

CV/RESUME (EXAMPLE)

James Smith

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Mount Eden
Auckland**

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Qualifications Summary

Institution	Qualification	Year Completed
Massey University	Bachelor of Business Studies, majoring in Marketing	2002
Auckland University	Bachelor of Arts, Majoring in History	1992

Employment Summary

Organisation	Position Held	Period
XYZ Wine and Spirits	Marketing Manager	Jun 2002 to present
DEF Retailer	Business Development Manager	Sep 1998 – Jun 2002
GH Company	Business Manager	May 1995 – Aug 1998
Ideal NZ Ltd	Account Manager	Apr 1992 – Apr 1995

Skills Summary

Leadership:

Managed up to 15 direct reports. Successfully led two restructures. Recruited, coached and trained successful teams.

Strategic Planning:

Successful strategic initiatives including the creation of a \$15m new category for Grocery and identification of a new distribution channel.

Consumer Marketing:

Exposure to all facets of the marketing mix, including research, scan sales analysis, new product and packaging development, advertising, database marketing, media buying , channel development and pricing.

Business Development:

As Business Development Manager at DEF brought on board Smith New Zealand worth NZ\$20 million over a 2 year period

Career History

Period: June 2002 to present

Organisation: XYZ Wines and Spirits

Position: Marketing Manager

Reporting to: General Manager

Responsibilities:

Achieve Budgeted Sales and Profits for \$50 million portfolio of 30 spirit brands including 123 Gin, 456 Whisky and a New Zealand wine portfolio including Fruity Hill and Red Estate.

Manage Advertising and Promotional expenditure within budgeted levels.

Manage and develop a team of 4 Brand Managers.

Manage and develop key stakeholder relationships including the Executive Board, the Sales team, and outside Agencies.

Develop and enhance marketing presentations, processes and systems.

Achievements:

Achieved double digit sales growth over the first twelve months across the business including a 30% increase in New Zealand wine sales.

In the spirits market, achieved brand growth rates well above category growth rates increasing market shares in by 5-15% in all categories.

Strengthened market shares and SKU performance of Fruity Hill successfully using AC Neilson data to identify and close opportunity gaps outside of the Auckland market.

Improved the relationship between sales and marketing by addressing long standing field and marketing support issues

Period: September 1998 – June 2002

Organisation: DEF Retailer

Position: Business Development Manager

Reporting to: National Sales Manager

Responsibilities:

Identify and secure new business

Corporate marketing including DEF brand development for all internal and external customers.

Manage client relationships and service levels.

Assist with project critical issues and opportunities on a project by project basis.

Corporate governance and change management as a member of the Board of Directors.

Achievements:

As a Board member contributed to a successful business start up, including establishment of company culture and recruitment of talent.

Developed checkout model for securing checkout space for high value products; successful at Countdown Botany Downs and Mount Roskill.

Successfully managed the Walkers and Watties client relationships, by developing new SLAs resulting in a NZ\$5 million increase to profitability.

Restructured the sales department to reduce overheads and improve efficiency

Period: May 1995 – August 1998

Organisation: GH Company

Position: Business Manager

Reporting to: National Sales Manager

Responsibilities:

Development, implementation and execution of sales strategy for all Key accounts in the Grocery Channel across all GH product categories.

Managing a team of 2 Account Managers to ensure the implementation of GH's sales and brand strategies within the NZ grocery market.

Develop strategic sales plans for the grocery key accounts. Business plans were implemented by the account managers and detail included promotions, ranging, pricing and shelf management.

Achievement of Grocery division net sales budget, the management of the national promotional trade expenditure Co-op budget and the management of the account managers cost budget. The role was the point of contact with the marketing team and was responsible for new product introductions, Sku, brand and category distribution shares and the setting of market share targets

Achievements:

Formalised NPD process at sales level. Set timeframes and managed execution. Ensured account managers involved in managing this process and ensured account managers aware of the strategy driving brands.

Improved implementation of new product launches and sales initiatives. Measured in terms of timing, execution and ultimately effective spend of co-op.

Initiated and developed a pricing matrix of key products for the account team.

Successfully negotiated a preferred supplier arrangement with XYZ Shipping which realised a 5% saving in freight costs.

Period: April 1991 – April 1995

Organisation: Ideal NZ

Position: Account Manager

Reporting to: Sales Manager

Responsibilities:

Managing the Auckland and Northland territory to achieve a budget of \$3million Sales.

Manage the volume, margin, trade spend, & merchandising budgets for Auckland and Northland Region key accounts.

Manage a team of 2 sales representatives.

Implement business reviews with key customers including Big Apple Supermarkets and Save More.

Achievements:

Delivered budgeted targets FY92, FY94, FY95 for Big Apple Supermarkets and Save More.

Sales volumes, margin both exceeded, while trade spend under budget.

Enhanced customer relationships between Head Office and Big Apple Supermarkets and Save More.

Named "Top Account Manager" FY93 and FY95.

Professional Development

2001	AUT, Stage 1, Post Graduate Diploma e-business
1999	Sapphire Training, "Getting the most from online business information", Auckland
1998	David Forman Leadership Challenge

Leisure Interests

Skiing, sailing, windsurfing, wine, astronomy, ballroom dancing.

Referees

Name:	Anthony Baker
Company:	DEF Retailer
Title:	National Sales Manager
Relationship:	Manager
Telephone:	xxx
Email:	xxx

Name: Julie Corke
Company: GH Company
Title: National Sales Manager
Relationship: Manager
Telephone: xxx
Email: xxx

Name: Bill Smart
Company: New World
Title: Store Manager
Relationship: Client
Telephone: xxx
Email: xxx