The Resume Submittal

These are the instructions but you will find an actual example below.

When assembling the resume package to present to the hiring manager or client, it is very important to include pertinent information that will assist them in making a sound decision on interviewing and hiring your candidate. The presentation should include a:

- ✓ The formatted resume
- ✓ Any skill assessments results
- ✓ Prestigious recommendations or references
- ✓ Right to Represent

The formatted resume should look very readable with a very clean font. It should use a font size of 11 or 12 and Candidate's name: **John Doe, PMP, MBA**

Headline: **Director of Business Development | Account Manager**

The Formatted Resume:

- ☐ Logo or on Letterhead (with contact information)
- ☐ Font (clean look like Calibri, Ariel)
- ☐ Font Size: 11 or 12
- ☐ Candidate's name: John Doe, PMP, MBA
- ☐ Candidate Summary: (5-7 bullet points)
- ☐ Technical Skills
- ☐ Professional Experience: (the candidates last seven years of experience)
  - o **Company | City, State** **Date (line one)**
  - o **Job Title** **Project Name: (line two)**
  - o First five bullet points under each job should relate to the requirements and/or the specific responsibilities of the job applying for
- ☐ Education
- ☐ Certifications
- ☐ Resume should be saved as a Word Doc in the following format: Candidate Name_Position Title_Identifize Consulting

Note: Please ensure you have reviewed the resume thoroughly to ensure there are no spelling or grammatical errors.

(Please review the sample formatted resume)

IDENTIFIZE consulting

Candidate Name, PMP
Phone: 866.432.8801
VP, Business Development | General Sales Manager | Director of Account Management

PROFESSIONAL SUMMARY:

- 20+ years of experience in **Sales & Business Development** with proven experience and a strong track record in driving business development and sales over $300M.
- 20+ years of experience in **Sales Management** within the Retail (consumer goods), B2B, B2C, SMB/SME sectors.
- 20+ years of experience in **Account Management** and **Client Relationship Management** establishing and influencing demonstrable C-level/decision maker relationships.
- 20+ years of experience in **Budget Management** controlling marketing budgets for various activities, materials, vendors and samples including full P&L responsibility.
- 15+ years of experience in **Management and Leadership** with up to 75 direct reports and 5 sales teams in a global multi-location environment (distributed workforce).
- 9 years of experience in **Product Management** while driving **Product Development** from conception to launch.
- 7 years of experience in **Sports and Entertainment** working with the most prestigious corporate and celebrity clients providing elite seating accommodations in the most exclusive section of each venue.
- 7+ years of experience buying and selling **Real Estate** as a licensed California Broker.
- 7+ years of experience in **Social Media Marketing** overseeing the direction of social media campaigns, building social video content, and developing online communities from scratch.
- 4 years of experience in **Digital Media** developing video content and executive producing award winning commercials.
- Hands-on deal maker with business development, partnership and financial management expertise.
- Senior results oriented sales leader, with proven experience in successfully driving profit and revenue growth.
- Strong strategic performance-management skills including an excellent partnership-building and negotiating background.

PROFESSIONAL HIGHLIGHTS:

- At **Poptent,** increased sales from $1.9M to $12M in annual revenue.
- At **Poptent**, single handedly built the Poptent Productions division based on clients' needs and turned the business to account for 40% of the overall revenue.
- At **Poptent**, was responsible for the production of a top 10 USA Today rated Super Bowl commercial with Dannon.
- At **Los Angeles Angels, Dodgers, Ducks**, was the #1 top producer.
- At **First Street Financial**, vaulted to top Account Executive setting the company record within 6 months of employment; then became VP of sales within the next 3 months.
- At **Lehman Brothers**, ranked in top 15% of all reps throughout the country.
- At **Nordstrom**, member of "Pacesetter Club" 9 consecutive years, recognizing top 10% of sales associates throughout entire company.

