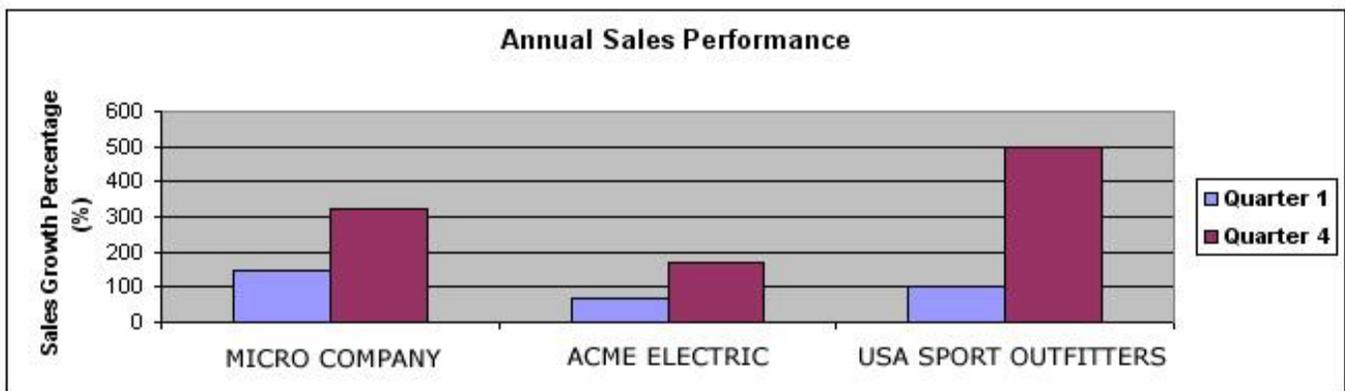
AREAS OF EXPERTISE

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|----------------------------|----------------------------------|--|
| § Profit Maximization | § Market Penetration | § Strategic Planning |
| § Tradeshows/Presentations | § Prospect Qualification | § Team Leadership |
| § Motivational Speaker | § Closing Sales | § Solution Sales Coaching |
| § Vendor Negotiations | § Client Relationship Management | § Building Referral Based Client Lists |

SALES/MARKETING PROFICIENCY

PROVEN METHODOLOGY:

- § Drive business growth through aggressive sales initiatives that result in increased revenue growth
- § Establish large-volume, high-profit accounts with extreme retention levels and client loyalty
- § Balance sales production with sales leadership via conceptual thinking and strategic planning
- § Identify, establish, and manage strategic relationships to leverage significant long term business opportunities
- § Effectively convey intricate marketing and sales presentations
- § Ensure customer service and satisfaction is afforded highest attention and priority
- § Successfully build and maintain key corporate relationships



DEMONSTRATED RESULTS:

- § Skillfully managed high volume sporting goods retail store; played instrumental role in sales and training initiatives, consequently delivered **13% sales growth within first season**. Devised and executed guide service utilizing innovative networking and marketing strategies to **surpass competitors; realizing overall 500% increase sales**
- § As sales and service manager for Micro Company, **coordinated all Bay area accounts, increasing sales by 46.8%**, while selling and maintaining micrographic retrieval systems and peripherals to support PDP series DEC mainframes
- § With Acme Electric, governed northern CA territory, and implemented complex marketing strategies; affecting an **increase in sales from .7 Million to 1.68 Million in a 6-Month time span**
- § Successfully and dynamically represented employers at industry trade shows to further establish company brand and services in larger markets, with noticeable after effects in terms of sales growth

CAREER PATH

SENIOR VP – MARKETING **USA Sport Outfitters** **1999-2002**

Major Functions: Operations management and P&L responsibility for high volume retail business; exceeded sales quotas, sales team management, significant strategic marketing planning

OPERATIONS MANAGER **ABC Systems** **1995-2002**

Major Functions: Complete P&L responsibility, established firm market position, staff supervision and daily operations management. Built and maintained key client accounts, exceeded sales quotas, innovative market penetration stratagem, extreme client relationship management

SALES/MARKETING EXECUTIVE **Acme Electric** **1989-1992**

Major Functions: Built and maintained key client accounts, exceeded sales quotas, innovative market penetration stratagem, extreme client relationship management

SENIOR SALES SYSTEMS ASSOCIATE **Big Bank USA** **1988-1989**

Major Functions: High volume regional account sales, client services management, ground-breaking sales techniques to grow division

SENIOR SALES/SERVICE MANAGER **Micro Company** **1985-1987**

Major Functions: High volume regional account sales, client services management, vendor contacts, devised and implemented effective market penetration solutions, staff hiring, training, motivation and supervision

EDUCATION

MBA – BUSINESS ADMINISTRATION, MAJOR: MARKETING

Concordia University

BA – MAJOR: BUSINESS ADMINISTRATION

Concordia University

TECHNOLOGY

§ Microsoft Works

§ Windows 95

§ Outlook Express

§ Windows 98

§ Internet

§ Windows XP

**EXCEPTIONAL REFERENCES and SALES PERFORMANCE REPORTS
AVAILABLE UPON REQUEST**
