



MARY SMITH

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MARKETING EXECUTIVE

Driving Impactful Marketing & Sales Strategies Over 20 Years

- Theme #1:(combine multiple skills and/or experiences to create a uniqueness).
 - Theme #2:(combine multiple skills and/or experiences to create a uniqueness).
 - Theme #3:(combine multiple skills and/or experiences to create a uniqueness).

EXPERIENCE

COMPANY A, City, ST

2015 – (month) 2023

One or two line description of the company (i.e. size, industry, age, products/services, market it serves).

Chief Marketing Officer

Reported to (title). Responsible for (i.e. # of people managed, areas or departments reporting to you, weighting of your time across responsibilities, type of external and internal clients). Key performance metrics are (.....)

Accomplishments

- Aaa. Aaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaa.
 - Bbbbbbbbbbbbbbcccccccccccccccccccccccccccccccccccc. Bbbbbbbbbbbbbbcccccccccccccccc.
 - Ccc. Ccccccccccccccccccccccccccccc.
 - Ddddddddddcccccccccccccccccccccccccccccccccccc.
 - Eeeeeeeeeeeeeeeeeeeeeeeeeee. Eee.

COMPANY B, City, ST

2010 – 2015

One or two line description of the company (i.e. size, industry, age, products/services, market it serves).

VP Customer Service (2013 – 2015). **Director Customer Service** (2010 – 2013).

Reported to (title). Responsible for (i.e. # of people managed, areas or departments reporting to you, weighting of your time across responsibilities, type of external and internal clients). Key performance metrics are (.....)

Accomplishments



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COMPANY C, City, ST

2002 – 2010

One or two line description of the company (i.e. size, industry, age, products/services, market it serves).

Director of Marketing (2006 – 2010)

Reported to (title). Responsible for (i.e. # of people managed, areas or departments reporting to you, weighting of your time across responsibilities, type of external and internal clients). Key performance metrics are (.....)

Accomplishments

Sales Manager (2002 – 2006)

Reported to (title). Responsible for (i.e. # of people managed, areas or departments reporting to you, weighting of your time across responsibilities, type of external and internal clients). Key performance metrics are (.....)

Accomplishments

COMPANY D, City, ST

1998 – 2001

One or two line description of the company (i.e. size, industry, age, products/services, market it serves).

Sales Manager

Reported to (title). Responsible for (i.e. # of people managed, areas or departments reporting to you, weighting of your time across responsibilities, type of external and internal clients). Key performance metrics are (.....)

Accomplishments

COMPANY E, City, ST

1994 - 1998

One or two line description of the company (i.e. size, industry, age, products/services, market it serves).

Senior Account Manager (1996 – 1998) **Sales Rep** (1994 – 1996)

Reported to (title). Responsible for (i.e. # of people managed, types of external clients).

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COMPANY F, City, ST

1992 – 1994

One or two line description of the company (i.e. size, industry, age, products/services, market it serves).

Marketing Analyst

AFFILIATIONS

- **Board Member:** ABC organization 2013 – Present
- **Board Member:** BDC organization 2015 – 2017
- **Member:** XXX organization 1998 – Present
- **Member:** YYY organization 2010 – Present
- **Community Volunteer:** EFG Club 2011 – Present
- **Community Volunteer:** HIJ organization 2004 – 2015

EDUCATION

- Any Advanced Degree**, ABC UNIVERSITY, City, ST 1995 – 1998
 (Worked full time while obtaining degree?) (Other?)
- Bachelor's Degree**, XYZ UNIVERSITY, City, ST 1988 – 1992
 (Scholarship won?) (Significant extracurriculars?) (Other?)

PERSONAL

(Married for X years?) (with X children?). Love actively participating in (????????????????????????????????) Also enjoy (sports?), (hobbies?), (other?)

REFERENCES

- | | | |
|---|-------------|-------------|
| • Tom Able, CEO, Company A | Boss | 2015 – 2023 |
| • Bill Smith, SVP Marketing, Company B | Boss | 2012 – 2015 |
| • Ted Tomes, VP Customer Service, Company B | Boss | 2010 – 2012 |
| • Mary Smith, VP Marketing, Company C | Boss | 2006 – 2010 |
| • Brett Holland, Director Marketing, Company C | Boss | 2002 – 2006 |
| • Tom Sullivan, VP Sales, Company D | Boss | 1998 – 2000 |
| • Sue Someone, CFO, Company A | Peer | 2015 – 2023 |
| • Paul Cappola, VP HR, Company A | Peer | 2015 – 2018 |
| • Hadley Smith, Director Product Development, Company B | Peer | 2010 – 2013 |
| • Sarah Kelly, Director Sales, Company B | Peer | 2010 – 2012 |
| • Bill Vernon, District Sales Manager, Company C | Peer | 2002 – 2006 |
| • Helen Anyone, Sales Manager, Company D | Peer | 1998 – 2001 |
| • Jack Johnson, Marketing Manager, Company A | Subordinate | 2015 – 2018 |
| • Nancy Holm, Sales Manager, Company A | Subordinate | 2015 – 2017 |
| • Hank Johnson, Customer Service Rep, Company B | Subordinate | 2010 – 2015 |