

RACHEL DAWSON

✉ email@email.com 📞 555-555-555 📍 /racheldawson

Rockin' the
Balance Sheets
for 18 years

CHIEF FINANCIAL OFFICER ★ MUSIC & LIVE EVENTS INDUSTRY

Profit-Growth Virtuoso ★ Numbers Guru ★ Turnaround Expert ★ Builder of Cross-Functional Bridges & Top-Flight Teams

M.S. in Finance | CPA | \$200M P&L | Masterminded finely-calibrated bottom-line growth initiatives to the tune of \$40M

Poised to excel in today's broadened yet financially functional CFO role as an architect of future-ready, cadenced organizations

Accounting & Finance Leadership

Total Performance Turnaround

Mergers & Acquisitions (M&A)

Regulatory Compliance

Change Management

Sustainable Growth

Data Analytics

Cost Control

FP&A

8-Digit Profit Impact

ORIGINAL:

Offers a full spectrum of creative, status-quo-defying ideas to revitalize P&L and push enterprise value to higher levels.

REMIX:

Quickly restructures, redesigns, and reshapes underperforming finance functions into value creators.

HARMONY:

Composes symphonies of cross-functional unity to achieve corporate goals and reach full business potential.

ENCORE:

Repeatedly tapped to replicate cost-saving initiatives on an increasingly larger scale for an industry leader.

MIC DROP:

Pulled a PE-backed event promoter out of debt plight—from near-bankruptcy to IPO-ready in 1 year.

PROFESSIONAL EXPERIENCE

123 EVENTS Private-equity-backed musical events producer with presence in 18 countries | \$200M annual revenue

CHIEF FINANCIAL OFFICER, 2012–Present ▪ **SVP, FINANCE**, 2008–2012 ▪ **VP, FINANCE**, 2006–2008 | Los Angeles, California

Scale: Tapped from subsidiary level and then advanced through 3 increasingly responsible roles, culminating in full P&L responsibility for the group. Inspired, steered, and extracted maximum value of teams of up to 12 direct reports.

Rescued company on verge of bankruptcy ▪ Built an IPO-ready enterprise ▪ Upgraded team to business-savvy profit crusaders

- **Cost Control:** Reduced event costs 30% by tapping into local temporary talent rather than mobilizing staff globally, creating entirely paperless and cashless events, and improving the firm's negotiating position on supplier fees.
- **Business Automation:** Transformed manual financial processes into state-of-the-art, solutions that fostered companywide information sharing and reduced Finance & Accounting employee-hours by 50%. Redirected resources to value-added activities.
- **Process Improvement:** Professionalized FP&A and implemented budgetary control by requiring in-depth financial projections and break-even analysis for each event, spreading a culture of cost control companywide and improving forecasting accuracy from 75% to 99%.
- **Business Intelligence:** Offshored data analytics by forming a strategic partnership with a Mumbai-based firm, mapping out all FP&A processes, and launching a full suite of predictive analytics tools to drive strategic decision making.
- **Strategic Investment:** Secured a critical multimillion-dollar capital raise, enabling purchase of strategic venues to protect the business from exorbitantly rising rents in cities of London, San Francisco, New York City, and Singapore.
- **Next-Stage Growth:** Drove transparency and standardization, laying the groundwork for a sophisticated IPO strategy.

Event
Costs

30%
Savings

123 USA U.S. subsidiary of 123 Events, a global leader in musical events production | \$40M annual revenue

INTERIM CHIEF FINANCIAL OFFICER, 2005–2006 ▪ VP, FINANCE 2003–2005 | Los Angeles, California

Scale: Anchored a leaderless operation, assuming full P&L responsibility for the US subsidiary. Lifted teams of up to 7 direct reports to higher levels of performance.

Led subsidiary to become a shining example of efficiency for group ▪ Devised a comprehensive red-to-black about-face

- **Performance Turnaround:** Pursued new revenue through M&A and assessed the risks of cost-cutting initiatives and the ROI of investment opportunities. Formulated a turnaround plan that quickly restored enterprise profitability. Drove EBIT from -1.2% to 7.6%.
- **Business Transformation:** Spearheaded an advanced Management Information System that gave actionable insights to senior leaders to drive strategic decision making.
- **Cost Reduction:** Cut advertising and promo spend 50% by implementing a more selective profit-focused marketing approach.
- **Restructuring:** Steered a 30% head count reduction while stabilizing morale and maintaining excellence in the finance function, ensuring compliance with all reporting requirements.
- **Business Intelligence:** Diversified the portfolio and reconstituted the core business through a joint venture with a low-cost ticketing distribution platform, driving regional revenue up 25%.

