

Resume Results: This resume won the client many offers in less than a month from which she chose a senior management position.

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**Product Sales & Marketing • New Market Penetration
Team Building • Account Acquisition & Growth • Customer Service**
"A great asset to any organization."

"Extremely creative and reliable" Sales and Marketing leader" delivering "top notch results" in revenue growth and client satisfaction with "the highest degree of integrity." Mentor top performing sales teams while bringing new media advertising channel from non-existence to market leadership. Willing to relocate.

Relevant Professional Experience

Fastmoving Newspapers Ltd.

Vancouver, BC

National Account Manager/ Digital Media

August 2005 – June 2009

Cross Continent chain of 50 community and mid-size daily newspapers.

Hired by CEO to build new chain wide digital media advertising division without affecting existing print media markets. Devised and initiated successful unified development strategy for online marketing in synergy with print media.

Led development of new media and site features including: news as it happens, mobile alerts, video uploads, user generated content and alternative advertising opportunities including sponsorships, content partnerships and online career portals. Transitioned Canadian websites from hodge-podge of local sites to national network running Industry Standard platform, Interactive Advertising Bureau (IAB) compliant inventory and reporting systems.

Designed and gave sales presentations, won clients and built up accounts. Coordinated production of all sales and marketing tools and wrote national training manual for online sales reps; hired trained, empowered and mentored team of 7-10 regional marketers.

Developed divisional marketing and IT budgets. Reorganized and managed 15 – 20 staff IT department. Recommended all IT hires and hardware purchases including ad server, in-house server, and fiber optics.

- Grew ad revenue from 0 to 7 figures and fully profitable status in 3 years.
- Secured competitive edge in each market, growing local website visits by several thousand per cent, (e.g., grew one website from less than 10K views/month in 2005 to over 450K views/month today), enabling base rate increases of over 300%.
- Regularly achieved up to 650% of assigned sales quotas.
- Grew client base from 0 to over 350. Continued to grow own national client base while managing division.
- Initiated monthly sales team conference call and newsletter, sharing challenges and successes, resulting in increased growth in all markets.
- Hired and mentored saleswoman who tripled regional revenue.
- Grew additional revenue from 0 to over \$450K in 3 years by marketing in-house IT operation to outside clients. Grew outside IT clients from 0 to over 300.
- Led IT department to "buy in" to sales goals, creating sales driven technical development.

Athletics for You

Vancouver, BC

Retail Manager

February, 2005 – July 2005

Local clothing design firm.

Hired, trained and mentored sales staff. Set sales quotas and instituted team training sessions.

- Increased revenues by approximately 35%.
- Extended average length of employment of retail team members from 3 months to 1 year.
- Revised inventory tracking system; eliminated product loss / theft by 25%.
- Implemented Client Database and mailing list, VIP invite-only client events and referral program.

Double Car Dealership

Thunder Bay, ON

Car & Truck Sales

July, 2004 – December, 2004

Twin dealerships owned by same owner.

Sold cars and trucks to individual and business customers. Studied product specifications to gain detailed product knowledge.

- Sold 8 – 10 new vehicles / month almost doubling sales quota.

Olde English Pub

Thunder Bay, ON

Manager

April, 2001 – September, 2002

Casual Fine Dining Bistro.

Team leader for both front of house and kitchen staff. Direct supervision of 25-30 employees. Set sales goals, hired and trained supervisors, serving / bar staff, managed overhead costs and inventory control.

- * Created Sales and Operations Manual.
- * Implemented ongoing sales training and product knowledge testing alongside employee incentive programs (both front of house and kitchen staff).
- * Restaurant achieved fully profitable status within 1 year versus average start-up target of 3 years.

Education & Professional Development

Carleton University

BA Linguistics and Applied Language Studies (concentration German)

2000

Lakehead University

BA Political Science - Major in International Politics

2002

St. Lawrence College

Post Grad Diploma Acquired Brain Injury Rehabilitation Specialist

2003

Awards & Presentations

Canadian Newspaper Association

Canada's Most Well Read Newspaper Award (print and online)**CNA Online Advertising Conference**

Hamilton, 2006

Presented recommendations for newspaper specific sales opportunities on websites, introduced new online-specific pricing strategy, addressed in-house accounting challenges for online inventory and made recommendations for solutions via specialized sales contracts / reporting / billing strategies and reconciliation methods.

Computer Skills

- Advanced MS Office skills (Word, Excel, PowerPoint, and Outlook).
- Windows OS, Ubuntu OS (Linux based).
- Developed knowledge of CMS (content management systems), both proprietary and open source.
- Strong knowledge of Ad Serving software, Analytics and Reporting Software (proprietary and open source, integrated and stand-alone).

Excellent References available on Request

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