

JOE SMITH

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CAREER OVERVIEW

A sales management professional with seven years' experience in the media industry, I have worked on newspaper, web and television products. I have a proven track record of developing new business and motivating a team to consistently exceed targets. I've recently completed a Masters of Business Administration and am now seeking a new professional challenge.

KEY STRENGTHS

The aim of the section is to give the person reading your resume a quick snapshot of what you have to offer in the hope they instantly place you in the short list pile. As a guide, six points is good but there is no real rule. Another tip, be specific. I see a lot of "Excellent Communication Skills" but what does that mean? Here are some examples:

- High level computer skills including Excel, Word and Powerpoint
- Five years experience in customer service both face to face and phone based
- Strong business development capabilities with European experience
- Experience developing sales and marketing collateral
- Active toastmasters public speaker

CAREER HISTORY

May 2003 – Present

Sales Manager Global Web Media

Describe the company's main activity or focus. This is appropriate for those coming from overseas or in cases where the company might be largely unknown. Organisations like IBM, News Limited, Suncorp or the big banks, to name a few examples, will need no explanation.

Key responsibilities

- *Provide detailed summary of the role's key responsibilities and accountabilities. Do not go for the longest list, be concise and to the point. Try not to include the obvious i.e. – to meet sales targets.*
- Develop and execute sales strategies
- Maintain and strengthen a large portfolio of clients
- Coach, mentor and motivate sales team
- Manage sales budgets and set targets

Key achievements

- Closed major deals and followed up senior business relationships with Universal McCann, Columbia Pictures, Starcom and Viacom
- Named employee of the Year 2004

Feb 2001- Apr 2003

Business Development Executive D&D Media, London *Company description*

Key responsibilities

- Develop relationships across targeted accounts
- Manage all sales related aspects for allocated accounts
- Review pricing and service levels
- Identify new sales and marketing opportunities
- Develop product literature and sales collateral

Key achievements

- X
- X
- X

EDUCATION & TRAINING

Start with your highest qualification first

1996 - 1999**University of Sydney**

Bachelor of Commerce – majoring in Marketing & International Business

1998**Saint Louis University, Madrid, Spain**

Semester exchange program

1989 - 1995

Sydney Boys High School

Higher School Certificate, UAI 95.8

July 2005

Negotiation skills course

Eastern Suburbs Community College

Oct 2004

Internal workshop - Building customer relationships

Global Web Media

Aug 2003

Sales Management Training

XYZ Sales Training College

PROFESSIONAL MEMBERSHIPS

Include only those relevant to your career. Some examples:

Media Industry Association

Member since: May 2001

Newspaper Association of Australia

Member since: 2002

HOBBIES & INTERESTS

- Waterskiing
- Rock climbing
- Cooking
- Travel

REFEREES

Some people choose to include their referees while others do not.

Option 1:

Referees will be provided upon request

Option 2:

Name: [insert name]
Company: [insert company name, location]
Relationship: [Provide details of professional relationship e.g. former manager at company XYZ]
Email: [insert email address]
Land Line: [insert land line contact details]
Mobile: [insert mobile contact details]