



Resume and Cover Letter Samples

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Christopher C. Wilson

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EXECUTIVE PROFILE: CHIEF REVENUE OFFICER

Revenue Growth | Organizational Leadership | Sales, Marketing & Customer Relationship Management

Leader in positioning companies for dynamic change and profitable expansion. Distinguished 15-year career marked by large-scale contributions to bottom and top line revenue and sparked by developing process improvements on both the business and sales sides. Noted throughout career for implementing innovative revenue streams, directing corporate strategy from all levels of the organization, and building sales teams.

PROFESSIONAL EXPERIENCE

EDUCATION PREP ONLINE • PERFORMANCE OVERVIEW

[Mar 2013 – Apr 2018] www.edupreponline.org

Chief Revenue Officer— New Haven, CT

Managed the P&L and a \$90 million book for a private educational service provider.

Key Initiative: Grew top line revenue from \$65 million to \$90 million; achieving double-digit growth 3 out of 5 years.

- **Revenue Growth: Updated the revenue model and delivered over \$3 million in year one.** Authored, pitched, and launched the current “Service as Consulting” model in 2017 to generate revenue year-round.
 - Uncovered new target demographics, emerging markets & product segments that contributed to long-term growth.
 - Employed market segmentation analysis and developed key criteria for qualifying high-value customers.
- **Organizational Leadership: Developed and aligned a multiyear strategic roadmap** by collaborating with the senior executive team and establishing and outperforming key performance indicators.
 - Led an organizational change and restructuring by managing a corporate re-branding in 2013.
 - Liaised with private equity stakeholders by representing the development group on the M&A team and board meetings.
 - Hired and managed a team of 15+ senior-level and per diem employees consisting of vice presidents, directors, Ph.D. level consultants, lobbyists, and related contractors.
- **Sales, Marketing & CRM: Installed and managed sales, marketing, and government relations groups.**
 - Decreased the sales cycle from 36 to 12 months by introducing the 2014 consulting model.
 - Developed a sales & marketing strategy for current and new territories, focusing on sustainable expansion.
 - Maintained a 92%+ customer renewal rate year over year by managing post-customer feedback and follow up.

AMERICAN BOOK PUBLISHING • PERFORMANCE OVERVIEW

[Jan 2011 – Mar 2013] www.amb.com

Vice President, Sales & Marketing West Region— Dallas, Texas

Managed the P&L and a \$145 million book within a 12-state region for an educational and trade publisher.

Key Initiative: Reached top performing sales region in 2011 by expanding new revenue streams.

- **Revenue Growth: Expanded into new markets and developed products.**
 - Coached the sales team by modeling ideal cross-functional selling which drove revenue and grew market share.
- **Sales, Marketing & CRM: Led a seasoned team of over 120+ regional sales managers, marketing professionals, training/implementation consultants, and field sales representatives** through a difficult market transition and ongoing business realignment.
 - Developed marketing campaigns targeting non-traditional clientele which augmented revenue streams.
 - Provided guidance on new product development and market trends. Managed training/implementation, customer success, retention, and renewals. Lead teams of lobbyists and field related resources as necessary.
 - Trimmed regional marketing costs by 24% and exceeded the Q1 and Q2 goal in 2013 by achieving a 130% EOQ.

[Sep 2009 – Dec 2010]

Vice President, Enterprise Solutions— National (*American Book Publishing*)

Identified, structured and executed multimillion-dollar, technology-rich enterprise sales in the top 100+ school districts and state departments of education. Managed regional teams comprised of Regional Vice Presidents, Channel Presidents, and regional managers.

Key Initiative: Disrupted traditional business model (print, textbook adoptions, categorical funding) and introduced an integrated enterprise solutions sales process.

- **Drove cross-functional, strategic sales** by collaborating with CEO, CFO, and other executive leadership members.
- **Introduced innovative solutions consisting of enterprise technology platforms, services, and content** by consulting with Superintendent, CEO, CTO and related executive level private/public industry leaders.
- **Interfaced with a team of lobbyists across the country as well as state and federal government officials** to champion industry innovation, remain abreast of legislation and provide industry perspective.

PRIOR PROFESSIONAL EXPERIENCE

Regional Sales Manager, Texas & Southeast U.S. Region [Jan 2009 – Sep 2009]

Hardcover Publishing www.hardcoverpublishing.com

- **Oversaw formative assessment/technology platform expansion across 13 states** in the southern region. Recruited, hired, and managed a team of six senior account executives.
- **Achieved 105% of sales goal by overseeing sales and implementation/training** for technology platform products within the territory. Managed the combined \$11 million sales goal for all sales reps and the account management team.
- **Identified and closed the single largest assessment deal** of \$500 thousand in year one. Additionally, helped win a multi-year and statewide Catholic diocese assessment contract of \$2 million annually.
- **Helped lead national expansion of a newly acquired company, growing revenue by 20% in year one.**
- **Closed single largest formative assessment deal in 2008** of \$350 thousand annually.
- **Developed and managed territory sales and marketing plans.**
 - Executed customer training, implementation, and renewals.
 - Designed and implemented cross-divisional marketing plans, which aligned extant product portfolio to critical areas.

National Director, Teaching and Learning Initiatives, Dallas, Texas [2004 – 2008]

Ed-Tech Solutions Co. www.harcourt.com

- **Met \$1 million individual sales quota** by serving as lead sales and implementation manager on all strategic accounts.
 - Acquired revenue producing relationships with strategic leaders and executive level teams within the Department of Education's large urban districts and related organizations.
 - **Won second-largest custom online deal in company history:** Department of Defense Education Activity Special Education Project (\$1 million).
- **Served on due diligence/M&A team** for three new company acquisitions. One of which delivered a 99% customer renewal rate year over year.
- **Co-managed a team of eight regional sales directors.** Developed sales, marketing, and training/implementation plans for current and newly acquired products. Generated all key proposals and contracts.

