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RESUME SAMPLE – COMBINATION

SALLY SMITH

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Recent marketing graduate with 9 months of sales experience in the on-line automotive advertising industry, coupled with understanding of market analysis and positioning

SUMMARY OF QUALIFICATIONS

- 9 months of sales experience for Company selling advertising tools to companies with 100 to 750 employees
 - Skilled in making sales presentations to customers
 - Possess a BA in Marketing
 - Possess a strong understanding of the Internet industry
 - Verifiable track record of consistently meeting sales quotas reaching and selling to decision makers
 - Very comfortable with cold calling coupled with being a skilled negotiator
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EDUCATION AND TRAINING

**BACHELOR OF ART-MARKETING
UNIVERSITY**

200X
Chicago, IL

3.7 GPA • Magna Cum Laude

SELECTED ACADEMIC PROJECTS

- Developed, implemented, and analyzed through SPSS a questionnaire to answer why a bookstore has had decreasing sales
- Analyzed the airline industry through Discriminate Based Mapping and Multidimensional Scaling
- Developed a promotional plan (objectives, brand positioning, strategies and tactics) for 5 different types of businesses (tourism, food, beverage and entertainment).
- Developed a 1-year plan of promotional tactics (gain, retain and up sell customers), brand positioning and financials for Burton and Motorola's joint project for snowboarding equipment with Bluetooth technology

ASSOCIATIONS AND LEADERSHIP

- President, Organization, 200X-200X
 - Marketing Association, American Marketing Association, 200X-200X
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PROFESSIONAL EXPERIENCE

ACCOUNT MANAGER

Month 200X-Present

COMPANY

Chicago, IL

The largest Internet-based automotive market place with over 1,600 employees and \$450M in revenue

- Developed and managed customer accounts with up to \$13K for the online advertising division (clients had between 100 to 750 employees)
- Met or exceeded sales quotas for 7 out of 9 months (3 of those months 150% over quota)
- Top sales rep in March and April of 200X in terms of productivity (measured in sales but also talk time and dials)
- Completed at least 20 sales appointments presentations by constant cold calls to the decision makers
- Grew the Virginia territory by adding at least 50 new clients, including 20 accounts that were up-sold from trial accounts to larger package plans

SALES ASSOCIATE

Month 200X-Month 200X

COMPANY

Chicago, IL

A mall clothing retail location with 15 employees

- Maintained constant customer service, product knowledge and basic product placement to help sell clothing while remaining with companies care free atmosphere
- Led jacket sales for fall season with at least 7 jacket sales per shift
- Increased sales by creating new visual displays through product placement and innovative style ideas

ADDITIONAL EXPERIENCE

- Hostess, Gourmet Restaurant, Chicago, IL, Month 200X-Month 200X
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PROFESSIONAL ASSOCIATIONS AND TECHNICAL PROGRAMS

- Member, Chicago Interactive Marketing Association, Chicago, Illinois, 200X-Present
- Photoshop, SPSS, PageMaker, Illustrator, Quark, Dreamweaver

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