

**Mary Smith**

Milwaukee, WI

(555) 555-5555

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LinkedIn

Solutions-driven **Graphic Designer** with a proven track record of delivering both digital and print content for advertising campaigns and publications to a diverse client base. Highly skilled at prioritizing and managing multiple projects from concept to design and layout. Recognized as a creative contributor who excels at working independently yet thrives in a collaborative work environment where creative ideas are shared among design teams, editors, and art directors.

Key Skills

- InDesign
- Photoshop
- Dreamweaver
- Keynote
- HTML/CSS
- Template Design
- Digital Design
- Email Design
- Project Leader
- Customer Focus
- Visual Design
- Landing Pages
- Acrobat
- Responsive Web Design

Professional Experience**XYZ Publishing House, Milwaukee, WI****March 2015–present****Graphic Designer**

- Created books/product design in collaboration with Editors and the Art Director that balanced artistic integrity with audience appeal.
- Designed print collateral and web/social media graphics for seasonal advertising campaigns and events for the onsite bookstore that employed the use of graphic color/contrast to invite attention and produce a professional look.
- Created digital and print advertising campaigns from concept to layout and design within tight deadlines, completing projects ahead of schedule.
- Advocated, developed, and designed best practices to ensure quality control and efficient workflow processes within the department.

First Time Publishing Company, Milwaukee, WI**January 2014–February 2015****Desktop Publishing Specialist**

- Utilized working knowledge of printing processes and InDesign software to assist team in the creative design and execution of a finished product catalog.
- Integrated design processes to apply page formatting and text styling to content imported into InDesign templates.
- Initiated quality checks during production runs to ensure high-quality finished products.

ABC Public Relations Company, Milwaukee, WI

May 2012–December 2013

Graphic Designer

- Collaborated with lead designer on creating digital and print content for projects including print publications, direct mail, print ads, email, banner ads, and out-of-home advertising for multiple clients: Milwaukee Foundation, Summertime Folk Fair, and A Taste of Wisconsin.
- Prioritized jobs with competing deadlines to ensure customer satisfaction and on-time project completion for all clients.
- Developed strong rapport with clients and staff by embracing new assignments with open-mindedness and actively listening/responding to client feedback to modify/edit designs to meet customer expectations.

Southeastern Publishing House, Boulder, CO

May 2010–April 2012

Graphic Designer

- Performed design and production tasks to support the Art Director on a monthly magazine that incorporated importing copy into layout, applying text styles, and choosing and modifying stock imagery to support story content.
- Transitioned working knowledge of publication design to a production environment with minimal supervision.
- Maintained production workflow by identifying key milestones to ensure timely completion of all deadlines.
- Interpreted feedback from the Editor and Art Director in a constructive manner to produce the best version of the product.

ABD Media Group, Milwaukee, WI

October 2009–April 2010

Graphic Designer

- Created the design of print and web marketing media for direct mail, print ads, tradeshow signage, email, banner ads, and landing pages.
- Collaborated with editors to produce graphics and story layouts for B2B magazines that incorporated cover design, page layout, and photo retouching.
- Utilized critical and creative thinking to make effective design choices about typography, color, and photography.
- Harnessed composition skills to shoot aesthetically engaging digital photos for magazine covers.

Education

BFA, University of Minnesota – Minneapolis, MN

Certifications

Web Development Certificate, Code Academy, Online

Fall 2017

Web/Development Training

User Experience Fundamentals, The Team Z

Spring 2017

Human-Computer Interaction Coursera

Summer 2012

Community/Volunteer Work

Milwaukee Art Institute, Milwaukee, WI
Digital Community Publications Editor

April 2010 – December 2017

John K. Smith

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Assembly Line Worker

Experienced assembly line worker with an excellent attendance record and strong work history; quickly mastered new processes, technologies, and machinery. Performed assembly line work in several different industries including automotive, trucking, and packaging.

Key Skills

- Assembly Line Operations
- Commercial Driver's License
- Machinery Assembly
- Basic Equipment Repairs
- Safety Standards
- Quality Controls
- Forklift Certified
- Environmental Standards
- Blueprint Interpretation

Work Experience

Line Worker

2011–Present

ABC Manufacturing, Inc., Oak Creek, WI

Assembled mechanical units of automotive parts, while adhering to company and government standards for heightened energy efficiency as well as safety, quality, and environmental compliance.

Accomplishments

- Worked on a line that consistently achieved 100% of quality goals while exceeding production targets by 125%.
- Assisted in the launch of a new line of high energy efficiency products and met goals outlined by the Department of Energy.
- Demonstrated accuracy in the assembly of units/components requiring soldering skills.
- Excelled at interpreting detailed blueprints, aligning units using jigs and fixtures, and inspecting completed components to ensure conformance to specifications.

Production Line Worker

2008–2011

XYZ Motors, Inc. (Large automotive manufacturer), Racine, WI

Worked on vehicle production lines assembling components for XYZ automobiles. Followed quality and safety guidelines and met all productivity goals.