EDUCATIONAL QUALIFICATIONS & CERTIFICATIONS

University of Houston, Houston, TX 1998
Master of Education in Instructional Specialist/Educational Technology

University of Houston, Houston, TX 1995
Bachelor of Arts in Political Science & Business Administration

Licensed Real Estate Sales Agent: #774399 Texas Real Estate Commission (2018)
 Executive Education: *Optimizing Strategic Growth* Ross School of Business; Michigan University (2014)
 Lifetime Texas Teacher Certification *Bilingual/ESL/Early Childhood* Texas Education Agency (1996)

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MARTHA WALTON

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BUSINESS SCHOOL GRADUATE | SPECIALIZING IN FINANCE

Recent business school graduate combining an **educational background in finance** and **working experience with financial and accounting analytics**. Diverse analytical experience includes working for *University Network* (nation's largest developer of student housing communities) – and *TSI Insurance* (100M+ customers, operating at \$3.5B in income). Professional strengths include financial analysis, communication, and reporting. Experienced Microsoft Office user (Excel, Word, and PowerPoint). 5+ years of solid client relationship experience.

EDUCATIONAL QUALIFICATIONS:

University of Nebraska | Collins College of Business

Bachelor of Science in Business Administration

Graduated: May 2017

Major in **Finance**

- **Relevant Courses:** *Principles of Finance, Accounting, Money Banking, Financial Marketing, Corporate Finance, Statistics, Economics, Computer Based Systems*

PROFESSIONAL EXPERIENCE:

TSI INSURANCE, *Washington, VA*

Sourcing Consultant

Nov. 2017 – Present

- **Spend Analysis:** Led a project to analyze TSI's customer locations in comparison with auto body repair spending (with 30,000 line items and 5 years of data) to identify cost savings solutions.
- **Purchasing:** Negotiated best possible prices for company. Contacted suppliers across the globe for bidding; created and sent RFX reports.
- **Data Entry:** Recorded data from supplier presentations and contract negotiations into system.
- **Financial Analysis:** Researched list of potential suppliers for company needs; analyzed and selected short list of suppliers to meet company needs, while keeping costs to a minimum.

UNIVERSITY NETWORK, *Washington, VA*

Bookkeeping Intern

May 2016 – Aug. 2016

- **Accounting:** Reconciled all accounts receivable and completed month-end accounting procedures.
- **Finance:** Ensured appropriate revenue and expenses were maintained; monitored accounts while performing collection tasks in order to lower delinquent payments.

OTHER RELEVANT EXPERIENCE

COMMUNITY INSURANCE, *Washington, VA*

Underwriting Intern

Jan. 2017 – May 2017

- Integrated over 50K underwriting documents with a new department website, ultimately creating a centralized location for underwriting documents and company updates.
- Relayed new website features to underwriting personnel to ensure a smooth transition from previous process.

UNIVERSITY NETWORK, *Washington, VA*

Community Assistant

Sept. 2015 – Nov. 2016

- Implemented marketing techniques (personal selling, email marketing, social media) while closely tracking efficacy (financial return on investment).
- Built relationships with residents while handling complaints; oversaw \$453K in lease sales during employment.

COMMUNITY INVOLVEMENT

Delta Sigma Pi | *Professional Business Fraternity*: Acquired networking and communication skills, while participating in volunteer activities such as a biannual highway cleanup.

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EXPERIENCED HOSPITALITY LEADER

Food & Beverage | Management | Innovation

Hospitality food & beverage professional with 12+ years experience elevating brand standards and delivering impressive financial contributions. Credentials include a degree from the Cornell University School of Hotel Administration and The Culinary Institute of America. Superior leadership skills with the strong ability to rally team members and solve complex issues within hospitality operations.

- **Financial P&L responsibility:** Strong ability to analyze financial statements, implement solutions, and reduce expenses without sacrificing brand integrity. Identified \$20+ million dollars in strategic opportunities for various hotels in the last several years.
- **Brand consistency:** Maintains integrity of brand with a focus on details and consistency. Elevates brand standards, implements creative ideas, and drives guest satisfaction.
- **Industry expertise:** Involvement with Cornell's School of Hotel Administration, including guest lectures and participation in Food & Beverage Entrepreneurship and Restaurant Revenue Management Roundtables.

HOSPITALITY EXPERIENCE

THE TIMES HOSPITALITY GROUP, Frederick, MD

Project Manager

Nov. 2015 – Present

Partners with hospitality owners and operators to identify cost reduction and revenue growth opportunities. Brands include Hyatt, Hilton, Marriott, and Omni Hotels. Leads a team to drive change during 12-20 week projects. Observes and analyzes existing processes in order to improve efficiency, increase operational revenue, and reduce operating expenses.

- **Strategic Initiatives:** Identified \$14M in total cost savings and \$3.8M in revenue enhancement opportunity through observation and analysis. Generated a 7.78x ROI for organizations in their 1st year of implementation.
- **Team Leadership:** Trained and managed a team of 7 consultants and associates. Mentors individual team members, promotes members when appropriate, and coaches them on areas of improvement.
- **Project Management:** Establishes project budget and priorities in order to implement 50-100 custom-tailored initiatives at each property.
- **Relationship Management:** Developed relationships with property-level management; resulting in better buy-in for changes, positive performance reviews, new client referrals, and repeat business.
- **Concept Development:** Assists properties with improvement of processes and concepts, while ensuring consistent or improved guest satisfaction.

