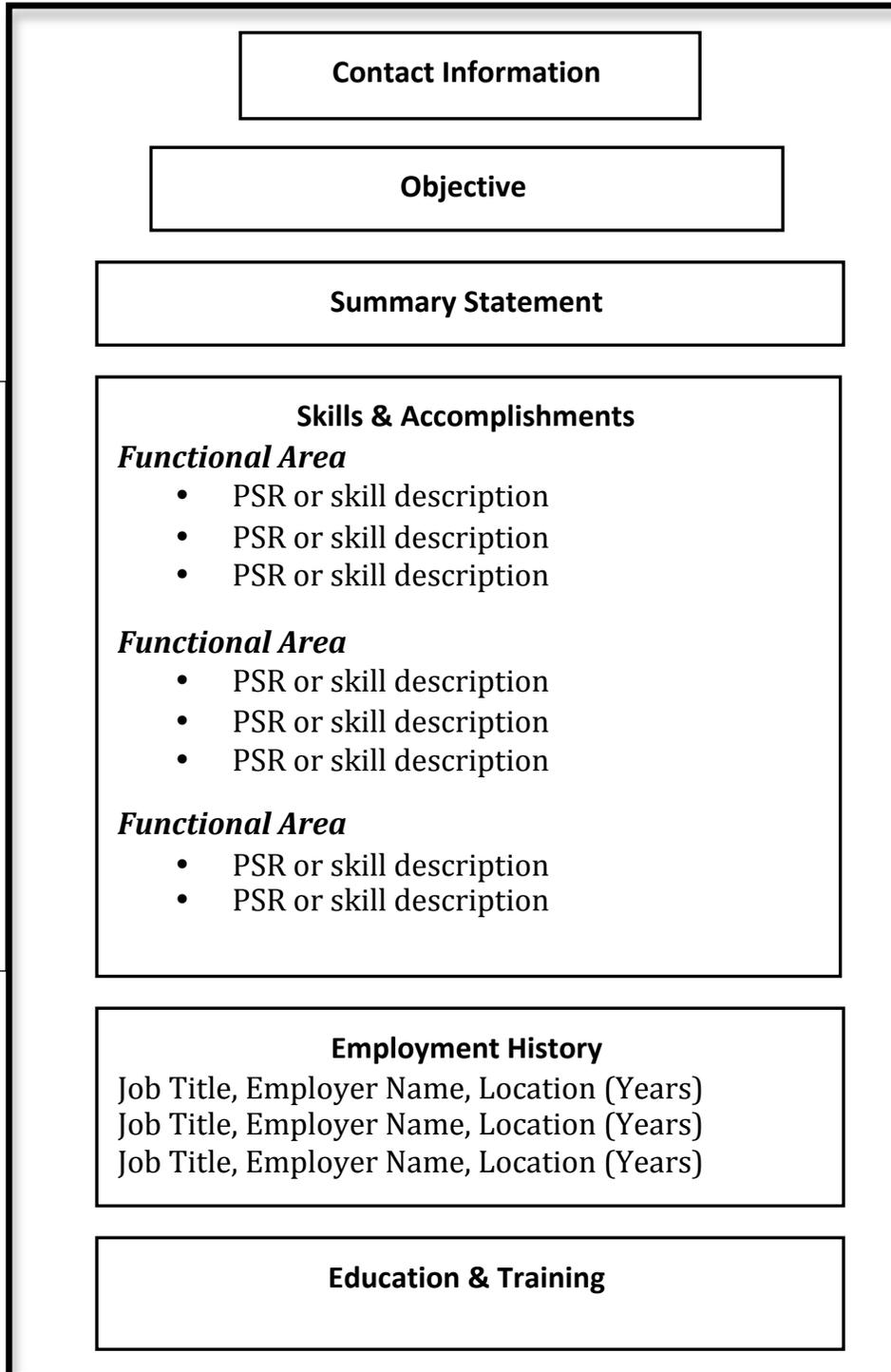


The Functional Format

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

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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