Accomplishments

- Earned one of the best attendance records in the plant, throughout tenure, and consistent high marks for meeting quality and productivity goals.
- Served on a plant safety team that enacted training/awareness programs, reducing accidents and workers' compensation claims to a 10-year low.
- Praised for commitment to continuous improvement, predicting assembly problems and suggesting solutions that proved so successful, they were adopted throughout the plant.

Education & Certifications

- Completed intensive, 6-week training program, following shutdown of former employer's automotive assembly plant. Mastered new assembly line trade, resulting in immediate hire by current employer.
- Graduate, Northview High School, Happy, MI



Pat Resume

Cleveland, OH • 416.438.3606 • pat@resume.com

Professional Profile

A result-driven sales executive with over 10 years' expertise in:

- Product Management—Product Development, Launch, and Lifecycle Management
- Business Development—Channel and Distribution Strategy
- Marketing—Media Relations and Strategic Marketing Plans
- Channel/Sales Account Management
- Sales and Technical Training

A creative strategist with strong negotiation, interpersonal, and communication skills, with the ability to see the “big picture” to facilitate key decision-making processes and revenue generation.

Business Experience

CISCO SYSTEMS, USA

Regional Vice President, Data/Voice Products

Sep 2004–Present

2006–Present

Responsible for driving new revenue growth of 20% for Cisco's most strategic product, NBX—IP data/telephony solutions across Mid-Atlantic Region, USA.

- Spearhead and manage a \$20 million regional product launch with a focus on creating awareness and market demand within the region
- Develop marketing plan to support Voice Products with quarterly reviews/updates, and manage quarterly marketing budget of \$1.5 million to support demand-generating activities
- Manage regional product lifecycle of \$15 million through product launch and phaseout processes
- Design a two-tier distribution strategy for resellers to purchase locally from a regional distributor instead of buying from a national distributor
- Develop business plans for senior management consideration and decision making; research and determine market requirements for inclusion in product offerings
- Monitor competitive trends and customer needs: create comparison tools of all competing products to provide resellers on positioning of Voice Solutions
- Deliver technical product training across the region to end-users, resellers, and distributor organizations
- Partner with Channel Sales organization and Customer Support team to drive revenue opportunity for the region and post-sale support services

Accomplishments

- Achieved a 310% revenue growth totaling \$3.7 million for the second half of the fiscal year 2005
- Created a Channel Partner Program for Voice Products, which resulted in recruiting 62 resellers across the Mid-Atlantic Region
- Recruited a National Distributor that placed an initial stocking order of Voice Products of \$1.2 million and maintained a weekly run rate of \$275,000 in sales
- Achieved product penetration through timely planning and execution of sales and marketing plans, which generated over 7,800 active leads
- Worked with Channel Sales teams on major opportunities and increased the pipeline forecast by \$5.4 million

Channel Account Manager

2004–2006

Responsible for effectively executing the company's channel sales strategy in selected territories to increase sales and revenue margins for data networking solutions

- Articulated corporate vision and business solutions to enterprise accounts at all decision-making levels; prepared pricing structures and RFP responses
- Conducted cold calling and networked with channel partners to build a pipeline of new prospects
- Created marketing plans for the territory and developed and implemented targeted account sales planning; leveraged "best practices" and "programs" with a holistic approach
- Monitored performance of existing partners to address nonperformance issues to support sales plan
- Negotiated and established contracts for new and renewing partners; motivated partners to drive sales, gaining market share against competition, by market prioritization

Accomplishments

- Surpassed annual sales quota by 11% to \$5.2 million and increased margins by 7% within the first year
- Enhanced product recognition by effectively managing 65 territory resellers, including four national resellers
- Partnered with resellers to implement Wireless, Layer 3 Switching, IP Telephony, and Mobile Access Enterprise Solutions for a variety of customers, including Coca Cola, Clearnet, Toys R Us, and Grand Erie and Dufferin Peel District School Boards
- Opened 33 new accounts in the education/government verticals by leveraging customer success stories

BUSINESS MANAGEMENT SERVICES, INC, Calgary, Alberta

2000–2004

Sales and Marketing Manager

Accountable for the direction and successful operation of the Sales Division with annual revenue of \$12 million, including forecasting sales and profit margins and leading 17 sales representatives.

- Analyzed market trends, growth opportunities and competitors' position to determine best positioning strategy to create a stronger product footprint
- Established sales/marketing objectives, developed overall marketing plans, and implemented supporting business plans complete with expenditure budgets
- Promoted and presented product lines encompassing accounting solutions, sales force automation, network management, and communications to a variety of vertical market sectors: Manufacturing, Hospitality, Finance/Banking, and Provincial and Federal Governments
- Formulated monthly objectives for sales team of 17 and led staff in joint sales calls
- Oversaw training programs to ensure all staff were trained in technical product knowledge, presentation, and selling/closing techniques to achieve sales objectives
- Managed marketing development funds provided by tier 1 manufacturers: Compaq, Intel, Computer Associates, Great Plains Software
- Collaborated with Purchasing to obtain significant discount pricing models on large-volume purchases