FREMONT HOTEL, Frederick, MD

Director of Food & Beverage

Apr. 2011 – Nov. 2015

Oversaw daily F&B operations and long-term strategic planning for The Freemont Maryland, a four-diamond hotel with a food service operation grossing \$9.6 M in annual revenue. Managed operations for three restaurants, banquets department, lobby bar, in-room dining, and a satellite food truck operation.

- **Revenue Growth:** Increased hotel revenue by \$1.7 M in a 4-year period.
- **Beverage Management:** Improved beverage management practices, including inventory management, ordering, and development of menus for restaurant, lounge, and banquets department.
- **Brand Improvement:** Transformed menu, design, and service style of hotel lounge to modernize experience; boosted value and increased revenue by \$447K per year.
- **Financial Planning:** Managed overall P&L responsibility for department, including budgeting, forecasting, capital planning, menu development, and pricing.
- **Leadership:** Provides close mentorship and training for a 16-person management team, while overseeing 64 full-time and 140 student employees.

AMERICA'S KITCHEN, Baltimore, MD

Kitchen Manager

Sept. 2009 – Mar. 2011

Led culinary teams for a variety of America's Kitchen's concepts and locations: California Kitchen, Bahama Island, and America's Steakhouse. Created new menu items for America's Kitchen, while partnering with local producers and purveyors to source high-quality seasonal ingredients.

- **Brand Consistency:** Ensured brand consistency through execution of standard operating procedures.
- **Operations Management:** Managed food production forecasting, food cost, beverage inventory and scheduling.
- **Corporate Experience:** Teamed up with corporate senior leadership to help create new menu items and standardized recipes that would be implemented in other Hillstone restaurants.

FOOD SERVICE MANAGEMENT CONSULTING, Baltimore, MD

Consultant

Apr. 2007 – Feb. 2008

- Hosted *Foods for Tots*, a children's television program, which would be aired monthly to 100,000 schools in order to promote healthy food choices.

CATERING DELIGHT, Baltimore, MD

Assistant Restaurant Manager

Apr. 2006 – Aug. 2006

- Created standard operating procedures for a multi-million dollar operation that would later be featured on ABC's *Shark Tank*.
- Hired, trained, and managed 45+ restaurant employees during restaurant's growth phase.

EDUCATIONAL QUALIFICATIONS

Cornell University, School of Hotel Administration, Ithaca, NY
Bachelor of Science

Graduated **2009**

The Culinary Institute of America, Hyde Park, NY
Associate Degree with Honors

Graduated **2006**

Recognition: Culinary Arts with Honors (Apr. 2006), Francis Roth Leadership & Student Government Service Award

SKILLS & CERTIFICATIONS

Food & Beverage Certifications— Certified Food and Beverage Executive (American Hotel & Lodging Educational Institute), Certified Professional Food Manager (National Environmental Health Association) | **Administrative**— Microsoft Excel, Microsoft Word, PowerPoint | **Food & Beverage Operating Systems**— Micros and Aloha POS, HotSchedules, Adaco, Delphi, Open Table

COMMUNITY ENGAGEMENT

- Member, **Cornell University Fraternity & Sorority Advisory Council**, 2015 – Present
- National Volunteer, **Pi Beta Phi National Fraternity**, 2009 – Present
- Past Fellow, **Society of Fellows at the Culinary Institute of America**, 2014 – 2016
- Past Board Member, **CIA/Cornell Collaborative Degree Program Industry Advisory Board**, 2011 – 2014
- Past Chair & Executive Vice Chair, **Cornell University Employee Assembly**, 2013 – 2015

For a complete list of experiences, skills, and community involvement, please visit me on [LinkedIn](#)

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MATERIALS AND LOGISTICS ANALYST

Project Management | Inventory Analysis | Telecommunications

Experienced Material/Logistics Analyst with 10+ years of experience delivering results with projects; assisting and leading teams from the planning phase to implementation within a variety of construction-based solutions. Accomplished leader within several asset and inventory management companies working with T-Mobile.

- **Project Management:** Experience approving and heading projects. Utilize planning, budgeting, and data analytics to lead teams to accomplish construction goals. Strong ability to identify inefficiencies in ordering workflows—and create strategies that improve efficiency and decrease costs for businesses.
- **Inventory Analysis:** Adept at understanding company strategy, production systems, and financing needed to determine the optimal inventory level. Demonstrated this by minimizing the amount of inventory on hand and restructuring ordering protocol, which significantly reduced operating expenses.
- **Telecommunications:** Unique understanding of the infrastructure and product vision behind the industry. Developed the skills required in communicating a various range of technical language within a business environment.

PROJECT MANAGEMENT EXPERIENCE

MOBILE ONE CELLULAR, Houston, TX

Construction Management Specialist

Dec 2017 – May 2018

Collaborated with the design team and construction crew to improve Mobile One through the development and maintenance of new and existing communications infrastructures.

- Conducted feasibility analysis on current and future projects, according to budget and resources allocation.
- Reviewed and approved applications for new projects, blueprints, and structural analysis.
- Defined a bill of materials to be ordered and manufactured for projects using construction drawings.
- Coordinated timely release of material to the construction crew and provided support during build.
- Counseled design team to ensure visual/pragmatic objectives were aligned with technical limitations.
- Met all project deadlines by determining strategic direction and implementation.

