

# STEVE BAKER

PERSUASIVE SALESMAN, NEW GRAD, AND "ALL-AROUND RELATABLE AND TRUSTWORTHY GUY"

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## WHY YOU NEED STEVE BAKER AS AN ENTRY-LEVEL SALES EXPERT ■ ■ ■

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Are you looking for a self-driven, enthusiastic, and incredibly persuasive new graduate? Could you use someone who graduated with a 4.0 GPA while he worked part-time, held several leadership roles, participated in multiple relevant organizations, and used a natural sales ability to raise thousands of dollars for university groups? **LOOK NO FURTHER ...** actually, do continue looking, as there are more details below!

## KEY ACHIEVEMENTS AND POTENTIALLY INTERESTING DETAILS ■ ■ ■

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**FUNDRAISING (AKA SUCCESSFUL SALES): RAISED MORE THAN \$6000 OVER THE COURSE OF 4 YEARS FOR UNIVERSITY GROUPS.**

- Broke fundraising records for several organizations that needed assistance in their events due to small membership. Traveled as a dorm-to-dorm salesman, netting hundreds of dollars for each of 5 societies over a period of 12 months.
- Spearheaded a fundraiser to overhaul and renovate a student-run restaurant, netting \$3290.50 through an innovative competition between classes and schools. Resulted in "the most successful student-led fundraising in the history of Indiana University," as noted by the President of Indiana University, Dr. Mike Rowland.

**LEADERSHIP (AKA SELF-MOTIVATION): CREATED SEVERAL BUSINESS ORGANIZATIONS AND HELD MULTIPLE ROLES IN THE STUDENT COUNCIL.**

- Persuaded several professors to oversee 3 new organizations: the Indianapolis Sales Club, the Indiana University Senior Business Club, and the Future Business Leaders of Indiana University organization; held membership in each organization for several years.
- Earned promotion after promotion due to successful campaigns for Student Council positions; began as a member, working up through Treasurer, Secretary, Vice President, and finally President.

## SOME BASIC WORK EXPERIENCE INFO ■ ■ ■

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STUDENT WORKER, REGISTRAR'S OFFICE | Indiana University, Indianapolis, IN

August 2010 – May 2014

Brought a positive attitude and immense work ethic into the office every single day, encouraging and motivating the full-time staff. Held position for years while obtaining degree, which was praised as being unusual for a student worker (most students left after a year due to the high expectations of the office).

*"I have a feeling Steve was born with his **persuasive and positive personality**. We saw it every day. His dedicated mindset was truly appreciated during his time here; he really is **an all-around relatable and trustworthy guy**. He mastered anything and everything we put in front of him, found additional projects to take on (and completely excel at), and so much more. Hire Steve; trust me!" — MARK STANLEY, DIRECTOR OF THE REGISTRAR'S OFFICE*

## EDUCATION AND MORE ■ ■ ■

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B.S. BUSINESS ADMINISTRATION | Indiana University, Indianapolis, IN | GPA: 4.0 / 4.0

May 2014

**COMPUTER SKILLS:** Known as "the computer wizard" in former Student Worker position. Able to troubleshoot hardware and software for numerous devices. Familiar with all basic Microsoft programs and Salesforce.com.

## Overview:

Steve Baker is an intensely charismatic new grad, who applies his fierce dedication to every project he's given... and you can fully see that within minutes of meeting him. Over the course of Steve's 4 years at Indiana University, he introduced himself to each and every professor, counselor, and staff member that worked with him. He has the natural ability to network, and he wanted a solid resume with which to use that skill.

This resume matches Steve's charisma and speaking mannerisms. He was adamant that his voice be heard, even on paper! He wanted a document that "would be remembered after the meeting ended... maybe even years later."

## Format:

The color and squares match Steve's business card and website. His business card is a blue square — not a normal rectangle! One side of the square is a large QR code that links directly to his website. The other side shows Steve's contact information, and the quote that appears below his name on the resume.

Cambria was used for the headings, while Calibri was used for the main content. This gives the document a modern look and feel.

## Content:

We worked together to make the tone powerful yet humorous, to match Steve's persuasive techniques. He has a fantastic sense of humor... sometimes subtle, sometimes not... and he wanted part of it to be displayed in the document.

Steve's Work History is focused more on his personality and on the quote, rather than on basic duties, as his job responsibilities mainly revolved around paperwork.

His Education section appears last on the resume, because it is the least relevant strength Steve has to offer. His personality, networking abilities, and enthusiasm truly take precedent.

## Result:

Steve saw immense success with his networking, especially at career fairs. By the time he graduated, he already had many job offers waiting for him. He selected his favorite, and has excelled in the role!