

SAMPLE RESUME

5555 West Mark Street
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OBJECTIVE

Seeking management level position in marketing where excellent skills in business development, marketing, and research will enhance company visibility and profitability.

SUMMARY OF QUALIFICATIONS

Over 9 years of marketing management experience. Expertise in managing all aspects of promotional, advertising, and multi-media communications. Excellent written and oral communication skills. Proficient in Microsoft Word, Excel, Access, and PowerPoint.

EDUCATION

Candidate for the Master of Business Administration - May 2004
Texas Southern University – Jesse H. Jones School of Business - Houston, Texas

B.S. in Business Administration, Minor in Marketing, Detroit City University, Detroit, Michigan - 1998

WORK EXPERIENCE

Westwood Manufacturing Company, Phoenix, Arizona – May 1999 - Present

Director of Sales and Marketing

- Organize and staff marketing activities. Sales growth compounded at 17% per year from \$10 to \$40 million in nine years.
- Initiate programs in advertising, price analysis, product line profitability, market research and applications engineering to support planned growth.
- Provide advertising with direction on all creative executions and allocation of \$1.5 million media budget.
- Prepare, manage and monitor total marketing budgets representing \$10 million, for nine market areas.

Sales increased 40% within six months after implementation of marketing strategy.

XYZ Company, Chicago, Illinois – January 1991 - December 1997

Area Marketing Manager

- Planned and chaired quarterly meetings to present new marketing programs to franchise community.
- Supervised 18 administrative staff providing marketing, operations and personnel support.
- Conducted training classes for assistant managers to help them identify marketing techniques and increase sales.

Persuaded eight franchisees to invest in the implementation of a marketing program. This resulted in a 5% - 20% increase in sales.

ASSOCIATIONS /AFFILIATIONS

Member, American Marketing Association (AMA)
Board Member, Institute of Marketing