Material Project Coordinator

Apr 2013 – Dec 2017

Managed Mobile One's complete equipment lifecycle during builds. Provided asset and inventory management solutions in order to save time, increase efficiency, and significantly reduce their network maintenance operating costs.

- Met each build plan's deadline, budget, and project specifications to help it to become #1 market in the region.
- Recommended procedural improvements in the application stage of projects directly with management.
- Developed several tracking tools to reduce excess material and keep project budgets on track.
- Exceeded company goals by enabling accurate ordering, thereby reducing excess stock levels from 10% to 7%.
- Recognized for precise ordering and was tasked with training other staff on how to achieve similar accuracy.
- Authorized all material orders from construction managers - providing critical feedback for order improvement.
- Generated and prepared purchase orders to suppliers based on material requirements, availability and pricing.
- Scheduled general contractors to pick up project materials from local warehouse.
- Mediated between warehouse staff and management to resolve issues.

Maria Daniels

Project Coordinator

Sep 2008 – Apr 2013

Completed 3 projects for the market as lead Project Manager. Coordinated tasks related to new site builds as well as modification projects. Created a new position for the company, the Material Project Coordinator.

- Employed a company-specific tracking program to outline projects from initial plan to final build.
- Circulated initial construction drawings to managers, site acquisition team, and back to the draft firm for revisions.
- Created purchase orders for products and services.
- Updated the regional finance team regarding ongoing costs, ensuring they were projected to reach goals.
- Evaluated the worth of assets by creating rent roll reports alongside the leasing manager.
- Assisted the legal team by evaluating lease transmittal documents.
- Examined accounts payable and scheduled payments to optimize cash flow and maintain vendor relationships.
- Completed new vendor contracts for all market engineering teams.

OTHER PROFESSIONAL EXPERIENCE

MOBILE ONE, Houston, TX

Retail Store Training Manager

July 2004 – Sep 2008

Directed the daily operations of a retail store. Improved operational efficiencies, such as scheduling, the ordering process, budget creation, and inter-department communication, in order to help minimize financial risk. Delivered financial results based on key performance indicators and identified ways to manage and control store expenses.

- Hired, trained and developed sales and service associates to deliver a strong customer experience.
- Created a scheduling tool which decreased labor costs and improved overall management efficiency by 25%.
- Facilitated opening of 2 new retail stores in market.
- Delivered 55% year over year growth the first year through careful budget analysis, decreasing expenses, and dramatically increasing new and referral customers.
- Increased customer satisfaction scores by 10%.
- Recognized for company-wide process improvement plan.

PROGRAMS AND SKILLS

Business Solutions— Microsoft Office: Word, Excel (Advanced), PowerPoint, Access, Enterprise Resource Planning- SAP (Working Knowledge) | **Information Technology**— Telecommunications, LTE, UMTS, Visual Basic for Applications (VBA-Excel)

TRAINING AND EDUCATIONAL QUALIFICATION

Basic Logistics Management Certificate; *Rice University (Houston, TX)*

Apr 1998 – July 1998

Business Operations Diploma; *Rice University (Houston, TX)*

July 1991 – July 1992

Sarah Jones

City, ST | fakename@fakeemail.com | 999-999-9999 | [linkedin.com/in/profile-url](#)

Registered Oncology Nurse

HEMATOLOGY AND ONCOLOGY | RADIATION ONCOLOGY | AMBULATORY INFUSION SERVICES
CHEMOTHERAPY AND BIOTHERAPY | PALLIATIVE AND SUPPORTIVE CARE

Interpersonal Skills

Mentor | Facilitator | Influencer | Continuous Learner | Charismatic Leader | Analytical Thinker | Clear Communicator
Confident Decision-Maker | Generous Collaborator | Disciplined Achiever

Summary of Qualifications

- **Highly-organized oncology professional** with chemotherapy, biotherapy, and immunology certification and 12 years of experience delivering outstanding services to patients with acute medical conditions
- **Ethical and compassionate patient advocate** who is committed to the dignity and safety of every patient, and maintains the knowledge and skills needed for competent practice in emotionally sensitive environments
- **Collaborative and confident problem-solver** respected by colleagues and supervisors for sound judgment, strong interpersonal skills, and ease in providing a positive and comfortable atmosphere for colleagues, patients, and families

Professional Experience

Clinical Nurse II | Company Name

Month XXXX – Month XXXX

Administered chemotherapeutic agents adhering to ONS guidelines including clinical trials.

- Directed chemotherapy and biotherapeutics for patients following correct protocols and clinical practices
- Educated patients and families on managing effects of various therapeutic treatments and adverse conditions
- Supervised and instructed five support staff on procedures for assisting nurses and shaping a positive patient experience

Travel Nurse | Company Name

Month XXXX – Month XXXX

Provided outpatient services on 13-week assignments to meet facility staffing requirements.

- Maintained up-to-date documentation for all patients using EPIC, McKesson, and Allscript systems
- Implemented care as directed by interdisciplinary team; observed confidentiality, and safeguarded patient-related information
- Assessed patients' conditions and stability and advised clinicians on appropriate individual chemotherapy regimens

Charge Nurse | Company Name

Month XXXX – Month XXXX

Delivered direct care and emotional support to families and patients during the end of life.

- Provided medication and full range of patient care; communicated with families on patients' conditions
- Assessed pain and symptom management, counseled patients on medication protocols and side effects
- Confirmed proper documentation of all interventions to ensure timely and appropriate procedures

Staff Nurse | Company Name

Month XXXX – Month XXXX

Serviced patients and supported clinicians in medical surgical and oncology unit.