Accomplishments

- Increased annual revenues from \$12 million to \$14.7 million and improved profit margins from 10% to 18%
- Improved level of customer service by implementing organizational philosophy, policies and procedures
- Achieved monthly sales objectives of \$135,000 gross profit per salesperson and mobilized sales force to control and manage crisis situations resulting in increased customer loyalty
- Collaborated with sales team on significant revenue opportunities for Sales Force Automation and Accounting Solutions for several Enterprise Customers including The Laser Centre, Young People's Theater, Agora Food Services and Prudential of America
- Top Sales Manager for three consecutive years

Sample Resume

416.438.3606 • sample@resume.com

Career Profile

An accomplished **senior technology executive** with a proven track record for building and leading world-class software development to support revenue growth from \$40 million to \$200 million. Expertise includes: **research/development, product management, Fortune 500 and global implementations, business process reengineering, agile development methodologies, partnership development, strategic planning, P&L management and professional services.**

Known within the industry for driving business results and maximizing profitability through the delivery of exceptional product quality and service and prudent management of people, technology, and processes. Proven ability to manage budgets in excess of \$60 million, align technology strategy with corporate strategy, set business and group goals, and lead large management teams to achieve project goals and exceed client expectations.

Significant Accomplishments

- Vice President of Technology and Applications for a publicly traded global software solutions corporation. Selected by the Executive Vice President to modernize and improve all development functions with full responsibility for R&D, product strategy, product management, quality assurance, and product release, supporting annual revenues of \$250 million and a global client base of 5,200
- Led the technology team responsible for preparing the company's product platform for an IPO; company successfully launched its IPO in 2006
- Led the selection and technology due-diligence process for two major acquisitions in 2005–2006 that subsequently accounted for 28% of the company's total revenue
- Supported the executive sales team to close three of the largest Fortune 500 deals in the company's history, totaling \$35 million in recurring revenue over a 3-year period

Areas of Expertise

Technology Leadership

- Managed a \$62 million budget and a workforce of 380 technical and professional services staff
- Analyzed the company's technology and product line investment strategy and realigned the development priority, improving product line profitability by 37%
- Established a divisional structure and performance management benchmark process and hired 162 international professionals to support the company's global expansion into 13 new countries
- Reduced turnover by 56% and increased the international team's industry experience by 34%
- Modernized a \$30 million division to improve productivity and product quality and reduce cost
- Increased client referenceability by 300%, contributing to record sales in 2007
- Led executive project steering committees for Global 2000 clients from the retail, pharmaceutical, financial, hospitality, transportation, government, and educational sectors
- Led large-scale global implementations worth over \$60 million in recurring revenue
- Resolved complex technology and integration issues and recovered a multimillion-dollar Fortune 500 account that was in transition to a leading competitor

Software Development

- Introduced advanced Agile/Lean development methodologies, improving product quality and output
- Released the company's Software-as-a-Service (SaaS) architecture for the SMB market in 2006 and expanded partner channel reach globally, resulting in capturing 42% of the SMB market
- Managed the integration of five acquisitions—psychometric and predictive intelligence applications and successfully released Enterprise6 and SMB2
- Expanded the company's product footprint by launching 12 new leading products in 5 years
- Introduced breakthrough process checkpoints, project metrics and ship-criteria which improved implementation process and overall project quality
- Contributed to profitability gains of 42% by driving product processes and quality improvements

Professional Services

- Managed a \$37 million Professional Services Business with margins of 27% and 12 product extension services with margins of 64%
- Developed and implemented a management reporting system to track and monitor billable hours, consulting capabilities and resource availability for large consulting engagements
- Led 120 globally disbursed project managers/consultants with a keen focus on delivering exceptional service quality which led to winning the industry services excellence award in 2007 and 2008
- Implemented a common solution library which reduced internal implementation costs and the client's total cost of ownership
- Developed and delivered customizations to support complex business requirements of very large, globally distributed clients with 150,000 employees

IT Consulting

- Hired to manage the Technology Unit of a Global Outsourcing Consulting firm with full accountability for selling and managing large scale technology acquisition and implementation contracts
- Prepared and presented ROI proposals to C-Level decision makers which led to the sale of large technology projects generating over \$20 million in consulting revenues
- Led the development and delivery of several multi-million dollar custom software projects
- Managed a large scale implementation for a Texas-based Fortune 500 company in eight languages which involved working with 35 of their internal and external consultants
- Recommended the best product acquisitions and implementation strategy to meet client's business requirements, typically reducing total cost of ownership by 30%

Employment

HORASE TECHNOLOGY CONSULTING, Delaware, USA

2008–present

Principal Consultant

- Provide technology acquisition and implementation advisory services to Fortune 500 clients within the financial, insurance, and retail sectors
ABC WORKFORCE MANAGEMENT CORP., California, USA 1999–2008
- ABC Corp. is a market leader in Global Software Solutions with revenue of \$200 million. The company sells software enabling large organizations to deploy and manage their workforces for optimal profitability.
- Fast-tracked through several progressive roles to the position of Vice President, Technology, 04/08
MERCER CONSULTING GROUP, New York, USA 1992–1999

Manager/Senior Consultant

- Sold and managed large HR projects generating millions of dollars in consulting revenues for the firm

Education

- University of Delaware, USA, Associate’s Degree in IT and Management 1991