

**JANE DOE**

777 Continental Street  
Anytown, TX 77000  
(925) 555-5555

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**OBJECTIVE:** A position as Sales Manager or Account Executive

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**SUMMARY OF QUALIFICATIONS**

- Twelve years successful experience in direct sales.
  - Extensive practical hands-on experience as co-owner and manager of a small business.
  - Motivated and enthusiastic about developing good relations with clients.
  - Effective working alone or as a cooperative team member.
  - Professional in appearance and presentation.
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**RELEVANT SKILLS****SALES & NEW ACCOUNT DEVELOPMENT**

- Increased a small publication's advertising revenue through market research and promotion.
- Developed new distribution outlets for a special-interest magazine in California.
- Made cold calls and follow-up visits to retail outlets throughout the region.
- Organized detail route books and financial record keeping.
- Successfully increased readership by more than 40 percent over a two-year period.

**CUSTOMER RELATIONS**

- Served as vendor representative for Jana Imports.
- Coordinated product information and distribution for 75 field representatives.
- Evaluated and promoted giftware products at trade shows.
- Built and maintained relationships with new and established customers.

**ADVERTISING, MARKETING, DISTRIBUTION**

- Organized and styled merchandise for effective presentation in a giftware catalog.
  - Kept accurate computer records of inventory, international suppliers, brokers and shippers.
  - Handled all aspects of order taking and processing.
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**EMPLOYMENT HISTORY**

6/1994 – present	Sales Coordinator	Jana Imports – Oakland, CA
5/1990 – 6/1994	Distribution Coordinator	Keen Publishing CO. – Oakland, CA
2/1988 – 5/1990	Manager	Local Hardware – Oakland, CA

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**EDUCATION**

Bay City College, San Francisco, CA  
Bachelor Degree, 1990

~References Available Upon Request~