# Marketing Plan Template

### Name

Address  
City, State Zip  
Phone  
Email

Professional Objective:

The professional objective is a statement about the type of discipline/industry you are pursuing. One or two sentences should capture the essence of who you are and what you’re looking for.

Target Positions/Preferred functions and industries

* 3 to 5 bullet points that provide further detail and support your professional objective
* You could use a sampling of position titles
* Include the major value add for your disciple (Example: sales grows revenue, engineering designs products)
* Highlight particular industries of interest

Positioning statement:

Your positioning statement will add further detail to who you are and the value you provide. Use this space to communicate what makes you unique and the value you will provide to your next employer. It is OK to repeat yourself and get specific about your direction and what you are seeking.

Key competencies include:

|  |  |  |  |
| --- | --- | --- | --- |
| Value Ad #1 | Value Ad #2 | Value Ad #3 | Value Ad #4 |
| * Include 3 to 4 bullet points that support this value, skill, and competency | * Include 3 to 4 bullet points that support this value, skill, and competency | * Include 3 to 4 bullet points that support this value, skill, and competency | * Include 3 to 4 bullet points that support this value, skill, and competency |

Target Market with Sample Target Companies:

Geographic location: Mention your preference and be specific

Types of industries: List one or several

Size of organization: Use employee size, revenue or locations

|  |  |  |  |
| --- | --- | --- | --- |
| Name 15 to 20 of your target companies here |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

## Marketing Plan

### John Doe

Street Address,

City, St Zip

(404) 123-4567  
[johndoe@gmail.com](mailto:johndoe@gmail.com)

Professional Objective:

Obtain a senior management position in IT & Business Consulting or software product management

Target Positions or Preferred functions

* Designing and executing strategy
* Manage client relationships
* Solve complex cross-functional business issues
* Coach a team of professionals

Positioning statement:

Accomplished Professional Services leader with over 15 years of experience in directing, designing and implementing sustainable business and IT solutions at Fortune 500 companies. I aim to direct the service delivery or product management for a small to midsize software company, which builds on my expertise in solving complex cross-functional business issues and aligning business processes with IT solutions.

Key competencies include:

|  |  |  |  |
| --- | --- | --- | --- |
| Client Relationships | Operational Leadership | Process Improvement | Business and IT Alignment |
| * Reconciled client and development team on SAP’s leasing solution * Managed and maintained escalated $500k+ clients * Developed trusted advisor relationship with clients for over 13 years | * Set and executed strategy for Professional Services * Motivated people to overcome issues with new products * Managed $2.5MM P&L and a team of 20 people * Made decisions for escalated customer situations | * Developed methodology for accelerated implementation * Developed measurement methodology without control group * Redesigned Service offering to shorten sales cycle | * Developed expertise in explaining technology issues and solutions to business clients * Functioned as primary CRM client-Development liaison for new SAP beverage solution * Developed practical SAP solutions sustainable by the business |

Target Market with Sample Target Companies:

Geographic location: Atlanta, 20 to 30 minutes from 30339 – willing to travel 25%

Types of industries: Software solutions; business consulting (boutiques)

Size of organization: Small (<100) and Midsize (<500) employees

|  |  |  |  |
| --- | --- | --- | --- |
| Pitch Consulting | NorthStar Consulting | Span Forth | Similar Target |
| SOA Biotech | Jacada | Pointclear | Hourglass Inc. |
| Thirdwave Technologies | Steveco | Newsome Technologies | Diamond Software |