

# John P. Doe

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## Career Summary

Seasoned Sales and Marketing Manager with over 15 years of experience in advertising sales, information systems marketing, and retail portfolio management. Creative, forward thinking professional with demonstrated proficiencies in business development, opportunity identification, conducting technical and executive level presentations, developing and maintaining key relationships, and creating sales pipelines. Experience in building and expanding businesses, negotiating and brokering key advertising agreements, and implementing efforts proven to deliver increased revenues and enhance bottom-line profit. Proficiency in building rapport and communicating features and benefits of branded solutions with key stakeholders and many levels of organizational leadership.

## Core Competencies

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Prospecting & Lead Generation

Key Account Acquisition & Retention

Customer Relationship Management

Executive Presentation & Negotiations

Strategic Sales & Marketing Campaigns

Visibility Management

Budgeting, Forecasting, & Planning

Cross-Functional Leadership

Staff Development & Management

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## Professional Experience

Territory Sales Manager  
Company 1

Arlington, VA  
2005 – 2012

Served as a Territory Sales Manager for a market leader in information database and periodical delivery, managing field sales staff and client relationships, overseeing customer relationship management programs and systems, coordinating interdepartmental content distribution efforts and multifaceted marketing programs, and strategically analyzing market statistics to identify areas of opportunity. Specific accomplishments and involvements include:

- Consistently exceeded regional sales goals: Exceeded sales goals by more than 35% for multiple consecutive years. Awarded company's highest honor, Sales Club Membership (top 1%) in multiple years.
- Analyzed market opportunity and developed sales projections and strategies. Worked with field reps to identify leads and develop presentation strategy and effective closing techniques.
- Regional Marketing and Business Development Management: Managed sales and distribution of print and electronic reference content to educational and government institutions, corporations, etc. for a 6 state region. Developed solutions and product packages to deliver client value.
- Interdepartmental Marketing Collaboration: Responsible for interdepartmental collaboration of marketing efforts (marketing, editorial, customer service departments) and facilitation of funnel distribution of content and marketing information; conducted direct mail, email, phone, and web marketing.
- Customer Relationship Management: Responsible for managing CRM information and databases; utilizing Constant Contact marketing software for customer identification and CRM interface; Managing internal prospect database; conducting web research; meeting with decision-makers and clientele, etc.
- Customer Order management: Conducted oversight of ordering processes, delivery, etc. ensuring adequate fulfillment of customer requirements. Conducted after-sale marketing and customer service activities to maintain healthy client relationships.

Advertising Sales Consultant  
Company 2

Fairfax, VA  
1999 – 2005

Independently prospected, consulted on business advertising needs, negotiated sales terms, and closed agreements as an Advertising Sales Consultant for a national leader in employment advertising. Served as an integral part of the company's original sales team in a product launch that has since grown to represent 80 products delivered to 75 major markets and the internet. Notable involvements and accomplishments include:

- **Initial Market Penetration Team/Brokered critical initial contracts:** As part of the initial sales team, brokered multiple critical initial corporate advertising agreements that served as the baseline for the company's rapid expansion, to include the first employment advertisement on behalf of Jet Blue Airlines.
- **Instrumental in facilitating product's 900% circulation increase:** Conducted Market Research to pinpoint strategic distribution points; Utilized various commuter, transportation, economic, and demographic media sources to identify and prioritize product placement for optimal exposure.
- **Developed strategic advertising plans for clients:** Determined client needs and financial tolerances to develop optimal advertising strategies. Consulted on client specific challenges and developed schemes based on requirements and previous advertising campaigns.

Manager / Buyer  
Company 3

Dunn Loring, VA  
1997 – 1998

Managed Housewares and Receiving departmental operations as a Manager and Buyer for a big box textiles, housewares, and decorative home accessory company. Managed a team of 21 staff members, including identifying and selecting candidates, training, identifying and mentoring leaders, etc. Developed weekly plans and sales metrics for the department and store; realized sales 22% sales increases; integrated new receiving system realizing operating savings in excess of \$75K. Facilitated a team oriented environment, ensured a culture of customer focus and service, managed daily and strategic operations.

Assistant Store Manager  
Company 4

Allenwood, NJ  
1996 – 1997

Served as an Assistant Store Manager, assisting in all aspects of operational management, scheduling, staffing, ordering/merchandising/receiving, etc. Instrumental in planning and opening of three new retail locations.

District Sales Manager  
Company 5

Trenton, NJ  
1994 – 1996

Managed 11 retail stores in a four state region, consisting of the company's two highest performing locations. Responsible for 16 new store openings, recruiting, hiring staffing actions; determining and meeting/exceeding portfolio sales goals; etc. Set new regional sales records for both sales and operating margin.

Manager  
Company 6

Philadelphia, PA  
1991 – 1994

Opened and managed multiple full-service restaurants, bars, and video arcade venues in Houston, Atlanta, and Philadelphia that generated approximately \$5M in annual sales. Deployed & implemented a new revenue control system; achieved company quality control and safety records for multiple years.

Air Traffic Controller  
US Army

Fort Bragg, NC & Germany  
1984 – 1987

Honorable Discharge; Humanitarian Service Medal.

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## EDUCATION

Salesforce University  
Enhanced Sales Training Program

2003  
Fairfax, VA

Army Air Traffic Control School  
Communications & Air Traffic Control Program

1985 – 1987  
Dover Army Base, Anderson, WV

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## Community Service

Very active in volunteer and community service activities, such as delivering meals to the elderly for Meals on Wheels.