

JOHN SMITH

800-991-5187 ▪ info@greatresumesfast.com ▪ Los Angeles Metro Area
www.Linkedin.com/in/jessicaholbrook

SALES + BUSINESS DEVELOPMENT MANAGEMENT

Increasing revenue through high-impact sales, marketing, and business development leadership

Innovative, customer-centric leader with a commitment to driving growth in the rapidly changing **technology industry**. Unique career combines **MBA with 20+ years of experience** defining and directing marketing, sales, and business development strategies to outperform competitors and close deals. Multicultural background in corporate and entrepreneurial settings provides a real-world understanding of the importance of **sales leadership and relationship management** to the bottom line.

AREAS OF EXPERTISE

- New Business Development
- Account Management
- Sales & Marketing Leadership
- Client Relationship Management
- Contract Negotiations
- Market & Competitive Analysis
- Team Building & Leadership
- Market & Positioning Strategy
- Performance Improvement

CAREER HIGHLIGHTS

ABC Worldwide – Blue Hills, CA

Strategy & Development Executive ▪ 20xx to Present

Identified and capitalized on opportunities to drive profitability and value in the high-end Los Angeles real estate market. Negotiated deals, supervised projects, and managed relationships with clients, contractors, and city officials.

- ▶ Achieved 100% occupancy and generated **\$3.2M in annual revenue**.

Acme, Red Hills, CA

Director of Sales & Marketing ▪ 20xx to 20xx

Pioneered and directed start-up and growth operations with a focus on customer satisfaction and loyalty. Researched market segments—corporate, sports, and education—and launched business development and marketing strategies. Managed budgets and P&L. Tracked performance and implemented data-driven improvements.

- ▶ Quickly learned a new industry—**achieved break-even sales in 4 months**.
- ▶ **Ranked #1 in sales** and achieved the **Highest Quarterly Sales Award** within 1 year of launch.
- ▶ Coached and developed a high-performing team to manage daily operations with minimal supervision.
- ▶ **Increased customer retention to 98%** by designing a multipart program that merged exceptional service, guaranteed follow-up, and loyalty rewards.

Hanover Corporation, Green Hills, CA

Marketing Manager – Data & Messaging Products ▪ 20xx to 20xx

Drove revenue growth for Hanover data and messaging (SMS) products by developing attention-grabbing marketing strategies. Conducted in-depth industry and market research. Partnered with product managers and other teams to determine the optimal plan for go-to-market strategy and influencing buying behaviors.

- ▶ Launched SMS for Hanover and triggered **300% growth in 2 years**.
- ▶ Developed and **negotiated strategic partnerships** to roll out instant messaging on mobile phones.
- ▶ Increased customer engagement and **boosted revenue** by creating new applications that maximized data usage.

Career Highlights – Continued on Next Page ...

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Hanover Corp. Experience – Continued ...

Manager – Channel Development ▪ 19xx to 20xx

Explored and developed new distribution channels to sell Hanover products. Built relationships with product development and marketing teams. Forged and negotiated strategic alliances.

- ▶ Contributed to **paradigm shift** in the telecom industry by initiating, negotiating, and launching **first-of-its-kind retail strategy** that sold Hanover products in Best Buy locations. Personally managed the Best Buy corporate relationship. **Defined the pricing structure, positioning plan, and customer focus.**
- ▶ Secured distribution of high-speed data products in OfficeMax stores.
- ▶ **Increased visibility in consumer markets** by working with third-party agency to promote Hanover’s Integrated Services Digital Network (ISDN).
- ▶ Proposed and implemented **first-ever kiosk strategy** to fuel sales revenue in high-traffic shopping malls. Leveraged this new initiative to launch DSL products in New York.



Additional Experience:

PhotoLabs, Yellow Hills, CA

Marketing Support Executive | Relocated to the U.S. and applied hands-on experience in **technology sales and marketing** to increase brand value and revenue for the company’s latest product lines.

PhotoLabs Global, Juno, United Arab Emirates

Marketing Manager | Recognized as part of multinational team that **launched PhotoLabs from the ground up** in UAE. Built the original team, established operations, and marketed the growing business.

PhotoLabs Global II, Egypt

Sales Manager | Developed and executed goal-oriented sales plans in the Egyptian market. Hired, coached, and motivated sales professionals. **Exceeded sales targets by >150%**, resulting in FOUR “Grand Slam Club” awards.

EDUCATION

Master of Business Administration (MBA) in Global Marketing

United American Graduate School of Global Management, Silicon Valley, CA

Bachelor of Arts (BA) in Economics – Graduated with Honors

Global University, Egypt

Training & Development:

Managing Projects in Organizations, State University of California ▪ Strategic Management, State University of Texas ▪ Retail Strategies, Hanover University of Excellence ▪ Project Management Training ▪ Sales Management, PLG World Training Center, California ▪ Product Management, PLG Egypt ▪ Managing People, PLG Egypt ▪ Sales Strategies, PLG

Affiliations:

Civil Services Commissioner, City of Los Angeles
Graduate, PLG Citizens’ Academy (Community Leadership)

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Member, Blue Hill Peace Society
Independent Citizens' Advisory Board Member, Community Relations Policing