

## CLIENT NAME

Address, City, State ♦ (123) 456 -7895 ♦ client-name@yahoo.com

### SALES AND MARKETING PROFESSIONAL

Dynamic, exceptionally creative **Marcom Professional** with years of experience in all aspects of sales and marketing and proven track record of consistently driving growth in corporate business channels. Excellent technology expertise combined with proven aptitude to drive marketing strategy, manage and cultivate talent, deliver sales growth, form strategic partnerships, and successfully implement and oversee complex projects. Outstanding strategist distinguished for proven leadership and team-building skills and excellent conflict resolution abilities. Seeking to leverage extensive background in recruitment, sales, marketing, strategic planning and implementation, and program development to enhance productivity and drive sustained organizational performance. Successfully oversaw the creation and implementation of outstanding marketing campaign strategy which increased volunteer consistency by nearly 300%. Strong presentation and communication skills contribute to building collaborative relationships and achieving company goals. Areas of strength and mastery include: **Sales & Marketing, Recruitment, Training and Development, Event Planning and Coordinating, and Exceptional Written and Verbal Communications.**

#### PORTFOLIO SNAPSHOT

Created, produced and launched a low-budget video marketing campaign entitled "*iAm Part of the Solution.*" The video was created to empower current volunteers to recruit new volunteers by providing a platform allowing them to share their contributions to the larger picture for a thriving community. [View the video here](#)

#### AREAS OF EXPERTISE

Marketing Strategies & Campaigns • New Business Development and Expansion • Negotiations • Market Research & Focus Groups • Event Planning • Integrated Marketing Campaigns • Social Media Management • Exceptional Problem Solver • Talent Management • Cultural Sensitivity • Market Trends • Competitive Analysis  
Brand Planning & Development • Channel Marketing • Consumer Insights • Product Development & Launches • Profit & Loss B2B/B2C Marketing • Organizational Roadmaps • Budgeting & Forecasting • Team Building & Leadership

#### PROFESSIONAL SALES & MARKETING EXPERIENCE

##### **BY THE HAND CLUB FOR KIDS, Chicago, IL**

*A non-profit organization with a \$6-million budget, focused on emphasizing academic excellence among students that live in under-resourced neighborhoods across Chicago.*

##### **Manager of Volunteer Recruitment • 2013-2014**

- Aggressively sought, recruited and trained volunteers aligned with organization mission, vision, and values
- Oversaw and directed an organization-wide project to grow volunteer base with great success; managed database using Microsoft Excel
- Created a vast fortress of networking relationships with key groups within the community
- Leveraged and steered existing networking relationships to deepen connections and expand volunteer database
- Conceptualized recruitment campaign from strategy to execution for a targeted population and grew daily volunteer engagement from 100 weekly to more than 300
- Designed and developed compelling and persuasive marketing campaign materials including videos, brochures, apparel, e-communications
- Created and distributed compelling and exceptionally written e-newsletters to share stories of impact from current volunteers to empower the community and generate more leads.

##### **DALLAS AFTERSCHOOL, Dallas, TX**

*A growing non-profit organization working to improve the quality of afterschool programs in Dallas.*

##### **Program Services Contractor • 2012-2013**

- Employed to use B2B marketing to deepen client relations and build a solid network
- Organized and managed client data system using Microsoft Excel and Civi CRM
- Launched an online network using social media to connect current clients with new clients and facilitate a way to share resources

- Increased productivity by inputting data from reports into client management system in a timely manner
- Nurtured relationships with clients while exhibiting exceptional customer service

**AMERICORPS VISTA- DALLAS AFTERSCHOOL, Dallas, TX**

**Volunteer Coordinator • 2011- 2012**

*A federal agency that contracts American citizens for one-year contracts to solve problems.*

- Built sustainability and increase capacity for a non-profit through volunteer project development
- Created and executed a system to recruit, train, assign, and recognize volunteers
- Drove organization brand and expanded reach through partnership development, social media, presentations, and e-newsletters
- Designed volunteer training continuum to adequately prepare volunteers for responsibilities
- Mobilized more than 50 volunteers in six months of program start up
- Motivated 1000 high school students and clients during leadership conference
- Documented work through creation of program operations manual

**UNRELATED WORK HISTORY**

**DALLAS AFTERSCHOOL SUMMER VISTA- JUBILEE CENTER, Dallas, TX**

*A non-profit designed to help renew a community through education, public safety, public health, housing, and community ownership.*

**Summer Academic Enrichment Intern • June 2011-August 2011**

- Taught K-1 grade levels during summer pilot project utilizing TEKS academic curriculum
- Structured age-appropriate activities for effective student learning
- Identified classroom needs to meet program goals and objectives
- Exceeded expectations and selected as top recruit for full-time promotion during school year
- Fostered youth development by promoting positive self-image and maintaining a safe and supportive environment
- Advocated community involvement through volunteerism and encouraged parental participation

**DALLAS INDEPENDENT SCHOOL DISTRICT, Dallas, TX**

*A system of 230 schools serving urban communities in Dallas, TX, influencing excellence among employees and students through effective instruction and improving academic achievement.*

**Education Contractor • 2010-2011**

- Educated youth in the absence of permanent teacher
- Selected as teacher-on-record for struggling and abandoned classroom
- Improved student grades and understanding through creative and experiential curriculum/instruction
- 90% of students passed state-mandated knowledge and skills test

**WACHOVIA/WELLS FARGO BANK, Highland Park, TX**

**Bank Teller • 2008-2010**

*Financial banking center geared to satisfy customers' financial needs and help them succeed financially.*

- Demonstrated accuracy with bank transactions while displaying unmatched customer service
- Proven ability prospecting new clients and building client base: Achieved Top 10 best referring teller 4th quarter 2009, 1st & 2nd quarters 2010
- Won Outstanding Customer Service Awards, 2008, 2009.

**EDUCATION**

- **Bachelor of Arts, Communications, University of Houston, Houston, TX, 2008**

**TECHNICAL SUMMARY**

Microsoft Office Suite, Google Drive, Hootsuite, Constant Contact, Civi CRM, PeopleSoft, MAC Movie, E-tapestry