

# SARAH HOLMES



*Expanding the International Footprint and Creating Mature Growth Engines*

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## Global Sales & Marketing Executive • Business Development Driver

**International growth expert** who formulates and executes revenue-generating strategies that set companies apart in competitive markets. Builds empowered, metrics-focused teams and harnesses talent to overcome challenges. Hits the ground running in new industries and cultural contexts and adapts quickly to shifting priorities. Earned global executive charter in France, steering pivotal initiatives within a NASDAQ-listed conglomerate. Fluent in French and English. **MBA from Europe's prestigious HEC Paris.**

### Executive Assets

- Go-to-Market Strategy
- Market Research & Analysis
- Cross-Cultural Communication
- Strategic KOL Partnerships
- Business Development
- Performance Cultures
- Sales Growth
- Niche Identification
- Brand Building
- Strategic Relations
- Digital Strategy
- Team Building

### Career Milestones

**\$89M  
IMPACT**

Delivered a large-scale infrastructure project with a 14% ROI, unlocking the gateway to a new international market.

**\$20M  
IMPACT**

Skyrocketed the portfolio in Africa—identified as a “Priority 1” growth region—for a \$7B energy leader.

**\$32M  
IMPACT**

Turned a loss-generating staffing services company into a growing, technology-focused consulting firm with a clear UVP within a competitive space.

### Leadership Experience

**XYZ, Inc.** Miami, FL | Global business consulting firm with an innovative model built around a proprietary digital arsenal | 90 staff

**Sales & Marketing Director**, 2016–2018

Scope: \$900K budget | 5 direct reports | Executive strategy leader reporting to the President

**Formulated company's first-ever marketing plan. Drove a rebranding effort to support firm through business model adaptation. Created a game-winning formula to build brand awareness and capture share of a lucrative market.**

- HIGH-GROWTH STRATEGIES:** Fueled the sales funnel by creating a comprehensive and focused content marketing plan. Effort was projected to deliver multiple qualified multimillion-dollar leads per month, driving revenue growth up 27%, amounting to \$32M annually.
- BRAND & BUSINESS DEVELOPMENT:** Transformed a content-heavy website with murky messaging into a modern, interactive one with clarified branding focused on the disruptive nature of the business and the company's unique digital tools. Revamped social media profiles to align them with the new strategic messaging and to expand the brand's reach and support business development efforts.
- SALES LEADERSHIP:** Led an internal marketing plan to gain employee buy-in for business model adaptation and to foster a performance-focused culture. Spearheaded an intranet complete with valuable marketing collateral to support sales efforts and to enhance engagement. Developed a series of podcasts to rally sales teams behind company's mission. Increased engagement 250%.

**Revenue  
Growth  
+27%**



**ABC, Inc.** Paris, France | Multinational conglomerate with subsidiaries in energy and environment | 20K staff | \$7B annual revenue

**Business Development Director**, ABC Water, 2014–2016

Scope: \$600K budget | 3 direct reports | Reporting directly to ABC Water CEO and VP of Strategy & Corporate Development

**Expanded the company's international reach, building its brand in North America and Africa. Delivered high-8-figure projects through strategic network development, public relations, marketing, and thought leadership strategies.**

- MISSION-CRITICAL DEALS:** Secured city council approval for an \$85M water project in southern Louisiana by building relationships with key influencers and sharpening proposal. Flawlessly executed a strategic communications plan that influenced public opinion to greenlight the project.
- GLOBAL BUSINESS DEVELOPMENT & STRATEGIC INFLUENCE:** Unlocked \$20M in revenue and captured market share in Africa by building a strong KOL network to gain support of local communities.
- INTERNATIONAL EXPANSION:** Laid the groundwork for the first desalination plant in Namibia, sealed the deal, and then led the inauguration. Attracted attendance and praise from the highest levels of government, leading to a 2<sup>nd</sup> water plant in the country.

**Top-Line  
Impact  
\$105M**



*Business Development Director, ABC, Inc., continued ...*

- **INDUSTRY-WIDE RECOGNITION:** Played a critical role in the company winning the World Water Association's internationally coveted Water Company of the Year Award by leading a vigorous social media and email marketing campaign pivotal to brand recognition.
- **BRAND BUILDING:** Positioned CEO at the cusp of innovation through speaking events and social media engagement. Initiative led to multiple media interviews, including one in the industry's #1 publication and a 250% surge in brand awareness.



**A to Z CONSULTING** Paris, France | Boutique consulting firm focused on international expansion

**Managing Director & Founder, 2008–2014**

Scope: Up to \$250K budget | Deftly managed teams of up to 5

**Provided critical high-ROI-value support to companies spanning startups to multinational firms in brand positioning, marketing, business development, and international expansion initiatives.**

- **GLOBAL BUSINESS DEVELOPMENT SUPPORT:** Developed marketing collateral that facilitated the closing of a \$150M deal with the Brazilian government for an energy giant, crystallizing the company's positioning as an industry leader. Perfected an R&D group's pitch on a new patented solar energy technology to win over the scientific community.
- **MULTIMILLION-DOLLAR DEALS:** Played a key role in capturing large-scale infrastructure projects for multinational energy and transportation companies in France, including a \$75M deal to increase efficiency and expand services of France's high-speed train system.
- **TENDER DEVELOPMENT:** Tripled number of bids and more than doubled wins for ABC Solar, leading to invitation to join company.



**123 DESIGN** Miami, FL | A top-20 architecture firm in the U.S. with an international scope | 1K staff

**Marketing Assistant & Office Manager, 2004–2006**

**Partnered with marketing function to develop pitches that secured multimillion-dollar LEED projects.**

**BIG RETAIL, Inc.** Miami, FL | Worldwide retail company

**Store Manager, 2002–2004**

Scope: Coached and led teams of up to 4

**Gained early-career leadership capabilities, on-the-ground sales exposure, and merchandising expertise while juggling demands of full-time university degree program.**

## Education

**HEC Paris** (France) • Master of Business Administration • Graduated 2006

**University Of Florida** (Gainesville, FL) • Dual Bachelor of Arts, French & Philosophy • Graduated 2004

## Professional Development

*Participated in a long list of professional development programs. Highlights include:*

Strategic Selling (Harvard); Solution Selling (PwC); Leading Global Teams (PwC); Global Business Development (Hay Group); Leadership in High-Performance Environments (Hay Group); and Entrepreneurial Leadership (Berkeley).

## Resume Strategy

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Sarah Holmes was aspiring to a higher level of leadership within Sales and Marketing or Business Development. Her unique talent was in helping organizations to overcome cross-cultural barriers and pivot toward more stable international growth. Together, we created a branding statement for her to summarize her value: "Expanding the international footprint and creating mature growth engines." As I designed the resume, my intention was to entice the reader to reach out to her for interview by placing heavy visual emphasis on the solid results of the strategies she had developed and led.

I created a growth icon next to Sarah's name that set the tone for the entire resume and reused the same icon as a point of reference in highlighting her growth impact in each of the positions described in the Professional Experience section. The career highlights section uses the same color scheme to draw the eye to high-figure impact and to give the resume a consistent look and feel.

In each job description, I came up with a brief (two-line maximum) summary of impact (as opposed to responsibility) to give readers who skim the opportunity to understand her ability to change organizations for the better. This summary is shaded in bright teal/blue with contrasting white text to ensure that if flighty readers spend any time at all in this section, they won't miss the story of transformation and impact.

Since many of her previous roles had achievements that were heavily related to communications and PR, it was necessary to reframe these in a stronger sales light, and thus I used keywords to title bullet point achievements to clearly draw out the business development and revenue-driving focus of her work.