- Recommended treatment protocols following clinical orders; treated and supported up to eight patients nightly
- Collaborated with two nurses and four support staff to maintain patient safety and privacy

Education and Certifications

College of Nursing

2016

Bachelor of Science, Nursing (Presidential Honors)

Community College

2008

Associate in Applied Science, Nursing

ACLS | AHA BLS | [REGION] (RN297723) | [REGION] (95057028) | [REGION] (620660) | Oncology Nurse Certification
[REGION] Oncology Nurses Society | ONS Chemotherapy and Biotherapy Certified

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JESSE SCHILL

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GLOBAL SALES LEADER | EXPERIENCED SENIOR-LEVEL EXECUTIVE | BUSINESS STRATEGIST

SUMMARY OF QUALIFICATIONS

- HIGH-PERFORMING GLOBAL SALES LEADER** with sound business acumen, strong technical aptitudes, and extensive experience in developing winning teams, driving conversion rates, and achieving multimillion dollar revenue goals.
- EXCEPTIONAL BUSINESS EXECUTIVE AND SALES STRATEGIST** with a proven track record of success in dynamic, fast-paced environments and the ability to provide a comprehensive vision and creative solutions that deliver measurable results.
- EFFECTIVE COMMUNICATOR** who is motivated to create clear expectations and optimize internal processes, resulting in greater client engagement, higher sales productivity, and compounding growth. Fluent in English, French, Spanish. Conversational in Dutch.

KEY CAREER ACHIEVEMENTS

- EXAMPLE CORPORATION:** Built the Systems Management Division and increased annual revenue by \$500M
- SOFTWARE COMPANY:** Oversaw exponential sales growth in [REGION], [REGION], and [REGION]; increased the number of employees from 12 to 70 in three years and grew customer revenue by 47% year over year from 2002 to 2005
- EXAMPLE TECHNOLOGIES, INC.:** Delivered an increase of 800%+ in annual revenue for the [REGION]
- SOMEPLACE:** Redesigned the overall sales strategy, exceeding growth targets and reaching \$750K in increased annual revenue in five months

AREAS OF EXPERTISE

Leadership | Strategic Planning | Cyber Security | Sales Territory Management | Key Account Management | Enterprise Sales Cycles | Customer Relationship Management | Business Development | Cross-Functional Partnerships | Consultative Solutions | Budget Administration & Forecasting | KPI Monitoring & Risk Management | Communication | Problem Solving | Teamwork | Mentoring | Time Management | Presentation Skills | Organizational Skills | Negotiation

PROFESSIONAL EXPERIENCE

BUSINESS LEADER | REGION (ABBREVIATION)

MONTH XXXX—PRESENT

Company Name

City, ST, Country

Leads strategic business development and sales initiatives throughout [REGION], [REGION], and [REGION] for a large-scale cloud computing company. Coordinates with executive leadership and cross-functional teams. Oversees, mentors, and trains eight division managers.

- Achieved \$1.6M in revenue within two quarters, increasing sales by 2,000%
- Led the launch of a new security product for the EMEA, improving network security for customers and increasing revenue by 2,000%

VICE PRESIDENT OF CHANNEL SALES | REGION

MONTH XXXX—MONTH XXXX

Company Name

City, ST, Country

Drove international channel sales initiatives throughout the [REGION] territory for a privacy management software company. Collaborated with the marketing department to build brand awareness throughout the region. Established and measured sales goals for 25 team members.

- Overhauled the sales strategy by introducing and building the indirect sales division, achieving \$750K in increased annual revenue in five months
- Researched and analyzed market trends, accurately predicting funnel performance while simultaneously managing current revenue goals

PROFESSIONAL EXPERIENCE (CONTINUED)

SENIOR VICE PRESIDENT | REGION

MONTH XXXX—MONTH XXXX

Company Name

City, Country

Accelerated international expansion of a [REGION AND INDUSTRY] company. Cultivated strong cross-functional relationships with key internal stakeholders.

- Grew customer revenue by 40% from \$30M to \$42M in 18 months
- Outpaced typical onboarding numbers and grew the sales and marketing personnel from 45 to 85 team members within 11 months

SENIOR VICE PRESIDENT | REGION

MONTH XXXX—MONTH XXXX

Company Name

City, Country

Generated strategies for business development, account management, and product positioning within a highly competitive market for a leading [INDUSTRY] company in the [CATEGORY].

- Closed one of the largest contract deals to date with a large-scale multinational defense company, resulting in \$250K in revenue per year

VICE PRESIDENT OF SALES | REGION

NOVEMBER 2009—MAY 2015

Company Name

City, Country

Led sales strategies, program initiatives, and rollout projects for a company known for [COMPANY INFO]. Built mutually beneficial partnerships across organizations. Oversaw sales in 10+ countries and three regional managers along with their respective sales teams.

- Grew annual revenue stream in the [REGION] territory 800%+ from \$800K to \$8M within three years with 12 total team members
- Increased sales in the region from \$36M to \$56M while simultaneously managing a 45-person, cross-functional team, including personnel in sales, marketing, and technical roles

ADDITIONAL EXPERIENCE

SALES MANAGER | REGION

Company Name

Introduced best practices in strategic account management, including assigning dedicated account managers, creating a customer profile, and monitoring performance. Increased annual revenue in the southern European territory by 60% in one year.

VICE PRESIDENT OF SALES | REGION

Company Name

Led the company's transition from an internal Intel division to an independent organization and leading provider of services and infrastructure management. Established a clear vision aligned with the corporate strategy to share with employees, partners, and customers. Grew revenue by 47% year over year from 2002 to 2005.

