

FUNCTIONAL RESUME FORMAT EXAMPLE

Fred A. Functional

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OBJECTIVE: A position as a Sales Coordinator at Come See Us in which I can utilize my sales, customer relations, and advertising skills.

SUMMARY OF QUALIFICATIONS:

- Twelve years of successful experience in direct sales of a range of products and services.
- Extensive practical hands-on experience as co-owner and manager of a small business.
- Motivated and enthusiastic about developing good relations with clients.

RELEVANT SKILLS:

Sales & New Account Development

- Increased a small publication's advertising revenue through market research and promotion
- Developed new distribution outlets for a special-interest magazine in Northern California
- Made cold calls and follow-up visits to retail outlets throughout the region
- Organized detailed route books and financial recordkeeping
- Successfully increased readership by more than 40 percent over a two-year period

Customer Relations

- Served as vendor representative for Jana Imports
- Coordinated product information and distribution for 75 field representative and major accounts
- Promoted giftware products at trade shows throughout the region
- Handled face-to-face contacts with new and established customers
- Oversaw the production of advertising and its placement in major trade publications

Advertising, Marketing, Distribution

- Organized and styled merchandise for effective presentation in a 20-page giftware catalog
- Kept accurate, current computer records of inventory, international suppliers, brokers, shippers, etc.
- Handled all aspects of order taking and processing, both at Bill's Dairy and Jana Imports

EMPLOYMENT HISTORY:

2009-present	Sales Coordinator	Jana Imports, Oakland, CA
2000-2008	Distribution Coordinator	Déjà vu Publishing, San Rafael, CA
1995-2000	Co-owner/Manager	Bill's Dairy, Livermore, OR

EDUCATION:

Masters of Business Administration, December 2008

Troy University, Troy AL

Bachelor of Science in Business Administration, Marketing, May 2000

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