

# JANE SMITH

123 Continental Way - Anywhere, TX 12345 - (555) 123-4567

## OBJECTIVE

A position as Sales Coordinator, Representative or Account Executive.

## SUMMARY OF QUALIFICATIONS

- Twelve years successful experience in direct sales of a range of products and services.
- 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.

## 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 Northern California.
  - Made cold calls and follow-up visits to retail outlets throughout the region.
  - Organized detailed route books and financial recordkeeping.
  - 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 and major accounts.
  - Promoted giftware products at trade shows throughout the region.
  - Handled face-to-face contacts with new and established customers.
- Oversaw the production of advertising and its placement in major trade publications.

### *ADVERTISING, MARKETING, DISTRIBUTION*

- Organized and styled merchandise for effective presentation in a 20-page giftware catalog.
- Maintained accurate, current computer records of inventory, international suppliers, brokers, and shippers.
- Handled all aspects of order taking and processing, both at Bill's Dairy and Jana Imports.

## EMPLOYMENT HISTORY

2001 – Present	Sales Coordinator	<b>JANA IMPORTS</b> , Oakland
1996-2000	Distribution Coordinator	<b>DEJA VU PUBLISHING CO.</b> , San Rafael
1990-1995	Co-Owner / Manager	<b>BILL'S DAIRY PRODUCTS</b> , Livermore

## EDUCATION

1987-1990	Liberal arts studies	<b>Bay City College</b> , San Francisco
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