REGIONAL MANAGER | REGION

Company Name


Built the System Management Division which generated \$500M in new revenue in the [REGION] region. Developed the deployment channel with service oriented partners, growing revenue in the [REGION] by 120% in nine months. Boosted sales and customer satisfaction in Spain and France by launching a successful market awareness campaign.

EDUCATION

- BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION | Name of University | City, Country
- BACHELOR OF SCIENCE IN COMPUTER SCIENCE | Name of University | City, Country

Pearl J. Sims

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TECHNICAL WRITER & EDUCATIONAL DEVELOPMENT SPECIALIST

Technical Writing & Communication | Relationship Building | Education and Curriculum

Experienced writer with over 20 years creating content and programs for publications, education, and education technology. Published author and freelance editor adept at building programs by using a Masters in Professional and Technical Communication and an applied understanding of the technology, research, and behavioral components behind strong communication.

Technical Writing and Communication: Interviewed top engineers and research scientists to produce writing samples, program instruction, and research papers (*American Institute of Technology*). Published textbook co-author (*Macmillan/McGraw-Hill*) and freelance editor for scientific and technical publications (*Undergrad- Merver*).

Relationship Building: Managed accounts for up to 85 different schools in Georgia; in charge of establishing relationships, maintaining client satisfaction, and technically training each account (*Strive for Literacy and School Systems*).

Education and Curriculum: Formerly certified Middle School teacher with experience building curriculum and developing courses (*Metro LA California School Districts; American Institute of Technology*) and developing workshops and classroom modeling for two successful reading & literacy technology solutions (*Strive for Literacy and School Systems*).

PROFESSIONAL EXPERIENCE

UNIVERSITY RESEARCH INSTITUTE, San Diego, CA

Research Associate/ Technical Writer

1997 – 2004

Part of a team of 6 writers who interviewed top engineers and research scientists to produce over 1500+ publications for the University Tech Research Institute, the nonprofit applied research arm of the American Institute of Technology. Created program materials and curriculum for various courses and policies.

- **Writing and Research:** Collaborated with research scientists in the Safety Health and Environmental Technology division to produce 15-20 writing samples and published articles each month.
- Authored and edited feature articles and technical reports about the Institute's research activities.
- Compiled, wrote, and edited grant proposals for the department.
- **Program Leadership:** Developed the presentations and instruction materials for International Standards (ISO) certification courses for university instructors.
- Authored training materials for occupational safety adherence laws (OSHA) for workers at an auto-repair shop.
- Developed a written tutorial for an online lesson-plan database for California schoolteachers.

STRIVE FOR LITERACY, San Diego, CA

Curriculum & Implementation Manager (Jan. 2017 – May 2018) | **Contracted Consultant** (June 2016- Dec 2017)

Provided account management for an educational technology which provides customized literacy instruction for two million students worldwide; helping students improve expected reading gains by 2-3 times in a single school year. Established and maintained program guidance to up to 85 schools in the region.

- **Program Leadership:** Led representatives in the California region to increase program success in each account.
- Developed customized instruction/curriculum and provided technical training and support for the software.
- Established relationships with teachers and administration; increasing satisfaction to 100% and retention by 90%.
- Monitored classroom reading data to help teachers and administrators make informed decisions.
- **Communication:** Trained over 100 schools in four weeks as part of a team of 20 other consultants.
- Presented daily through PowerPoint, hands-on tutorials, and through instructional journals on proper program use for each level of the school system-- teachers, department heads, administration, and district/board leaders.

SCHOOL SYSTEMS ADVANTAGE, Santa Barbara, CA

Implementation Manager

2012 – 2015

Delivered high-quality professional development workshops, classroom modeling and individual action-based consulting sessions for teachers, school administrators, and district personnel for a Reading and Math literacy improvement technology. Account manager for 80+ schools in the California region; reporting to the regional VP for Implementation.

- **Communication & Presentation:** Crafted written and oral instruction for direct users (teachers and students); utilizing flowsheets, documents, PowerPoint, and written instructional guides.
- Monitored individual classroom data and student progress; presenting to users any action plans in response.
- Led weekly meetings to support other account managers, and reported monthly to management based on user acquisition, retention, satisfaction, student development, and recommendations for improvement.
- **Program Leadership:** Identified barriers to implementation alongside school teachers and district personnel and provide suggestions to resolve challenges.
- Established relationships with teachers and administration; increasing satisfaction and user retention by 120.
- Responded to all stakeholders' needs and requests and implemented strategies for the entire South East region.

PUBLIC, PRIVATE, AND ONLINE SCHOOLS, Santa Barbara, CA

Middle Grades Teacher

1994 – 2012

Developed and delivered lessons based on California standards and district curriculum objectives for 4 schools over almost 2 decades. Instructed over 800 students in Language Arts (Reading/Writing), Math, Science, and Social Studies.

- Created, implemented, and evaluated daily curriculum plans to increase student achievement.
- Developed, administered, and scored assessments to evaluate student learning and progress.
- Created course material and other education supplemental materials to further classroom objectives.
- Prepared and maintained written documentation for district/state-mandated alternative learning programs— Special Education, Flexible Learning (FLP), and Response to Intervention (RTI).

