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Your name: Your name should appear on a single line at the top of the page. It should be larger in appearance than the rest of the resume, and you may also want to make it bold. Both will make it more readily recognizable.

Your address/contact info: This field can be either centered or flushed right or left—either is fine as long as you keep it at the top of the document. That way, it parses better in a search.

B2B MARKETING EXECUTIVE

Hands-on, business to business marketer with a consistent record of delivering profitable growth. Skilled in both setting marketing strategy and executing multi-channel plans. Experienced at building and leading efficient marketing teams that increase brand awareness and deliver leads. Proficiency driving sales activity and executing a wide range of marketing strategies designed to establish market presence.

- Brand Building | PR | Advertising
- Lead Generation | Email Marketing
- Marketing Communications
- Multi-Channel, Dealer/Partner Marketing
- Online Marketing | Social Media Strategy
- Sales Compensation Design
- Sales Incentives | Events
- Post Merger Integration Specialist

PROFESSIONAL EXPERIENCE

BONJOUR, Washington, D.C.

2012 – May 2020

\$1 billion international company headquartered in Leon, France that provides software, hardware and services to integrate physical and digital communications.

Vice President, Marketing

Led a marketing team of 8 with a budget of \$6 million. Drove Marketing & Communication team to advance the company's brand identity in a market dominated by a single player. Revenue contributor that developed and implemented an integrated strategic communications plan to advance Bonjour's brand identity, broaden awareness in the market, and increase the visibility of its programs across key stakeholder audiences.

- Key contributor of 5% year over year organic growth in an industry declining 6% per year, by developing and implementing creative multi channel marketing programs.
- Integrated two marketing departments and two brands that increased marketing effectiveness and contributed to corporate EBIT. Integration included talent alignment, re-branding, E-business strategy and user experience.
- Developed web marketing strategy for all 4 corporate web properties. Efforts increased organic and non-branded traffic and sales leads 15% or more annually.
- Reduced customer support calls by 25%, increased customer satisfaction by 7% and improved customer experience by creating and leading a cross-functional web team that overhauled company's customer portal.
- Increased brand awareness, boosted online sales leads and reduced customer calls by creating a corporate social media policy, strategy and program.
- Developed and implementing a customer transpromotional marketing strategy that increased new product leads by 4% and sales by \$650,000.

WINTERMAN, INC., Alexandria, VA

2008 – 2012

Acquired by Bonjour S.A. in 2008. Winterman was a \$100 million international mailing and shipping software company, based in Lucerne, Switzerland.

Vice President, Marketing (2008 – 2012)

An officer of the company responsible for all aspects of marketing and the overall strategic direction of the organization. Managed \$7 million budget and a team of 10. 5 product managers and a marketing communications team of 6.

- Developed and executed a marketing strategy contributing to year over year revenue growth of 4%.
- Created new and unique online and print ad campaign that contributed to greater brand awareness and an increase in competitive sales leads by 33%.
- Negotiated strategic alliances/partnerships and managed their brand integration which resulted in the reselling of three third party products and the addition of \$4 million in annual revenue.

Title line: Create a short and specifically descriptive title that encapsulates the position you are looking for.

Text description: Include a (2-3 sentence) professional summary that "top-lines" what you can bring to this role.

Skills/achievements bullets: Imagine the reader has only 30 seconds to scan your resume: What do you most want them to know about you? Use this section to highlight your most relevant skills to this specific job, and/or the role to which you aspire. This should not be a laundry list of everything you've ever done!

The BODY of your resume: Highlight the qualifications that are most relevant to the specific job you are applying for in the position description and accomplishment bullets for each role.

Company description: Reviewers need to understand how your employment background has prepared you for this job, and they may not be familiar with the specific companies in your past. For each of your main companies, include a short description (their size and what they do).

Position description/responsibilities: For each role, briefly describe your specific responsibilities within the context of the contributions you made.

Individual role bullets: These should list the ways you achieved what you were hired to do. It should also list data-driven examples, showing the impact of your work to the organization—such as campaigns, important assignments, etc.

Dates: Make sure your employment dates are aligned on the right margin, making them easy to scan. For dates of multiple jobs you've held within the same company, see below.

