

## Resumagic.com Sample Resume: Small Business Manager

### John Jobseeker

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#### QUALIFICATIONS OVERVIEW

Entrepreneur and Small Business Manager with 20-year successful track record in the areas of administrative management, creative sales techniques, customer relations, and innovative marketing seeks a position that will utilize my marketing, copywriting, and production management skills and experience.

#### PROFESSIONAL EXPERIENCE

NAME OF COMPANY, City, ST 01/97 to 09/03  
(*Founder of this small firm offering website development and e-marketing services to small businesses*)

##### **Manager**

Performed general management duties; procured new customers and maintained customer relations; wrote and designed all print and electronic marketing materials; created and maintained company website (www.nameofwebsite.com).

- Increased revenues 30% in six months by locating and effectively serving niche market of unusual small businesses
- Developed and managed effective Internet marketing campaigns for clients that tripled revenues in one year
- Created and developed advertising campaigns for clients that utilized flyers, brochures, newsletters, and coupons
- Created website, advertising and wrote e-mail copy that achieved a "Top 5" Internet ranking for major client
- Wrote and designed an informative brochure for a high-tech corporation marketing its software and consulting services

NAME OF COMPANY, City, ST 06/02 to Present  
(*Manufacturer of thermoformed plastics offering product packaging design, prototyping, tooling and production services*)

##### **Plant Manager**

Perform general management duties and oversee daily operations; supervise new product development and production scheduling; create sales and marketing materials and maintain website (www.nameofwebsite.com); supervise up to eight employees and sub-contractors.

- Lead the company's marketing, marketing communications, direct mail, advertising and promotional programs -- Created sales brochures and flyers that increased sales and improved corporate awareness and recognition
- Have delivered consistent operating cost reductions through strategic negotiations with vendors, insurance providers, sub-contractors, and material suppliers to lower costs and improve net profitability

NAME OF COMPANY, City, ST 06/89 to 06/02  
(*Product development firm specializing in product design, feasibility studies, prototyping, and short-run production services including thermoforming, resin casting, and fabrication. Assumed title of Plant Manager when company merged with NAME OF COMPANY above.*)

##### **Owner / Manager**

Performed general management duties and supervised day-to-day operations; oversaw new product development and production management; handled customer relations and sales; designed and wrote sales and marketing materials; created and constructed product samples and product marketing displays for customers; supervised and trained up to 20 employees and sub-contractors.

- Designed and wrote sales literature that was instrumental in increasing revenues 40% in one year
- Expanded customer base by 60% in one year through effective sales campaign and cold-calling
- Maintained excellent customer relations, bringing in a significant amount of new business from repeat customers

NAME OF COMPANY, City, ST  
(Trade show exhibit construction and product prototyping services)

06/83 to 06/89

**Owner / Model Maker**

Performed general management duties and supervised day-to-day operations; oversaw product prototype construction; handled customer relations and sales; designed and wrote sales and marketing materials; created and constructed product samples and product marketing displays for customers.

- Expanded customer base by 40% in just two years; doubled revenues in one year
- Constructed a scale model of the back half of a battleship for [name of company] for exhibit in major trade show

**EDUCATION**

Currently enrolled at [name of college] working towards an MBA in Marketing and a BA in English with a concentration in Professional Writing and a minor in Marketing. Have completed related coursework in --

*Marketing:* Marketing Management, Marketing Communications, Marketing Research, Marketing Policies and Problems, Strategic Market Planning, Promotional Campaigns, Direct Mail Campaigns, Revenue and Market Growth, New Product Launch, Advertising Campaigns, Market Identification and Penetration

*Professional Writing:* Theories of persuasion and rhetoric in writing, business writing, advanced expository writing, advanced editing, mass media law

**COMPUTER SKILLS**

Highly proficient in the following --

*Operating systems:* Microsoft Windows XP, 2000, NT, ME, 98, 95, NT Server, 2000 Advanced Server

*Applications / Software:* Microsoft Office Suite (Word, Access, Excel), PowerPoint, Outlook, Outlook Express, Adobe Photoshop, Quark Xpress, Dreamweaver, Internet Explorer