

Name

Sample Resume by Thea Kelley

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SALES / MARKETING / MANAGEMENT

Visionary, high-energy professional with proven success in **identifying opportunities, developing high-performing sales / marketing organizations and campaigns, launching products and exceeding sales goals.**

- Impressive record of results in high-tech companies from software start-ups to Fortune 500 manufacturers.
- Adept in cross-functional collaboration, particularly with engineers; strong ability to grasp and translate technical concepts.
- Successful in partnering closely with all levels of management.
- Personable, ethical individual who earns the trust of all stakeholders.

SELECTED ACHIEVEMENTS

- Played lead role in achievement of VARVisions “Best Channel Strategy” Award for KPO start-up **Confidential** (now a division of **Confidential Corporation**), developing strategy that increased revenues by a factor of 10. Launched new mobile computing solution into VAR channel, meeting tight 3-month deadline and exceeding sales goals.
- Managed **Confidential Hightech’s** top client **Confidential Client** and its Fortune 1000 accounts. Increased revenues 20% by acquiring new Fortune 500 account. Contributed significantly to overall increase in revenues from \$1.2M to nearly \$2M by identifying and capitalizing on new opportunities.
- As independent consultant, signed leading Bay Area start-up **Confidential.com** and grew it by 100% in one year, building its clientele from a handful to 37 top Silicon Valley corporations.

EXPERIENCE

Confidential Bank, Los Angeles, CA

2006 – present

Licensed Personal Financial Representative

Drive sales of investment, business and consumer bank and lending products and services.

Achievements:

- Consistently ranked in top 10% of 3,500 bankers nationwide, and a top 5 producer regionally.
- Deliver exceptional customer service; earned 100% mystery shopper rating.

Confidential Financial Services, Downey, CA

2003 – 2006

Financial Representative Management Trainee

Drove sales of lending products and services to the retail consumer. Managed staff of 4-5 in two offices.

Achievements:

- Top 5 producer in consumer and second mortgage loans and life insurance.
- Instrumental in earning branch bonuses in Q2, Q3 of 2005 with over 42% YOY growth in outstanding loans.

Confidential Company, San Jose, CA

2000 – 2003

Sole Proprietor / Consultant

Founded consulting company, built B2B client base and delivered market development research and penetration strategies, along with outside sales execution, to Fortune 500 and Fortune 1000 companies.

Achievements:

- Signed leading Bay Area start-up Confidential.com providing on-site automotive service to Silicon Valley corporations.
 - Grew company by 100% in one year with unconventional prospecting technique.
 - Built clientele including numerous noteworthy corporations such Juniper Networks, Baxter Bioscience, ScanDisk, Marvell Technologies.

(continued)

EXPERIENCE (continued)

- Signed prominent start-up Confidential, an Internet application service provider developing product collaboration software for high-tech and textile manufacturing companies. Completed market analysis and sales projections. Designed and wrote product brochure. Identified new horizontal market opportunity. Assisted owner Dr. Firstname Lastname in design of graphical user interface. (Product was not launched, due to loss of funding.)

Confidential Corporation (now a division of Confidential Corporation), Fremont, CA

2000

Product Marketing Specialist (June – Sept.)

Promoted to manage introduction of major new product under condensed time schedules for company that pioneered delivery of outsourced IT solutions. Produced competitive market analysis and sales tools; worked closely with management on product positioning; oversaw production of all marketing collateral, advertising, white papers, media releases. Project-managed launch in collaboration with cross-functional team of 25.

Achievements:

- Successfully launched Confidential Solution into VAR channel within high-pressure 3-month deadline.
- Built sales of Desktop Solution from 10 units to 30 units by third month.
- Contributed to team's signing of Confidential Fortune 100 Co. as first major account.

Channel Training Specialist (Jan. – May)

Joining company in its first year, worked closely with Director and Channel Sales VP to develop value-added reseller channel nationwide. Managed training and development of partners and staff on product offerings and technology; produced training presentations for VAR certifications. Managed and coordinated promotional events.

Achievements:

- Developed channel strategy that increased manufacturing volume and revenues by a factor of 10 across a 5-state region.
- Key contributor in company's achievement of prestigious Best Channel Strategy Award at "Best of VARvisions Awards."

Confidential Hightech Enterprises, Inc., San Jose, CA

1997 – 1999

Sales Account Manager

Managed top client of U.S. marketing arm of leading international manufacturer of discreet analog and RS devices. Managed Confidential Client and its Fortune 1000 accounts while driving new sales growth. Acquired new accounts, identified new products and opportunities for increased manufacturing capacity.

Achievements:

- Secured Confidential Client A, increasing product builds by 1M units per month and revenues by 20%.
- Developed annual State of the Market report highlighting US market conditions / opportunities and recommending clientele growth strategies, which boosted Confidential Hightech's credibility with manufacturers and led to increased capacities and revenue in several product lines.
- Convinced Confidential Client B to add successful new chip-on-lead product and to expand existing SOT product family assembly capacities. Provided supporting research and obtained client fulfillment commitments.
- Negotiated turnkey IC test and drop-ship agreements to Europe and Asia region OEM's for corporate client base, increasing revenues significantly.
- Contributed to overall increase in revenues from \$1.2M to nearly \$2M as a result of increased product capacities.

EDUCATION

Bachelor of Science in Business Administration, Marketing Concentration

Confidential University, City, CA