

MARY DOE
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OBJECTIVE: To obtain a sales/marketing position in the personal computer industry.

EDUCATION: Manhattan College, Riverdale, NY
Bachelor of Science, May 20—
Major: Management
Cumulative GPA: 3.8/4.0

AREAS OF EFFECTIVENESS

MARKETING/SALES:

- Marketed personal computer hardware and software.
- Developed and implemented marketing and advertising strategies.
- Performed sales work for auto parts chain store with annual sales exceeding \$35 million.
- Recognized for impressive sales record and received quarterly awards for outstanding performance.
- Performed general merchandise sales for large catalog sales store.
- Participated in numerous microcomputer trade shows.

ORGANIZATION/PLANNING:

- Designed and developed educational and entertainment software for personal computers.
- Developed peripheral hardware for microcomputers.
- Implemented parts department reorganization for enhanced workflow.
- Developed effective in-store and window displays.

COMMUNICATION SKILLS:

- Communicated effectively with customers and employees.
- Revised policy manuals and developed curricula for training sessions.
- Supervised and trained sales personnel.
- Presented material to supervisors and managers on peripheral hardware for inventory control.

EMPLOYMENT HISTORY:

- **Marketing/Sales Intern**, Progressive Microproducts, New York, NY, month/19xx-Present.
- **Management Trainee/Salesperson**, Grand Auto, Inc., Atlanta, GA, month/19xx-month/19xx.
- **Salesperson**, Consumers Distributing Company, Daly City, CA, month/19xx-month/19xx.

ACTIVITIES:

- Member, American Marketing Association
- President, United Student Government

SKILLS:

Fluent in Spanish. Proficient in Windows 97 and WordPerfect 6.1

REFERENCES:

Available upon request