TECHNICAL SKILLS:

- Microsoft Office (Word, Excel, PowerPoint, Outlook)
- SFDC (Salesforce.com), Adobe Photoshop, Google Docs

PROFESSIONAL EXPERIENCE:

Poptent |San Clemente, CA January 2010 – Current

Vice President Business Development, General Manager Poptent Productions

- Oversee all operations within the Production and Business Development divisions supervising 30 direct reports and 5 indirect reports located globally throughout the US and Latin America.
- Hire, train, develop, and manage 20+ Business Development Representatives, 6+ Executive Producers, 2 Line Producers and a Production Accountant while overseeing and growing all revenue streams.
- Develop all go-to-market strategies (GTM strategies) including the creation of corporate commission plans and expense policies, and generating strategic partnerships with top advertising agencies on a national level which is currently producing a 30% increase on a consistent basis.
- Lead change management process for key sales and marketing initiatives, including providing input, assessing the risks and opportunities, and influencing across the organization.
- Create and transform the entire business culture from a transactional sale to long term recurring revenue models based on relationships by driving internal awareness of customer strategies and initiatives.
- Contribute to the social media strategy and the organic growth of a digital social community by creating content which has attracted a user base of 70,000+.
- Spearhead the executive production of 100+ digital videos including one of the all-time ranked Super Bowl commercials for Dannon with a special guest appearance by John Stamos.
- Develop and implement long term relationships with a client list that includes many top Fortune 500 companies (Unilever, P&G, Pepsi, Ford & many others).

Los Angeles Dodgers | Los Angeles, CA November 2008 - January 2010

Sales Manager/Sales Division Manager

- Promoted within the first 5 months of employment to hire, develop, and lead the entire inside sales division managing a $300M budget and 25 Sales professionals which resulted in a 15% revenue increase.
- Managed all facets of the DodgerLife product which included unique fan experiences and generated an added $2M in revenue for the organization during the 2009 season.
- Organized the sales plan including ticket packaging for the spring training facility in Glendale, AZ and created a scorecard system to motivate the sales staff and to allow all front office employees to see the progress of the department.
- Managed and grew the Ticket Sales department with a strong focus on the renewal of existing accounts (90% renewal rate) which led all MLB teams in fan attendance drawing over 3M fans to Dodger Stadium.

Founded a Real Estate Start-Up Company **January 2008 – February 2010**

Lehman Brothers | Orange County, CA **March 2007-January 2008**
Account Executive

- Originated and secured A paper and Alt-A loans with middle to large size companies located in the West Coast region and quickly rose to the top 20% of all Account Executives in the nation.
- Participated in many pilot programs including the roll out of commercial lending.
- Served as a mentor for new employees to the firm and led the West Coast region in closing percentage.

First Street Financial | Orange County, CA **April 2005 – March 2007**
Vice President/District Sales Manager

- Directed and involved in the daily operations for the wholesale production of sub-prime and hard money loans through sales, marketing and operational leadership.
- Supervised 11 direct reports including 9 Account Executives and 2 Business Development Representatives.
- Developed and managed production forecasts, industry trends and identified target mortgage bankers/brokers while managing key national accounts.
- Oversaw the development of advertising/marketing materials, niche product marketing, and negotiated broker agreements.
- Grew the Southern California territory to $10M per-month in funded loans with a personal production above $5M per-month of funded loans while leading the production staff in funding and submission dollars.
- Recruited, hired and provided hands on sales training for all Account Executives.

Culligan/Fresh Water Inc. | Los Angeles, CA **January 2002 – April 2005**

President

Los Angeles Dodgers/Fox | Los Angeles, CA **August 2000 – January 2002**
Manager Premium Sales

The Walt Disney Company (Los Angeles Angels/Mighty Ducks) | Los Angeles, CA **May 1997 – July 2000**
Premium Account Executive

Nordstrom | Los Angeles, CA **1988 – 1997**
Sales Manager

EDUCATION:

BA, Cal Poly University, 1992