

**Your Name
Your Avenue
Your city, State Zip
Home/Mobile/Cell Number
Email@provider.com**

Summary

As a Colorado based sales and marketing professional for several large organizations, I have utilized my business development skills, work ethic and sales and marketing abilities to dramatically increase customer awareness, dollar volume, and sales numbers in my designated business areas. By working with both traditional, cold-calling methods and using innovative sales and marketing ideas and approaches, business under my direction has continued to increase. I am seeking to build on these successes in Denver to further my career by moving to a position involving a larger scope and range of responsibilities leading to increased market coverage and sales volume for my chosen company.

Education

I am a graduate of the **ABC College of Business** at the **University of Kansas** in Topeka, with a degree in Business Administration with a major in Management. I successfully completed my graduation requirements in four years while maintaining a full-time job. To accomplish this, I became very organized and goal oriented with the ability to perform and coordinate multiple tasks, ensuring the successful completion of my studies while performing my duties as job foreman, scheduler or supervisor on time.

Experience

Company (most recent) City, State February 2005-Present
Corporate Account Manager, Business Development

As a corporate account manager, I coordinate all print and marketing solutions activities in the Golden and West Denver, Colorado areas for this \$300 million division. I am responsible for developing new business, maintaining and growing existing accounts, and implementing total print solutions for my territory while lending my printing experience to other Colorado account managers as necessary.

Company February 2004- February 2005
Business Development Specialist

Since its inception, I have worked with this human resource firm, headquartered in Atlanta, Georgia, in the sales and marketing arena as a business development professional, calling on new and existing customers to set appointments, handle inquiries, and provide solutions to client problems.

- Coordinated and managed customer downsizing projects
- Set appointments to introduce transition and training programs, executive search services, and new graduate training and placement services
- Organized sales leads and contacted potential customers to introduce services
- Conducted lead-generating research to obtain information on companies requiring our services
- Performed follow-up with customers to guarantee career transition program's success at the downsizing

Company September 2003-February 2004
Account Executive

Operated in the sales and account development arena for this Denver based direct marketing and marketing support company. I acted in a consultative/ partnership capacity with current and potential clients to maximize return on investment for marketing dollars spent.

- Sold customized marketing solutions and products to diverse market segments
- Sold and managed direct mail marketing campaigns
- Managed both static and dynamic print collateral materials
- Sold direct marketing, fulfillment and program management services and solutions
- Worked closely with clients to produce the most effective programs to meet client goals and expectations
- Acted as an internal reference for new Print On Demand technology for the organization

Company**May 2002-September 2003****Account Manager**

Upon beginning my career with ABC, Inc. in Denver, I developed new business and grew sales in my geographic business area. This was accomplished via outside and inside sales and marketing activities.

Within the framework of a newly created position, I called on companies in my geographic area resulting in increased revenues and sales.

- Consistently met and/or exceeded all company outlined goals, standards and expectations
- Expanded sales base through acquisition of new customers as well as new end-users within customer base
- Scheduled new customer appointments through cold-calling, telemarketing and lead follow-up
- Increased customer awareness of ABC's products and services
- Conducted presentations and delivered proposals for both small and large corporations
- Coordinated timely product/service delivery to ensure customer satisfaction and guarantee repeat business
- Developed lasting relationships with customers by being responsive and receptive to needs and requests

Company**March 2000- April 2002****Territory Manager**

Performed duties as a territory manager with responsibility for selling to, servicing of, and maintaining over 125 accounts. I coordinated shipments, sold carpet and hard-floor goods, opened new accounts, developed relationships with my distributors, conducted seminars and demonstrations, and successfully maintained a territory that now generates over \$2.4 million in sales.

- Represented this Fortune 500 company in the highly competitive floor covering industry
- Coordinated sales and marketing strategies
- Increased product knowledge by facilitating presentations to the account base
- Established positive, lasting relationships with customers by being responsive to their needs and requests
- Supported existing merchandising programs and introduced new in-store displays and promotions
- Expanded sales base through development of new accounts and revival of existing inactive accounts

Company (Collegiate Work Experience)**1997-2000****Job Foreman**

As job foreman, I coordinated, scheduled and directed two crews for a local, Atlanta-based landscaping company specializing in commercial and residential lawn maintenance.

- Managed Crews
- Scheduled Services
- Dealt with Human Resource Issues
- Sold Company Services

Company (Collegiate Work Experience)**1995-1997****Re-Load Supervisor**

This position entailed overseeing and monitoring up to twelve employees. I acted as a liaison between management and labor ensuring safe and productive working conditions.

- Scheduled Loading
- Responsible for completing feeder loading and package truck unloading
- Accountable for package truck appearance and minor maintenance checks

Additional Experience and Training

Microsoft Office Suite in a business setting and Windows-based operating systems

Colorado State University Continuing Education- Principles of Direct Marketing

Professional Selling Skills Sales Negotiation seminars

Franklin Covey Time Management seminars

Miller-Heiman Strategic Selling Seminars

Company sales training course (12 weeks)