TECHNICAL SKILLS

Writing and Editing— Microsoft Office: Word and Excel (Highly Proficient), Google: Sheets and Docs, WordPress
Presentation and Graphics— Microsoft PowerPoint, Keynote, Google Slides, Adobe: Acrobat, InDesign, Illustrator & Photoshop | **Education**— Strive for Literacy & School Systems Advantage (literacy and curriculum development), Adobe Spark Video, Google Classroom

EDUCATIONAL QUALIFICATIONS

Southern Polytechnic State University, Marietta, GA 1997
 Master of Science in Technical and Professional Communication
Focus in Science

Mercer University, Macon, GA 1994
 Bachelor of Science in Middle Grades Education (Science and Math)
Focus in Math and Science

WRITING EXPERIENCE AND QUALIFICATIONS

Textbook author; workbook and lesson plans for elementary level
 Freelance editor for technical and scientific publications for a research lab
 Technology grant editor, consultant, and panel member
 Contracted writer for improving textbook standards State Board of Ed.
 Certified California Educator (ELA, Math, Science, and Social Studies)

Macmillan/McGraw-Hill (2002)
Mercer University
California Department of Education
California Department of Education
T-5, Middle School (1994-2016)

Johnny Budd

City, ST | (999) 999-9999 | johnnybudd@fakeemail.com | linkedin.com/in/profile-url

[DATE]

Dear [Hiring Manager],

As an aspiring [position title] and an Intern at [current company], I am writing to express an interest in the [position title] at [company name]. Based on my experience working in a collaborative environment to investigate the effects of small molecules on crystal growth, I am highly qualified for the [position title].

- **I thrive in collaborative teams and projects:** During my tenure as a Research Admin at Corporation Canada, I collaborated with other researchers for four unique projects focused on crystal growth. We elucidated the mechanisms behind antimalarial drugs to run computer simulations to calculate the free energy adsorption of molecules to the hemozoin crystal surface. I also worked with senior leadership at the company to better understand the growth mechanisms of various zeolites. And finally, when working at the Research Lab developing a course-grained model, I presented our findings to management and fellow colleagues on a weekly basis to align our findings with theirs and better understand how our work would affect the overall model.
- **My work in coding and supercomputing leads to an efficient work environment:** When I worked on team at the Research Labs, I used supercomputers to analyze large data sets and integrated code alongside bash scripting to automate simulations. I developed a first principal model to represent highly energetic materials and ran simulations to obtain the energies of the system. With this system, I built a more accurate and less expensive model. And finally, I integrated Python, C++, and LAMMPS code to automate simulations and analyze the data utilizing a Python code. These automations reduced manual labor to nearly zero as older, inefficient system required manual input of all datasets.

As I transition into the data science industry, I know my educational career has given me a proven expertise that is a great match with the [position title]. My skills in collaborating with teams to reach an aligned goal and my ability to analyze large datasets with Python will align with the goals of [company name]. Please feel free to contact me via email or phone with questions or for further information. Thank you for your consideration, and I look forward to hearing from you soon.

Sincerely,

Johnny Budd

Skyler Johnson

City, ST | 999-999-9999 | email@fakeemail.com | [linkedin.com/in/profile-url](https://www.linkedin.com/in/profile-url)

Date

Hiring Manager Name, Title

Dear Hiring Manager Name,

In my search for a new challenge where I can leverage my proven experience building HR departments, developing process improvements, and managing teams, I was pleased to find [Company Name](#)'s opening for a [Position Title](#). I am eager to learn more about this exciting position, and have enclosed my resume for your review.

You will see my skill set encompasses a wide array of leadership functions, including developing HR policies and procedures, recruiting, hiring, and training, team building, and mentoring. I am well versed in organizational leadership principals and methodologies, federal and state employment laws, diversity, equity, and inclusion practices, and I continually look for opportunities to increase quality while lowering costs and building robust HR operations.

Notable highlights and strengths I will bring to your organization include:

- Led human resources initiatives for a 150-person company and directed the successful transition from paper-based system to electronic Human Resources Information System (HRIS)
- Developed Employee Communication and training rhythms to increase employee retention rate by 9%
- Applied effective people management skills, including recruiting, hiring, training, and team building
- [Add one specific to what they are looking for in the job description](#)

[Add 1-3 sentences describing why you want this job or why you want to work for this company. This is your opportunity to appeal to the hiring manager about why you are an ideal fit for this job. Look in the job description for experience, skills, and characteristics that align with your background and interests.](#)

It is my goal to work for an organization where teamwork, professional development, and continuous improvement are top priority. [Customize that sentence based on keywords from the job description if they differ.](#) I am certain my strong work ethic with drive, integrity, and commitment to excellence will make me a positive addition to your team. I welcome the opportunity to discuss how I can immediately add value to your department. Thank you in advance for your time and consideration.

Kind Regards,

Skyler Johnson

Ryan Kane

City, ST | 999-999-9999 | ryankane@fakeemail.com | [linkedin.com/in/profile-url](#)

Date
Board Chairman
Organization
City

Dear [Name],

I am an active and dedicated board member and volunteer for nonprofit organizations in the New York area, writing to express my interest in a board member role at [ORGANIZATION NAME]. A dentist by trade, I am committed to using my practical skills, leadership acumen, and passion for service to help make positive impacts in the community.

As [POSITION TITLE] and [POSITION TITLE] for [COMPANY NAME], I provide care to those who are justice-involved and historically underserved in four correctional facilities. I am responsible for a wide range of services, including general dentistry, oral health education, and nutritional counseling. An important part of my role is to build trust with the patients – creating a safe space for them, help them overcome their innate fear of dentists, and inspire them to improve their oral and personal health.

I am also an actively involved board member for two local nonprofit organizations – the [NAME OF FOUNDATION] and [NAME OF FOUNDATION]. As a member of the [NAME OF FOUNDATION] leadership team, I help raise funds and provide scholarships for underrepresented students in the community. In recent years, we provided four \$25,000 annual scholarships. In 2020, we raised over \$150,000, allowing us to award scholarships to even more deserving students. I contributed by securing a \$20,000 grant through my business and personal relationships.

