# Resume Sample

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| Here are the basics that every resume should include:The file name: First name Last name Resume.doc  Remember, this file name identifies your document for the reader, so don’t get creative with the file name of your resume. Keep it simple. Use your first and last name and the word resume (John Smith Resume.doc). You should avoid using version numbers, dates and any other identifiers. You should have one version of your resume. Contact info: Name, Address, Phone Number(s), Email Address Summary: The summary section describes your brand in a condensed format. This can be done in a couple of sentences followed by 6 to 8 bullet points further highlighting your capabilities. The summary should isolate 5 or 6 attributes about your primary qualifications. Here is the basic structure.   * Start with who you are and what you can do * Then, add you major knowledge and experience * End with technical skills and proficiencies   **Example:**  *Impressive sales leadership profile resulting in continuous promotions and building sales organizations from ground up. Expertise in strategic planning, general management, sales and marketing, and customer service in the telecommunications and technology industries. Motivational and proactive team leader with the ability to recruit and train top-flight teams and instill high performance standards. Additional qualifications include:*  *🞄 Business Development 🞄 Start-Up & Turnaround 🞄 Key Account Management*  *🞄 Call Center Management 🞄 Performance Management 🞄 Alliances & Partnerships*  *🞄 Account Revitalization 🞄 Sales Training & Leadership 🞄 Client Relations* Work History: This section highlights your employment starting with your most recent employer. List the company name along with a one sentence description of the company. Include the time period of each employment and the changes of position (promotions) that may have occurred during your tenure.  Each position should include a 2-3 sentence description of the role followed by 3 to 4 bullet points that represent the accomplishments for that position. We recommend that you include all companies and positions held including any entrepreneurial ventures.  **Note:** If you have 20+ years experience in your background, it is OK to summarize your first 10 years with a sentence or small paragraph. For example: Held various sales and marketing roles within the manufacturing industry. Education: This section will highlight where you went to school. For many people this represents your undergraduate and/or graduate degrees. Include your degree and the year you graduated as well as any honors or achievements. Associations/Honors/Certifications/Activities/Awards This section acts as a catch-all area for you and should include items that help to share your story. If you are currently the President of you industry association, then it would be wise to include as this will enhance your brand. If you are an active marathon runner, that demonstrates your commitment to exercise and health.  Designations should support your story. Example: SPHR Certification should appear next to your name if you are going for an HR position or put it at the bottom of the resume if you are going for another discipline. |

## Example:

**John Doe**  
123 Main Street, Atlanta, GA 30339  
(678) 123-4567  
johndoe@gmail.com

## Summary

Impressive sales leadership profile resulting in continuous promotions and building sales organizations from ground up. Expertise in strategic planning, general management, sales and marketing, and customer service in the telecommunications and technology industries. Motivational and proactive team leader with the ability to recruit and train top-flight teams and instill high performance standards. Additional qualifications include:

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| **🞄** Business Development  **🞄** Call Center Management  **🞄** Account Revitalization | **🞄** Start-Up & Turnaround  **🞄** Performance Management  **🞄** Sales Training & Leadership | **🞄** Key Account Management  **🞄** Alliances & Partnerships  **🞄** Client Relations |

## Work History

**ABC Corporation** **(2002-Present)**  
*(ABC is a $4 Billion manufacturer of automotive accessories serving the industrial marketplace)*

**Director of Sales** **(2006-Present)**

Reported to the Vice President of Sales & Marketing: Responsible for sales to wholesale distributors and retailers. Assisted in the development of marketing materials and lead development campaigns leading a team of 5 account managers

**🞄** Secured $700,000 in annual business exceeding quota by 150% of plan in 2010

**🞄** Reorganized sales process saving the company over $50,000 in 2009

**🞄** Led the new contract agreement which resulted in one of the company’s top five accounts

**Account Manager (2002-2006)**

Directly responsible for growing existing accounts and developing new business through cold calling and referral marketing

**🞄** Created new territory from 0 to 15 customers representing $450,000 in new business

**🞄** Recognized as the number 1 account manager in a team of 15 for all 4 years in position

**🞄** Assisted in the implementation of a CRM system resulting in a 30% increase in customer retention

## Education

Auburn University, Bachelor of Science Business Administration – Finance 2002 Summa Cum-Laude

## Associations/Honors/Certifications/Activities/Awards

Student Council President  
The National Association of Sales Professional – Membership Director  
Enjoy golf, skiing and marathon running