John March
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**A. Summary**
Experienced, proven sales and marketing professional in the mobile device industry seeks to oversee marketing program of this innovative company. Will offer knowledge of sales, customer service, market forces and trends in smart phones and devices, and analytics. Demonstrated ability to communicate with marketing team, managers and customers and on digital platforms. Understands demographics and behaviors of mobile device users.

**B. Working Experience**
**04/2013 to 04/2017 – The Tablet Emporium, Durham, North Carolina**
**Marketing Analyst**
**Responsibilities:**
• Provided guidance to major retailer of smart phones and tablets on marketing
• Suggested prices, product launch dates and marketing messages
• Devised questions for interviews, online surveys and questionnaires to gauge
customer satisfaction with products, online and in-store experience
• Collected and analyzed data on age, gender, habits and preferences of tablet
users; competitors’ tablets, and conditions and trends in the wireless device
industry
• Assisted marketing team with preparing blog and social media content on uses
and features of various kinds of tablets and safe and secure use of wireless
devises
• Compiled data and prepared reports for marketing and other managers on
digital campaigns

**Achievements**:
• Assisted with campaign content for online promotion of most popular smart
phone in 2016

**08/2010 to 03/2013 – Smart People, LLC, Seattle, Washington**
**Sales Representative**
**Responsibilities:**
• Handled sales accounts worth $10 million for manufacturer of smart phones and
tablets
• Managed sales accounts for numerous national and regional retailers
• Identified, contacted, explained smart phone and tablet features to and
negotiated price terms for multiple retailers
• Attended consumer electronics trade shows and conferences throughout the
United States
• Follow-up with retailers by answering questions and educating them about
product features, updates and new smart phones and tablets

**Achievements:**
• Top salesperson in company in 2012

**04/2007 to 07/2010 -- Wire Free Sales and Service, Seattle,
Washington**
**Store Manager**
**Responsibilities:**
• Supervised staff of fifteen sales and service associates for wireless device
store
• Answered customer questions about existing and new products
• Established displays of products, banners and signs in store
• Prepared sales and profit reports from store for headquarters
• Implemented company-wide marketing campaigns, including discounts and special
offers
• Hired staff and rendered other personnel decisions consistent with company
policy

**Achievements:**
• Store earned "Gold" rating from corporate for 2007, 2008 and 2009
• Ranked as top-earning store among 50 stores in Washington and Oregon in 2009

**C. Education and Academic Training**
**Bachelor of Science in Business Administration (with Minor in Computer Science), Prestige University, Dallas, Texas**

**D. Job Related Skills**
• Microsoft Excel
• Microsoft Word
• Microsoft PowerPoint
• Business research
• Customer Service Management Software

**E. General Skills**
• Communication
• Persuasion