As a member of [NAME OF FOUNDATION], I help recruit and vet prospective board members. I also collaborate with the foundation CEO in making strategic planning decisions.

A proud graduate of [UNIVERSITY], I continue my connection as Scholarship Chairman of the Alumni Association. I manage three scholarship programs, which provided a combined \$100,000 in scholarships, work to promote [UNIVERSITY]'s diversity goals, and continue a legacy of inclusion.

A leader in the community both personally and professionally, I am comfortable guiding teams and working collaboratively to make strategic decisions and drive goals. I am also an experienced fundraiser with a proven track record of success.

I look forward to discussing this opportunity with you, even virtually. Please contact me at RyanKane@email.com or 999-999-9999 to talk more about ways I can serve your organization.

Sincerely,

Ryan Kane

Maria Daniels

(000) 000-0000

Houston, TX

mariajdaniels@fakeemail.com

[in](#) /in/mariajdaniels

May 11, 2018

[Company Name]

[Company Address]

City, State ZIP Code

Dear [Contact Name],

As an experienced Materials and Logistics Analyst with a strong focus in telecommunications and construction, I am writing to express my interest in applying for the [Position Title] position at [Company], which I learned about through a job listing on [Source]. Based on my 10 years of experience working with Mobile One as a construction and inventory analyst, I believe I am highly qualified to deliver, support, and provide leadership for technology-based solutions. I believe my expertise with logistics and supply chain management in a hands-on setting paired with my passion for customer service present me as a well-prepared candidate for this position. Below are just a couple of experiences that enabled me to be a great fit for [Company]:

- I've gained a comprehensive understanding of logistics, procurement, and supply chain management in my experience working with Mobile One through asset and inventory management companies. I consistently analyzed and evaluated purchasing and inventory programs in order to improve efficiency while improving the overall ordering process. I estimated and tracked accurate ordering levels and was even asked to train other team members after lowering excess stock below the company goal by 3%. In 2013, I demonstrated my ambition by defining a new position for myself, the Material Project Coordinator, so that I could impact the growth of each project.
- [Position Title] demands a high-level competency in consumer focus, which I have demonstrated through my job trajectory. Starting my career in a retail store honed my strong product knowledge, understanding of how various materials affect actual operations, and my unfailing desire and care for great customer service. Additionally, it demonstrates my professional goals for consistent personal innovation, relationship building, talent management, and leadership.

I'm passionate about my work in supply chain management, inventory analysis, and customer relations. Most importantly, my career thus far has helped me develop unique expertise that is a great match to the [Position Title] role at [Company]. Throughout my experience, I have demonstrated excellence in effective, innovative and impact-oriented strategies and solutions, which I believe will be of great value to a dynamic organization like [Company].

If you have time to chat by phone or email, my contact details are on my resume. Thanks for your time and consideration, and I look forward to hearing from you.

Sincerely,

Maria Daniels

[Return to Top](#)

JESSE SCHILL

City, Country | +99 999.999.999 | jesseschill@fakeemail.com | linkedin.com/in/example-url/

[Date]

[Company Name]

RE: [Job Title]

Dear [Hiring Manager],

As an accomplished senior executive who specializes in building high-performance teams and achieving multimillion dollar revenue goals, I am writing to express my interest in the position of [Job Title] at [Company Name]. I am confident that my extensive experience as a global sales leader in technology-based security solutions has prepared me to take on the [Job Title] role. Additionally, I believe that the following qualities make me an exceptional candidate for your team:

- **I have in-depth knowledge of global sales strategies.** Throughout my career, I have gained valuable experience in managing worldwide sales with a special focus on regions in Europe, Canada, and Russia, and I have been able to maximize revenue with unparalleled success. Most notably, I oversaw security and technology sales in 10+ countries as the Vice President of Sales at Big Name Company Inc. where I was able to grow the annual revenue stream in the region from \$800K to \$8M in my first three years at the company. I achieved this impressive milestone by establishing a clear vision and creating roadmap; hosting lunch and learn sessions; and empowering my 12-person team to succeed. Later, I increased sales numbers in the region from \$36M to \$56M by taking a solutions-based approach to the marketplace. I plan to leverage this skillset for my future salesforce at [Company Name].
- **I am dedicated to building relationships and creating long-term partnerships.** My work largely centers on developing sales strategy, implementing change management programs, and leading complex projects; however I am most passionate about establishing and maintaining strong business relationships and partnerships. This is exemplified by my time as Vice President of Sales at Technologies Corp. I was charged with leading the transition after the company formally separated from Intel. My 8-person team worked together to develop a mission, vision, and goals that could be shared with all employees, partners, and customers. Within three years, the total staff grew from 12 to 70, and the number of business partners increased from 14 to 80. This was accomplished by instilling a strong sense of integrity, work ethic, and business acumen into the company culture.
- **I am a dynamic leader in the technology sector and security industry.** In my professional experience, I have developed extensive expertise in cyber security technology and business management. My career ranges from helping build a \$1M startup to scaling multibillion dollar, publicly traded companies. In all cases, I have had the opportunity to guide my team through challenging situations, and I take pride in bringing fresh ideas to every setting. I am hopeful that my next challenge will involve continuing to grow my diverse skillset with your exemplary company in [Location].

As a business leader with substantial knowledge in strategic operations and tactical execution, I am confident in my abilities to excel at [Company Name]. I look forward to discussing the [Position Title] position with you in the near future. Please contact me at [PHONE] or [EMAIL] with questions or for further information.

Sincerely,

Jesse Schill

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