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**SALES REPRESENTATIVE / SALES TRAINEE**

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- **Bachelor's Degree graduate** with experience in sales and marketing, project management, client relationship management, and teamwork in commercial (B2B) and consumer (B2C) marketplaces. Calm demeanor under stress and cooperative attitude contribute to team success. Passionate about excelling.
- **Solid customer relationship management and communication skills**, with ability to build on credibility and gain customers' respect and trust quickly. Motivated team player willing to "go the extra mile". Experienced in identifying needs, communicating creatively, and delivering on-target solutions.
- **Technology Summary:** Windows XP/2000, Microsoft Office Suite 2003, MS Word, MS Excel, MS Outlook, MS PowerPoint, SPSS, ACT, all Lotus systems, Internet, email.

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**EDUCATION & TRAINING**

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**Master's Certificate: Miller Heiman Sales Masters Program** September 2005  
Sales development (4 courses): Strategic Selling, Conceptual Selling, Negotiate Success, Executive Impact

**B.S., Business Administration (Marketing major)**, Caldwell College, Caldwell, NJ May 2005  
Study Abroad Program (Humanities & Business), Queens College, London, England Fall 2004

**Related Coursework:** Marketing Channels, Retailing, Strategic Marketing Management, Services Marketing, Consumer Behavior, International Marketing, Principles of Marketing, Sales Force Management, Public Speaking

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**RELATED EXPERIENCE**

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**Pharmaceutical Solutions, Inc. (PSI)**, – Caldwell, NJ Summer 2004  
Global leader and supplier of custom formulation solutions for pharmaceutical and nutraceutical manufacturers.

**Sales & Marketing Intern**

- **Sales and Marketing Support.** Assisted Vice President of Marketing with special marketing projects, as well as daily duties. Generated follow-up phone calls to trade show attendees, capturing 22 new B2B client accounts. Supported 9 field sales representatives (via phone and email), as well as inside sales position. Used ACT database to retrieve client information and status of order fulfillment in real time.
- **Database Management.** Researched and created 4500-file, cross-indexed database of competitive market intelligence for management's use in strategic decision making for upcoming fiscal year. Designed database to capture marketplace information regarding PSI's end-use customers for market research, market positioning and development, and new product development.

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**ADDITIONAL WORK EXPERIENCE**

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**Edison Heights Country Club**, Edison Heights, NJ November 2003-August 2004  
**The Top of the Club Restaurant**, Edison, NJ March 1997-December 2003  
**Inspirations Restaurant**, West Caldwell, NJ May 2001-September 2002

**Catered Event Coordinator & Waiter** – Worked overlapping part-time jobs while attending school fulltime.

- **Sales & Customer Service.** Served discriminating diners in popular, upscale restaurants, exceeding their expectations in highly service-oriented role. Developed and delivered persuasive sales presentations of nightly specials, and responded to unique customer needs, generating increased sales and customer satisfaction. Received recognition for top-notch customer service and positive attitude.
- **Project Management.** Chosen by country club management to coordinate, set-up and supervise 100+ catered events (e.g., high-profile weddings, business conferences) in main banquet hall and off-site.

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**HONORS & AFFILIATIONS**

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**Honors:** Chosen (4 out of 40 applicants) to attend American Marketing Association's National Conference in Washington, DC (2005). Received All Academic Athletic Award from NCAA for Men's Swim Team efforts.

**Affiliations (Caldwell College):** American Marketing Association, Study Abroad Club, Men's Swim Team

## Rationale and Outcome:

- a. Jeff is a typical recent graduate in that he has worked several part-time restaurant jobs while attending college and had a short summer internship in his major field of study (marketing). Trying to make the most of those limited experience opportunities was a challenge. Luckily, Jeff also had some special “assets” to call upon for further proof of his abilities.
- b. I formatted this resume to have impact visually, using bold graphic lines and a more contemporary typeface (Arial). Graphics elements separated the content into digestible chunks.

A clear objective sets the reader's expectations for what's to follow. Bulleted “proof” points summarize his relevant transferable skills (many keywords), education (including courses which were also keywords) and technology skills (again, many relevant keywords).

The Education & Training area starts with his specific sales training (Miller Heiman training is very well known and respected in the sales world). I put this BEFORE his Bachelor's Degree because of its high relevancy. I also indicated specific courses taken to show relevancy and keywords. Under his Bachelor's Degree I showed his internship abroad in London at Queens College (very well known for Business Administration program) as evidence that while he is a recent grad he also has international experience.

His experience is broken into “Related Experience” – his summer internship as a Sales & Marketing Intern (highly relevant to his objective) – and “Additional Work Experience” (his restaurant jobs). Under his internship I showed his Sales and Marketing experience first, followed by his DBM experience. I used functional lead-in phrases, bulleted points and quantifiers to show the scope of his job and accomplishments. All of his restaurant jobs were combined into a grouping, because all of the duties were the same. I showed separate accomplishment for country club under Project Management lead-in phrase.

Honors & Affiliations end the resume with items relevant to his objective, demonstrating his leadership and desire to excel. Affiliations show his membership in the American Marketing Association (highly relevant).

- c. Jeff obtained several offers from this resume within 3 months, but chose a Sales Rep job with a pharmaceutical company based out of northern New Jersey.