

THIS IS CLIENT, SB, ORIGINAL RESUME THAT WAS NOT RESULTING IN INTERVIEWS. COMPARE TO RESUME WRITTEN BY JOE CONNOR THAT RESULTED IN INTERVIEWS.

SB
Address
City, State Zip
client@emailaddress.com
(XYZ) XYZ-XYZ

OPERATIONS/SALES MANAGEMENT EXECUTIVE

Results-oriented and highly objective technical and operational leader with a successful track record of integrating productivity, efficiency, and increasing bottom-line profitability through creating winning teams.

Skilled vision communicator who effectively builds teams at all levels across an organization. Expert in change management, product training, mentoring, initiative leadership and situation turnarounds by effectively setting and meeting appropriate goals.

CAREER HISTORY:

2004.2009 Job Title – Employer, City, CA

Transformed hard flooring department into an efficient, well-organized team resulting in increased sales, reduced returns, reduced customer complaints, improved morale and three continuous department of the month awards.

- Developed effective sales lead program resulting in meeting department sales goal of 2.4 million dollars and reducing returns from 15% to 5%.
- Achieved personal appliance sales of 1.3 million versus a goal of 1.1 million.

2003 Job Title – Employer, City, CA

Trained associates at three major consumer electronics retail chains and twenty-two independent retailers. Provided vendor support and feedback for major manufacturers such as: Audio Products International, Panamax, and OmniMount.

- Introduced and trained sales staff regarding a new product line for Best Buy resulting in a 25% increase in revenue for the manufacturer.

2001-2003 Job Title – Employer, City, CA

Developed the residential sales and installation department for consumer electronics.

- Created sales and marketing plan for home theater custom installation.
- Established vendor partnerships resulting in a 20% reduction in cost of goods sold.

1995.2001 Job Title – Employer, Various Locations

Recruited, trained, and managed a successful sales staff of twenty -five. Designed and utilized a profitable sales strategy that increased sales 10 % and gross margin 3%.

- Opened 45,000 sq. ft. Wow Multimedia Superstore in City, State.

1989.1995 Job Title – Employer, Various Locations

Recruited, trained and developed a successful sales staff resulting in eleven consecutive months of sales gains including a 74% sales increase for December 1990.

- Mentored three sales associates who were promoted to store manager positions.
- 1994 - AWARD for largest sales and margin increase.

EDUCATION:

- Economics & Marketing courses – School, City, State
- Engineering Sciences courses – School, City, State

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PERSONAL DATA: References and other data available upon request.

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