

(Chronological Sample)

**Your Name**

5555 East West Avenue  
Atlanta, GA 30005

(555) 555-5555  
myemail@myisp.com

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### Summary

Experienced professional Sales and Marketing Manager with an emphasis in developing and directing programs and systems that support the sales and marketing needs of rapidly growing enterprises. Expertise in the development and execution of Consumer and Field Marketing Plans on a local, regional and national level that insure continued growth and increased profitability. Familiar with Sales Force Automation software as well as Word and Excel.

### Education

BS, Marketing Communications  
Auburn College of West Virginia, Pinehurst, GA, 1990.

### Experience

#### **Company Name, Inc.**

1995-present

*\$27B widget manufacturing and distribution firm*

#### **Manager, Marketing Development**

Responsible for planning, development and implementation of company wide cereal marketing retail program. Manage key accounts: ABC Company, BAC Company and CBA, Inc. Budget responsibility of \$4M annually.

- Increased sales 40% in 2 years by reengineering the vendor alliances and distribution channels for the widget x4r line of products.
- Significant accomplishment #2
- Significant accomplishment #3
- Etc.

#### **Company you worked at prior to above firm**

1991-1995

*\$400M marketing and eBusiness company*

#### **Account Executive (1994-1995)**

Responsible for developing new aftermarket business in the marketing department. Supervised 40 sales, marketing and call center professionals. Responsible for new client development and alliances.

- Initiated new sales program using geographical research to determine the needs of our target market in different countries. Increased aftermarket sales \$20M in 6 months and helped company receive global awareness for its new line of G3 products.
- Brought in new clients such as: ABC, BDF and HGF.
- Significant accomplishment #3
- Significant accomplishment #4
- Etc.

Your Name

Phone number

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### **Sales Rep** (1991-1994)

Roles and responsibilities.....

- Increased sales by revamping the market research department and developing a program using local geographic product usage statistics to determine what company products would be more viable for each market. Result: sales increased \$4M over two years.
- Significant accomplishment #2
- Etc.

### **Associations and Honors**

Association of .....

President, International Widget Users Group

Eagle Scout

Honorary Member of Pinehurst & Assoc.

Notes:

1. For the brief description of the company--can make this *italics* and a smaller font.
2. For the company name--can make this **boldface** if you want.
3. For your title--may **boldface** this also, but not unless you **boldface** the company name too.
4. It's okay to make it 2 pages. If you cram everything onto one page, you may leave out important work experience. So, don't sacrifice substance to make it one page.
5. Don't forget to put in any technical exposure--meaning computer-related activity.
6. Don't forget to spellcheck, then grammar check, then have a friend read it for grammar and tense and hyphenated words, like....."goal-oriented sales manager".....
7. You can put the education at the end if you feel more comfortable in doing so. Either way is fine.

Feedback is always welcome. If you do not agree with what I have produced above, please say so. That's how I learn.

My email: [scott73@mindspring.com](mailto:scott73@mindspring.com)

(Functional Sample)

**Your Name**

5555 East West Avenue  
Atlanta, GA 30005

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### **Summary**

Experienced professional Sales and Marketing Manager with an emphasis in developing and directing programs and systems that support the sales and marketing needs of rapidly growing enterprises. Expertise in the development and execution of Consumer and Field Marketing Plans on a local, regional and national level that insure continued growth and increased profitability. Familiar with Sales Force Automation software as well as Word and Excel.

### **Education**

BS, Marketing Communications  
Auburn College of West Virginia, Pinehurst, GA, 1990.

### **Demonstrations of Effectiveness**

#### **Marketing Management**

- Responsible for planning, development and implementation of company-wide cereal marketing retail program. Manage key accounts: ABCWidget Company, BACWidget Company and CBAWidget, Inc.
- Have handled marketing budgets up to \$4M annually.
- Responsible for developing new widget xe4r line aftermarket business in the marketing department. Supervised 40 sales, marketing and call center professionals. Responsible for new client development and alliances.
- Significant accomplishment #4
- Significant accomplishment #5
- Etc.

#### **Sales Management**

- Initiated new sales program using geographical research to determine the needs of our target market for the widget xe4r line of products in different countries.
- Increased aftermarket sales \$20M in 6 months and helped company receive global awareness for its new line of G3 products.
- Increased sales 40% in 2 years by reengineering the vendor alliances and distribution channels for the widget xe4r line of products.
- Brought in new clients such as: ABC, BDF and HGF Widget IncLLP.
- Increased sales by revamping the market research department and developing a program using local geographic product usage statistics to determine what company products would be more viable for each market. Result: sales increased \$4M over two years.
- Significant accomplishment #6
- Significant accomplishment #7
- Etc.

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### Training

- Significant accomplishment #1
- Significant accomplishment #2
- Significant accomplishment #3
- Significant accomplishment #4
- Etc.

### Work Experience

#### **Company Name, Inc.**

*\$27B widget manufacturing and distribution firm*

#### **Manager, Marketing Development**

1995-present

#### **Company you worked at prior to above firm**

*\$400M marketing and eBusiness company*

**Account Executive** (1994-1995)

**Sales Rep** (1991-1994)

1991-1995

### Associations and Honors

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