

## Sample Resume

### John Doe

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Dynamic entrepreneur who utilizes creativity, leadership and teamwork to design and execute solutions that create customer value. Effective communicator with ability to create marketing materials that convey value for both clients and end users.

#### EDUCATION

**MBA**, Business University (2006)

**BBA**, University of State (2003)

#### ADDITIONAL AREAS OF EXPERTISE

- Client Relations ~ Process Improvement ~ Forecasting
- Project Design & Management ~ Budget Planning & Development

#### ACCOMPLISHMENTS

- **Created** an Internet Marketing Company that designs and manages websites for independent contractors utilizing new search engine techniques to increase customers
- **Sold** my interests in start-up for 600% ROI in 1 year
- **Developed** and **handled** marketing campaigns and budgets for a variety of businesses in different industries and markets
- **Extensive experience** handling a variety of different clientele through various levels of communication, from independent agents, to college deans, to independent contractors
- **MBA** graduate with emphasis in Marketing, Finance and Entrepreneurship
- **CEO** of Multi Media 2006 Business Plan Competition, Honorable Mention at the Big 42 Competition; business plan became company later that year

#### EXPERIENCE

**Multi Media, City, State (2006-2007)**

**Partner / Co-Founder**

- Handled all marketing and advertising budgets for internet media start-up
- Designed all marketing and advertising material for Multi Media and various spin-offs (cityelectrician.com)
- Coordinated efforts with Sack's two other operating partners on all projects and planning
- Designed websites for usage and feel, limited programming duties

**Business University, Registrar's Office, City, State (2005- 2007)**

**Senior Office Assistant/Student Worker**

- Responsible for all Registrar publications, editing, formatting and budgeting, including University Course Catalog, a full compilation of colleges, degrees and courses provided by the university
- Coordinated with deans, department heads, faculty and other academic personnel in scheduling all university classes, optimizing time, space and instructional needs of faculty and students
- Initiated classroom directory, allowing faculty and students to view classroom setup and location
- Proposed and presented technological advancements for Registrar's office to Faculty Council and other committees to improve information transfer between departments and registrar

**Dollars Financial, Ltd., City, State (2004-2005)**  
**Corporate Trainer/ Operations Support Staff**

- Responsible for all aspects of in-store employment (hiring, training, coaching, and termination)
- Provided customer/store support, involving problem solving, procedural changes and corrections
- Analyzed and rewrote procedures/training manuals to improve efficiency and customer service
- Designed flexible training program for in-store employees for technical and non-technical users

**The Insurance Group, City, State (2003-2004)**  
**Marketing Coordinator**

- Coordinated all marketing efforts, including management of three field representatives
- Served current and prospective clients in all aspects of marketing our products, from customer service issues, to re-evaluating procedures, to the identification and acquisition of larger clients
- Used and maintained contact software to organize and manage over 500 independent agents
- Re-designed website to better serve contracted insurance agents
- Designed presentation materials to better display the value of our product vis-à-vis competitors

**ACTIVITIES/INTERESTS:**

- Business University MBAA Club
- CEO of 2006 Business University Business Plan Competition, Big 42 honorable mention
- Member of Business University Alumni Association
- Mass Marketing Club
- Social Chair for Allen Hall (University of State, 2002-2003)
- Member of State Alumni Association
- 3-sport athlete, earned 10 varsity letters, 2-year Captain of Baseball and Basketball teams