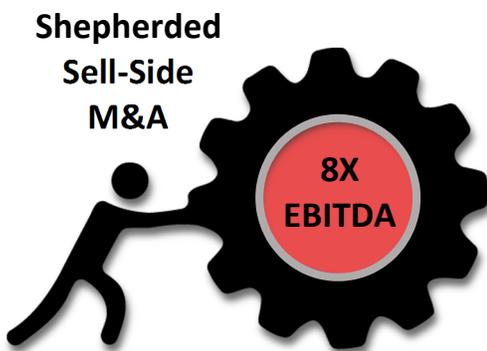


XYZ VENUE L.A. live-music mainstay (previously BIG VENUE INC., acquired by XYZ USA in 2003) | \$10M annual revenue

FINANCE DIRECTOR 2001–2003 ▪ ACCOUNTANT 2000–2001 | Los Angeles, California

Scale: Reached most senior finance position, reporting to company President. Led cross-functional team of 10 direct reports.

Strengthened the financial robustness of the organization ▪ Set the stage for and orchestrated a highly profitable divestiture



- **Cost-Control Culture:** Increased cost accountability by launching the first-ever online expense manual and forming an expense board to approve over-threshold expenditure.
- **Cash Flow Optimization:** Reduced minimum operating cash requirements by \$1M and prevented dramatic cash-flow fluctuations.
- **Revenue-Generating Ideas:** Launched off-venue experiences to increase appeal of concerts, including collaborations with guided tour companies, restaurants, hotels, etc.
- **Divestitures:** Ultimately negotiated and orchestrated the successful, 8x-EBITDA sell-out of BIG VENUE INC. to XYZ USA.

EDUCATION & CERTIFICATIONS

Master of Science (M.S.), Finance ▪ University of California, Los Angeles ▪ Graduated 2000
 Bachelor of Science (B.S.), Business Administration & Finance ▪ University of California, Davis ▪ Graduated 1998
 Certified Public Accountant ▪ State of California ▪ Active since 2000

INTERESTS

Jazz pianist ▪ Bluegrass upright bassist ▪ Recovering 90s grunge band member ▪ Avid obscure record collector

RESUME STRATEGY

After trying her hand as a musician in a world of punk/grunge that shunned commercially successful bands as sell-outs, Rachel took an unexpected diversion and joined the music and events industry—helping it to be more profitable than ever as a financial expert. But she kept her punk-rock spirit alive, questioning the status quo each time she was promoted or joined a new company, until earning her way to CFO of a global musical events producer.

Her original resume was truly a relic of the past with heavy blocks of text, long lists of dense paragraph-style bullets and Times New Roman look and feel. It branded her as a nothing-special, obsolete, and passionless accountant. I knew we needed a bold visual overhaul, more captivating, emotionally resonating verbiage, and a total brand makeover to position her at the senior level she was aiming for. To address the latter, I wanted to emphasize not only her functional finance skill set which was so important but also her ability to elevate performance through cross-functional collaboration and by bringing fresh, cost-cutting and revenue-building ideas to the table.

The vibrant color scheme matched her bold and passionate attitude and the music references in the verbiage match her first love of stage performance and the industry she said she could never leave (“*Rockin’ the balance sheets*”; “*Profit-growth virtuoso*”; “*Cadenced enterprises*”, “*finely calibrated initiatives to the tune of \$40M*”).

The center of the summary section contains a series of music- and performance-related references framed within retro-style concert ticket stubs that each highlight an important part of what makes Rachel unique: *ORIGINAL* (comes up with new ideas); *REMIX* (successfully reorganizes to maximize performance); *HARMONY* (achieves cross-functional alignment); *ENCORE* (replicates successes on a larger scale); and *MIC DROP* (delivers staggering performance turnaround).

The Professional Experience section uses a shaded box to give a distilled version of her impact in each role, helping impatient skimmers through the resume. The vibrant colors of the graphics next to each longer description ensure that readers do not miss the overarching wow-achievements related to improved financial performance.

Finally, the resume was not complete without including information about Rachel’s musical passions, which we describe in the “Interests” section, even with a touch of humor (“Recovering 90s grunge band member”) to align with her fun-loving and self-deprecating personality.