

JOHN SMITH

1234 Anywhere Street ♦ Phoenix, AZ 12345 ♦ (602) 555-5555 ♦ emailaddress@gmail.com

DIRECTOR OF SALES AND MARKETING

Sales Professional with more than 5 years of experience looking to transition into a commission based sales position. Extensive experience with both sales and marketing in both business-to-business and business-to-consumer environments. Well-developed skills with all aspects of business development including prospecting, cold calling, meetings/presentations, and account management. Dedicated leader with outstanding communication skills and a proven track record of success increasing sales, developing relationships, and securing customer loyalty.

Areas of Expertise

Full Life Cycle Business Development | Sales Presentations | Contract Negotiations
Account Management | Consultative Selling | Relationship Building | **Business-to-Business Sales**

EXPERIENCE

Evil Controllers, Tempe, AZ

June 2009 - Present

A leading video game controller company with annual sales of more than \$3 million. Evil Controllers ships products to more than 35 countries around the world.

Director of Sales and Marketing

- **Responsible for full life cycle business development including prospecting, cold calling, meetings/presentations, contract negotiations, account management and follow-up.**
- Clients include wholesalers and distributors of electronic game equipment.
- **Manage existing accounts will simultaneously developing and breaking new business.**
- Create, develop, and implement sales and marketing growth strategies.
- Build relationships with key members of the gaming community including pro gamers, manufacturers, and distributors, and whole-sellers.
- Track sales and growth projections.
- Manage and maintain social media presence through Facebook and Twitter.
- Create public relations and news releases.
- Provide refund authorization and exchange authorization.
- Provide executive customer support (when customer requests a manager/boss/owner).

Key Accomplishments

- **Helped increase annual sales of this start-up company from \$2.6 million to over \$3 million.**
- Built key relationships with international retail distributors resulting in a 10% annual sales increase.
- Landed and negotiated a new contract with a major UK retail distributor; contract resulted in 25k in sales and continues to grow.

E Shipping, Phoenix, AZ

August 08 – May 09

A logistics and transportation management company that provides customized solutions for clients throughout the United States.

Sales and Operations Manager

- **Responsible for full life cycle business development including prospecting, cold calling, meetings/presentations, contract negotiations, account management and follow-up.**
- Developed new business while managing existing accounts.

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- **Cold called on the phone and in person several hours each week.**
- **Contacted 30+ new businesses each day.**
- **Made sales presentations to general managers, business owners, office managers, and warehouse managers.**
- Handled all billing, credit, and payment terms and conditions.
- Performed general customer service and account management services.

Key Accomplishment

- Instrumental in opening a new franchise office location in Phoenix for this major shipping logistics company.

Caribbean Pools & Spas, Gilbert, AZ

January 2005 – September 2008

A custom pool builder with over 30 years of experience in Arizona.

Sales Representative/Account Manager

- Responsible for in-home sales and account management of pool construction and installation.
- Made in-home sales presentation to people interested in purchasing a custom pool.
- **Handled objections, up-sold products and services, and closed sales.**
- **Developed relationship with buyers, which resulted in a strong pipeline of referral business.**
- Managed Home Builder accounts as well as individual residential accounts.
- Performed general account management, customer service, and follow-up.

Key Accomplishments

- **Sales Person of the Year for 2005, 2006, 2007, 2008.**
- Averaged between \$250,000 and \$400,000 in sales per month.
- Promoted to manage Home Builder accounts.

Johnny Surf Poser Clothing, Tempe, AZ

January 2005 – December 2006

Start-up clothing retailer specializing in attire for the surfing community.

Sales and Marketing Representative (Part-Time)

- Coordinated marketing events at major concerts, restaurants, and bars.
- Helped create marketing and sales goals.

Key Accomplishment

- Presented at the AJR convention in San Diego.
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EDUCATION

Arizona State University, Tempe, AZ

May 2005

Bachelor Degree of Interdisciplinary Studies in Business and Communication

COMPUTER SKILLS

Microsoft Word, Excel, Outlook