

SAMPLE RESUME

Address ▪ Contact Number ▪ Email Address

DIRECTOR OF SALES

DRIVING SALES AND DEVELOPING MARKETS WITHIN COMPETITIVE VENUES

Accomplished and dynamic executive experienced in major corporate environments. Provide strategic direction to develop organization's public image and product service lines. Demonstrate versatility in business development with broad-based background in branding, expansion, and customer marketing.

- Adept at developing and implementing marketing strategies that increase company awareness, market share, and company profitability
- Identify and capitalize on new business opportunities through market analysis, product development expertise, and refined business acumen
- Develop cross-functional teams focusing on achieving business goals and driving the development of concepts into achievable business strategies
- Efficient in managing and improving processes with close attention to budgets, time frames, quality, and government guidelines and regulations

AREAS OF EXPERTISE

- ✓ Product and Brand Strategy
- ✓ Event Planning and Implementation
- ✓ Program Coordination
- ✓ Relationship Management
- ✓ Corporate Leadership and Team Building
- ✓ Strategic Business Planning
- ✓ Exceptional Customer Service
- ✓ Client Retention

PROFESSIONAL EXPERIENCE

Airlift Services International (ASI), Inc.

(City, State)

A Shell technology ventures portfolio company

MARKETING DIRECTOR

2001-2006, 2008-PRESENT

- Direct all marketing functions with concentration on manufacturing equipment for the oil and gas industries
- Identify target market by prospecting clients and establishing business relationships
- Acquire extensive background in corporate environments and successful start-up experience
- Oversee stages of business development involving funding, product testing, pricing, and expansion, targeting companies within 12 states
- Handle all creative aspects of print, direct mail, Internet, and event marketing programs
- Report marketing updates to the ASI Board of Directors

Notable Contributions:

- Forecasted an increase of approximately 300% in 2009 sales projections
- Played a pivotal role in the development of a marketing plan to raise venture capital from the Shell Technology Ventures Fund
- Effectively utilized qualitative and quantitative research methods in conducting extensive market research
- Redeveloped corporate brand and established new name and image for the company
- Initiated national earned media strategy, resulting in major news articles in key industry trade magazines

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Eastern Indiana Regional Workforce Board

(City, State)

ASSOCIATE PROJECT DIRECTOR

2006-2008

- Managed full spectrum of daily operations for the \$2.2 million Strategic Skills Initiative (SSI) funded by the Indiana Department of Workforce Development
- Administered implementation of programs created to educate business plan writing, marketing emerging industries, and start-up businesses
- Spearheaded sub-contractors with contractors amounting to more than \$1 million
- Prepared and presented SSI program to community groups, universities, and business organizations
- Generated quarterly update reports for the Indiana Department of Workforce Development

Notable Contributions:

- Facilitated classes on business plan writing for 160 people in Eastern Indiana; key contributor in planning a major conference with 300 participants
- Oversaw \$400 thousand in grants created to support entrepreneurs in launching businesses
- Effectively functioned as Chairman of the Business Service Management Team responsible for the administration of all Regional Department of Workforce Development Business Services

Hoosiers for McIntosh

(City, State)

DIRECTOR OF OPERATIONS

2002-2003

- Provided excellent oversight to overall operations and assisted in planning and executing political strategies and marketing campaigns
- Directed 5 employees; hired, trained, and developed more than 100 volunteers
- Assumed full responsibility of a Campaign Manager and represented the Congressman at certain events as necessary

Notable Contribution:

- Successfully generated funds by creating fundraising letters and recruiting key business leaders to host events

LocalWeb4u.com, Inc.

(City, State)

MANAGER OF GOVERNMENT AND PUBLIC AFFAIRS

2001-2002

- Organized corporate applications for government grants, securing \$8 million in economic incentive offers from Ohio and Michigan; marketed value of company to state and government officials
- Drafted company message distributed publicly through events and media

Mike Pence for Congress

(City, State)

CAMPAIGN STAFF

2000

- Provided assistance to Finance Director in raising \$1 million for the campaign
- Contributed in planning and implementing fundraising and media events as well as coordinated direct mailing

EDUCATION

BACHELOR OF SCIENCE IN POLITICAL SCIENCE

Ball State University - Muncie, IN