

Mid Level Executive

In each of the 'template' resumes on our website our aim is to provide a guide to help you, a guide that follows the principles discussed in the book.

*Remember there is no absolutely right and wrong way to write or format a resume - as long as you keep in mind that it's a **marketing** document to promote you. So keep it short and don't clutter it with the verbal waffle that seems to afflict about 80% of all resumes.*

*It is your choice whether to include personal details such as age or marital status. Employers and recruiters are not allowed to ask for them, but you **are** allowed to include them.*

Peter C. Vitae

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Career Objective

I am seeking to further develop my career in an environment offering me new challenges in the field of sales management.

Education

1990 – 1992
Sydney University
Bachelor of Economics

Further Training

1999
White Belt Training (Introduction to Six Sigma Green Belt)
Creating Client Value (SPIN Selling)
Change Acceleration Program (Qualitative Measure of Six Sigma)
Building Strong Customer Relationships

2000
Presentation Skills Workshop (Matt Church)
Building Powerful Connections (Abacus workshop)

Interests

Cycling, soccer and reading

Feb 1998 – Present

Sales Manager

ABC Consumer Finance, Sydney

Duties:

- Managing a multi million dollar portfolio through assessing company procedures, training sales staff, supervising performance and instigating development programs to increase efficiency, productivity, and drive sales.
- Maintaining and developing client base to seek out new sales opportunities, and developing the direction and planning of the portfolio.
- Organising client events and promotions to ensure both ABC and client requirements are met on time and within budget.
- Developing and instigating staff incentive programs to drive sales and profit.

Achievements:

- Successfully instigated new strategies that generated growth of \$10 million over a 2-year period; equating to a total of 20% growth in credit sales within my portfolio of BigShop, BigStore, DED and BigMart.
- Led my portfolio to a 36% increase in sales growth YOY from 2003 – 2005.
- Held strict company and client deadlines for 4 successful product launches in the market. The most recent product launch involved product training the DED brand within a one week time frame.
- Successfully managed a client portfolio of 1000 staff with a market value of \$35 million by developing key relationships and utilising strategic processes.
- Consistently achieved strong results with KPI's through effective business development and strategic alliances.
- Directed a team of 10 personnel that set up a telephone training line for BigShop which improved the process of staff training and improved application processing time.
- Created new operational plans for clients, resulting in top national rankings for clients, ensuring top performing clients on a regular basis achieve 120% + of KPI's.
- Optimised ABC and BigShop income by converting existing PLCC customers to the BigShop Card by means of rigorous training programs and implementation of internal awareness campaigns.

Sep 1996 – Aug 1997

Sales Manager

CV Company Ltd, New York, USA

Duties:

- Responsible for ensuring daily and monthly sales targets are met.
- Training in areas of customer service, cross selling, up selling and closing sales.

- Meeting and negotiating with suppliers to enlarge existing product range.
- Recruiting new staff and terminating employment of non-performing staff.

Achievements:

- Exceeding sales target by an average of 100% and over. Month of July had a sales target of \$30K, achieved \$60K.
- Became one of the highest sellers of accessories in York Rd by increasing average transactional value from \$40 to \$65 through the process of cross selling promotional lines.
- Building an 1800 strong loyal client base through successful implementation of a direct mail campaign, which generated international sales.

Oct 1995 – Sep 1996

Business Development Manager

Software Centre, New York, USA

Duties:

- Creating a strong prospect database for clients of Peoplecare, based on a Peopleview platform, containing over 80 clients.
- Leading the Peoplecare project in the local US market, whilst also contributing to international projects.
- Building and maintaining relationships for prospective clients within Peoplecare.
- Leading and implimenting regular client liaisons with senior management to conduct product demonstrations on Peoplecare.

Achievements:

- The creation of a database on Peopleview for Peoplecare within a 3 month time frame; 6 weeks ahead of schedule.
- The development work on a front and back office recruitment package; whilst having an ASP developer work under my authority using my knowledge of the recruitment industry.
- The establishment of a successful Mail Shot to the IT Recruitment sector and Peoplecare prospects through Microsoft Excel which generated more than 40 strong prospects in two-months.

Jan 1995 – Oct 1995

Human Resources Consultant

XYZ IT Recruitment, Adelaide

Duties:

- Placing candidates within various fields from administration to senior analyst positions.
- Utilising databases to assist in the placement of advertisements on the Internet and the search for suitable candidates on file for placement.

Achievements:

- Successfully negotiating business with E-Sign for three vacancies in one meeting.
- Undertaking a major recruitment project for Super Macro for 15 positions which was accomplished within 3 months through leading assessments and extensive interviewing of candidates.
- Solely gaining an account with BIG Company through persisting with contacts within the organization.

Apr 1994 – Jan 1995

Human Resources Consultant

Rogers Consulting Group, Adelaide

Duties:

- Responsible for recruitment projects and executive recruitment assignments for clients such as Petrol, Parklands and Bank Stadium.
- Interviewing and reference checking hundreds of candidates.
- Conducting several client site visits.

Achievements:

- Responsible for managing 10 Assessment Centers for Telco Stadium over a one-week period, screening over 25 people at a time.
- Creating an Internet Report of which findings were implemented in Rogers' Internet recruitment strategies.
- Aiding in the instigation of a call centre within Rogers to streamline the process of sorting prospective applicants for Telco Stadium.
- Successful completion of graduate programs for 15 graduates for Parklands and 15 graduates for Statewide Food Enterprise.

Aug 1992 – Apr 1994

Public Relations Consultant**Duties:**

- Setting up direct mail systems for small business within the retail sector.
- Creating marketing campaigns and business strategies.
- Providing business and marketing advice to clients through regular client liaisons.

Achievements:

- Created new market opportunities for various clients within the retail sector.
- Assisted in driving store traffic and sales of clients through advertisement and marketing campaigns.
- Business strategies generated for clients proved to be successful.