

Resumé Makeover #3

Tips to help you transform your resumé from so-so to sensational.

Before

After

Use standard fonts, such as Calibri, Arial, Tahoma, Verdana, Times New Roman, Cambria or Garamond.

Don't include your street address, just city and state. Always use a professional email. Personalize your LinkedIn URL to eliminate the random string of characters.

Exclude full sentences and personal pronouns from your resumé. Keep the summary brief but persuasive by highlighting job-relevant expertise.

This format wastes space and lists clichés (e.g. "team player") instead of skills. Include job-specific skills that can be substantiated in the experience section.

List the exact title of your credential and exclude the word "degree."

Provide an estimated graduation date, not a date range.

Sally Student

200 W 44th St, New York, NY 10005 | 000-000-0000
Shopaholic1@email.com | www.linkedin/in/123ks-op/TLM

QUALIFICATIONS:

I have over 8 years of sales experience on the regional and national level. I am a former technology professional who transitioned into selling technology. I have earned two college degrees in Cisco Networking Technology and in business marketing. I have the ability to multi task and be a team player in any environment. I am a dedicated worker and will go above and beyond to achieve my goal and complete any task that I am assigned to. I am flexible, creative and I can think for myself. I am a high achiever and want to grow with a company that will challenge my abilities allowing me to be a successful asset to your company.

SKILLS:

- Team Player and Self-Starter
- Self-Motivated, Hard Working
- Experience using SalesForce
- Ability to Sell Software
- Experience in Lead Generation
- I am proficient in in Sales Forecasting
- Strong ability to Develop New Business
- Excellent at Product Demos
- Excellent Communication Skills
- Previous Territory Management Experience

EDUCATION

Associate's degree in Cisco Networking Technology, 2008 - 2010
Local Community College – San Francisco, CA

Bachelor's degree in marketing, 2017 - 2021
University of Phoenix – Tempe, AZ
Relevant Coursework: Business Communication, Accounting, ethical and legal issues, microeconomics, marketing

EMPLOYMENT

May 2019 - Present HERMES INC. – New York, NY Account Executive
Responsible for new business development. Deliver sales presentations to executives in order to close sales. Collaborate with leadership to develop sales strategies and update team on performance goals. Responsible for managing day to day tasks and prioritizing activities in order to attend to all client needs.

July 2018 – January 2019 ACHME TECH INC. – New York, NY Key Account Manager
Responsible for developing and maintaining client relationships with top accounts. Constructed a database of qualified clients likely to use our product and communicated with that database regularly.

June 2017 – July 2018 ACHME TECH INC. – New York, NY New Business Accounts
Responsible for developing new business. Operated in the high-capacity of a monthly cadence and monthly quota. Qualified opportunities and developed a strong pipeline. Accurately forecasted sales activity in Salesforce.com.

February 2013 – May 2017 CONCERGE LEARNING. – San Francisco, CA Sales Rep
Responsible for promoting and selling eTextbooks and other products to higher education institutions within the Pacific Northwest territories.

April 2010 – February 2013 NOVA ENTERPRISES, LLC – Oakland, CA User Support Specialist
Provided user support for 200+ users and assisted with various IT projects. Resolved technical issues for customers

SALLY STUDENT

New York, NY | 000-000-0000 | sally.student@email.com | LinkedIn/in/sallystudent

SOFTWARE & TECHNOLOGY SALES PROFESSIONAL

Software as a Service (SaaS) | Sales Presentations | Key Account Management

Expert in building strong alliances with C-level clients and delivering sales presentations and product demos that have increased sales revenue for industry-leading software companies. Highly self-directed with a history of exceeding monthly sales targets and excelling in fast-paced, team-oriented environments.

Skills Summary

Sales Cycle Management, Lead Generation & Qualification, Sales Forecasting & Reporting, New Business Development, Client Needs Analysis, Market Research & Analysis, Territory Management

Sales Tools: Salesforce, Microsoft Dynamics 365 CRM, LinkedIn Sales Navigator, Zoom Info, G-Suite, Slack, Zoom, GoToMeeting, WebEx

PROFESSIONAL EXPERIENCE

HERMES INC. – New York, NY May 2019 – Present
Account Executive
Spearhead new business development of cloud-based (SaaS) email marketing technology in the Northeastern United States for this multimillion-dollar software firm. Deliver executive-level sales presentations in-person and via web conferencing software. Collaborate with leadership to develop new business and marketing strategies. Prospect new clients through cold-calling, email, and in-person meetings.

Key Accomplishments

- Consistently ranked in the top three salespeople out of 45 for overall highest revenues achieved company-wide, generating over \$3.4 million in new sales since hire date
- Overachieved sales quota three years in a row by prospecting and developing untouched new territory, including Fortune 100 and Fortune 500 companies
- Awarded "Performance Excellence Award" within first year of hire for exceeding monthly sales quotas

SALLY STUDENT

000-000-0000 | sally.student@email.com | Page 2

EDUCATION

Bachelor of Science in Business with a Marketing Certificate | August 2021
University of Phoenix – Phoenix, AZ

Associate of Applied Science: Cisco Networking Technology | May 2010
Greater Bay Area Community College – San Francisco, CA

PROFESSIONAL AFFILIATIONS

National Association of Sales Professionals | 2017 – Present
American Marketing Association | 2019 – Present

Place contact information on one line of text to save space for important information, like achievements.

Immediately communicate your job-relevant expertise with a headline and brief summary.

Provide sufficient context about your responsibilities and core functions before listing achievements.

Include quantifiable achievements that set you apart from your peers.

List education at the bottom of your resumé when your work experience is substantial and directly related to your job target.

Like the look? Download the "after" resumé template and other career support resources at phoenix.edu/blog/career-support/tools-resources.html