

# Sample Version 1

---

## SUMMARY

Effective at building and maintaining loyal customer base to maintain consistent revenue streams. Proficient in business forecasting software use and lead optimization. History of consistently exceeding quotas and impacting new business growth. Eager to leverage sales, marketing and relationship building expertise to drive bottom-line profitability within next role.

## EXPERIENCE

### National Distributing Company - Sales Representative

*Athens, GA. • 01/2018 - 01/2020*

- Generated average of \$1.3M in sales while securing 95% goal attainment performance ratio.
- Maximized efficiency and time management by effectively planning and organizing 17 territories/cities across Northeast Georgia; exceeded average state brewing sales by 20% during first year of tenure.
- Achieved sales goals, increasing revenue by 62.7% for top accounts including Smirnoff in 6 months and expanded personal sales portfolio by 5 new accounts.
- Worked as part of 10-person team to develop innovative branded marketing collateral for use by sales team; increased the sales of our newest client account Skrewball by 900% in 2020.
- Directed marketing, advertising, and communications program performance and developed innovative lead generation strategies to significantly increase brand awareness and foster new business.

### Starland - General Manager

*Athens, GA. • 01/2017 - 01/2018*

- Trained over 75+ employees on business principles, best practices, protocol and system usage; reduced operating budget by \$350K annually by developing new inventory management process and efficiently allocating resources to reduce labor costs and improve productivity.
- Streamlined cost analysis process by utilizing Mobilebytes to forecast sales and strengthen budget optimization - monitored and analyzed Key Performance Indicators (KPI) and financial ratios significantly improving bottom-line profitability.

(Continued)

## CONTACT

Athens, GA  
sample@gmail.com  
(123) 456-7890

## SKILLS

- Relationship Selling
- Revenue Generation
- Product and Service Knowledge
- Business Forecasting
- Market Research and Analysis
- Brand Building Strategies
- Territory Growth
- Client Retention Expertise
- Lead Generation
- Inventory Management
- Cost Reduction
- Client Account Management
- Negotiation/Persuasive Techniques
- Sales Closing

## EDUCATION AND TRAINING

Masters of Fine Art  
University of Alabama  
*Tuscaloosa, AL. • 2017*

University of Alabama  
*Tuscaloosa, AL. • 2014*  
Dean's Merit Award

University of Alabama, Flourish  
College of the Arts Scholarship

- Revamped inventory processes by using previous year's ordering data to maintain margins and align supply levels with current-year projections; effectively reduced waste by 29% within 8 months.
- Directed safety operations and maintained clean work environment to adhere to FDA and OSHA requirements.

**Alcove Tavern - Bartender**

*Tuscaloosa, AL. • 01/2015 - 01/2017*

- Collaborated with management to plan and implement special events during the week including karaoke night, network meet-ups, and live shows to boost customer numbers and profits; contributed an additional \$95K in revenue in less than 4 months.
- Built rapport with regular patrons and new customers making product recommendations to customers based on preference, food pairings and special promotions boosting repeat business and maintaining consistent sales.
- Trained a staff of 15 bartenders to design and implement new cocktails to drive customer interest - reduced inventory loss by creating new drink menu items and rotating out older products.
- Helped drive average ticket increases of 26% by upselling customers from shelf to premium brands.

**University of Alabama - Instructor**

*Tuscaloosa, AL. • 01/2015 - 01/2016*

- Developed syllabus of lectures, classwork and assignments and distributed to 50+ students promoting positive learning environment and advancing academic progress.
- Coordinated with prospective donors to receive corporate sponsorships and initiate matching gift campaigns to achieve funding goals; raised \$75K in funds during the '15 and '16 school year to support organizational student fundraising initiatives.
- Encouraged students to actively participate in class through positive reinforcement and engagement techniques.
- Provided letters of recommendation and other referrals to students pursuing further education programs or postgraduate employment.

**University of Alabama - Teaching Assistant**

*Tuscaloosa, AL. • 01/2015 - 01/2016*

- Spearheaded new learning techniques, boosting student comprehension and improving learning time.
- Performed diverse tasks for teachers, including clerical support; purchasing classroom materials and documenting coordination.
- Retained interest and maximized receptive learning by educating students utilizing instructional techniques, including hands-on curriculum.

*Tuscaloosa, AL. • 2014*

**Bachelor of Fine Arts (B.F.A)**  
**Kennesaw State University**

*Kennesaw, GA. • 2013*

Arrowmont Matched Scholarship, 2012, Arrowmont School, Gatlinburg, TN. 2012. - Outstanding Service Award, 2009, Visions Student Art Guild

**National Council on Education for the Ceramic Arts: Educational**

Assistant Fellowship

**Kennesaw State Univ**

*Kennesaw, Erie, GA., CO. • 2013*

Bart Brookes Memorial Scholarship

**Regina Brown Undergraduate Fellowship**

Arrowmont School

*Gatlinburg, TN. • 2013*

**Membership in Professional**

**Organizations - National Council on Education for the Ceramic Arts**

**(NCECA) - High Museum of Art**

**(HMA) - Georgia Lawyers for the**

**Arts (GLA) - Museum of**

**Contemporary Art of Georgia**

**(MOCA-GA)**

**Gainesville State College**

*Gainesville, GA. • 2008*

**Mazzy's Sports Bar and Grill - Bartender**

*Kennesaw, GA. • 01/2011 - 01/2014*

- Optimized bar inventory and storage to effectively meet expected business levels with adequate stock of alcohol, soft drinks and other supplies; helped drive average ticket increases of 28% by upselling customers from shelf to premium brands.
- Lowered liquor costs 19% by leading training on precision pouring and waste reduction to team of 8 bartenders.
- Kept close track of bar tabs and transferred open tabs to dining area seamlessly, smoothing process for wait staff.
- Maintained regulatory compliance - identifying customers to verify age requirements needed to purchase alcohol.