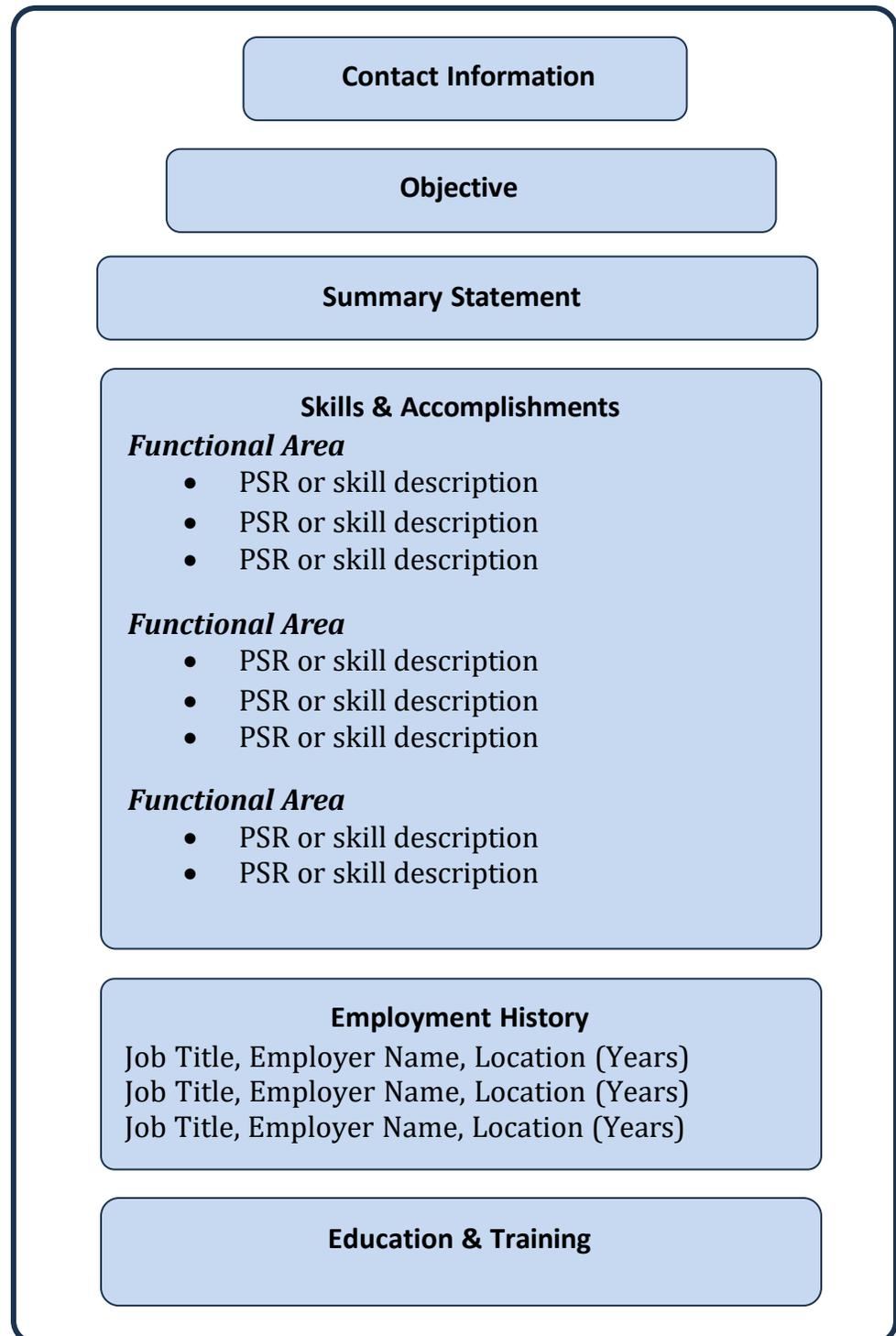


# The Functional Format

The functional format highlights those particular skills and accomplishments that demonstrate your qualifications for the job you are seeking.

In the **Skills & Accomplishments** section, you can highlight the particular qualifications for the job you are seeking by setting them off.

Use action words and PSRs to describe your experience and qualifications.



**Catalina Lopez**

Los Gatos, CA 95032  
Cl@mailmail.com

(410) 555-1212  
www.linkedin.com/in/xxxxxxx

## Sales Manager

**SUMMARY:**

Goal-oriented, dynamic professional with experience in sales and marketing. Proven ability to be a creative and energetic individual who enjoys working as part of a team. Excellent communication and presentation skills with a dedication to meet and exceed sales goals.

**SKILLS & ACCOMPLISHMENTS:****SALES MANAGEMENT**

- Supervised 25 sales and marketing representatives responsible for generating 20 million dollars in sales per year.
- Consistently ranked in the top 2% of the company's 100-member sales staff.
- Implemented sales processes including: prospecting, qualifying leads, identifying industry leaders, performing market analysis, preparing proposals, making presentations and demonstrations, and proactive follow-up.
- Chosen to participate in a highly competitive national sales management seminar.
- Within one year, identified uncharted territory and built it into the most profitable in the company.
- Consistently motivated team to meet daily and monthly goals.

**MARKETING**

- Responsible for budgets in excess of 2.8 million dollars annually.
- Conducted market research to target specific industries resulting in 70% growth in profits within the first year.
- Trained, supervised and motivated staff as well as interfaced effectively with all levels of management.
- Developed networking functions, resulting in 40% increased referral business.

**EXPERIENCE:**

**HR Generalist**, Hatfield Industries, Saratoga, CA 2010 – 20XX  
**Regional Sales Manager**, Sunset Magazine, Menlo Park, CA 2008 – 2010

**EDUCATION:**

**M.S. Communications**, University of Florida, Gainesville, Florida