How much description should you allocate to each company/role? Go into more detail (e.g. more bullets) for your most recent job, and limit earlier jobs to a few bullets each.

**Top Tips Series:
 Resume Planner**

This outline is designed to guide you in creating or upgrading your resume to make it stand out from the competition and be "search friendly" for companies' Application Tracking Systems (ATS). These tips represent best practices in the industry today, both among hiring organizations and staffing agencies.

Best Practices Checklist

Here are some additional tips to present your resume in its most compelling, professional format:

- Keep a "Master Resume" and customize it based on the role for which you're applying.
- Avoid using clichéd expressions or hard to understand abbreviations in your writing—instead be simple, direct, clear.
- Remember to use results-oriented examples—not just what you did, but what was the outcome or benefit to the company. Be careful not to overuse metrics though. One to two number-driven bullets is enough.
- Place relevant keywords in various sections of your resume so that it will be flagged correctly to recruiters by the company ATS. [Read our blog](#) for more resume keywording specifics.
- Keep your resume to no more than two pages, 1 page if you have less than 3 years of experience.
- Make your resume visually scannable by using a simple, clean type font at a standard size (no smaller than 11pt.) and appropriate white space.
- If you have a portfolio, place a link to it underneath your LinkedIn profile URL.
- Don't use graphics or photos: They both pose problems for the automated application tracking systems (ATS) used by many HR departments and recruiters for selecting resumes.
- Save your resume as a pdf file to ensure that its formatting will remain intact when sent or submitted.

WINTERMAN, INC., continued**Marketing Director** (2006 – 2008)

Managed a \$4.5 million budget with a team of 5 and relationships with two advertising agencies and a public relations agency.

- Created new product launch rollout plan that resulted in an increase of new product orders by 85%.
- Redesigned corporate web site, dealer extranet and customer portal that increased corporate exposure and made it easier for customers and partners to do business with us.
- Launched e-commerce web site that resulted in over \$3 million in new business sales each year.

Director, Sales Planning (2000 – 2006)

Managed a team of 4 responsible for sales compensation design, product forecasting and pricing.

- Established and managed annual sales budgets and sales salary/bonus program that incented sales force, drove sales and resulted in exceeding yearly revenue targets by 14-17% and EBIT targets by 3-5%.
- Developed profitable sales and product business plans leading to new successful product launches resulting in an average of \$4 million in annual revenue each year.

Marketing Project Manager (1997 – 2000)

- Led the launch of 6 new products that contributed to consistent increased annual sales. Managed pricing model, sales collateral, incentives, advertising, and product training.
- Implemented 9 direct marketing campaigns that included database analysis and profiling, vendor negotiation, creative, production, implementation and ROI analysis resulting in an average revenue increase of 9% each year.
- Launched and managed corporate web site.

WSM INTERNATIONAL, Washington, DC**1996 – 1997****Regional Sales Manager****PITNEY BOWES, INC., Columbia, MD****1988 – 1996****Major Account Executive** (1992 – 1996)**Sales Representative** (1988 – 1992)**PROFESSIONAL AWARDS**

Top 5 Marketing Managers to Watch in 2017
AMA, Connecticut Chapter

2017**TECHNICAL SKILLS AND CERTIFICATIONS****Certified Project Manager (CPM)****Salesforce Certified Advanced Administrator****Adobe Suite****Advanced Data Modeling****EDUCATION****MBA, Finance**

Fordham University, Graduate School of Business; New York, NY

B.A., Economics

Villanova University; Villanova, PA

Heading: Repeat your name and email/contact info at the top of page 2. This is important in case your pages become separated during review(s).

Multiple jobs at the same company: If you held multiple roles within the same company, list the total date range beside the company name, and then as you detail each of your roles, list the associated specific dates beside them.

How many past jobs should you list? Only go back in detail for the past 10-15 years. If you are applying for a senior or executive position, list all positions and include just the company name, city, the title you held, and the duration of that employment (dates).

When listing accolades: Give context to the award, esp. if company-specific.

Technical skills and certifications: List technical skills and certifications that will be relevant for a future job. If you aren't an expert or really good at it, we suggest you leave it off.

Education: Your educational credentials should go at the bottom of the resume unless it is a very recent degree. Also, leave off the date of your graduation if it occurred more than 10 years ago.