**John Doe**

13 Fake Ave., Sault Ste. Marie, ON • 705-123-5678 • johnd@gmail.com

**ONLINE SALES & ACCOUNT MANAGER**

Reputation for rapidly growing business, providing innovative selling solutions, and listening actively to client needs. Adept at researching online/offline prospects and advertisers to actively pursue sales opportunities. Proven ability to quickly establish rapport, clearly explain product/service offering, and overcoming objections. Polished presenter and astute negotiator. Fluent in Spanish.

**AREAS OF EXPERTISE**

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| --- | --- | --- |
| * Increasing Sales | * Sustaining Key Accounts | * Presenting Compelling Value |
| * Strategic Planning | * Forecasting Opportunities | * Establishing Relationships |
| * Forging Partnerships | * Managing Sales Life Cycle | * Exceeding Customer Goals |

**PROFESSIONAL EXPERIENCE**

**ABC ENTERPRISES – Sault Ste. Marie, ON | Online Sales Consultant, 20xx – 20xx**

Pioneered position; sold e-commerce solutions, banner ads, market link software, and Internet portals. Generated leads through creative prospecting and worked with over 200 customers per week. Sold long-distance services, data services, and internet access to small to mid-sized businesses. Promoted from Account Representative in just eight months.

* Introduced “new media” to major advertisers within the automotive, home building, travel, sports, and entertainment industries; achieved profitability.
* Trained print staff on the similarities and significant advantages of web advertising, preparing employees to better address changing needs of advertisers and answer new demand.
* Played key role in team honored for “Media Innovation” by the Newspaper Association of America.

**BCD TIMES – Sault Ste. Marie, ON | Online Sales Manager, 20xx – 20xx**

Directed local and national advertising sales in Los Angeles, managing the largest US auto market for Cars.com. Partnered with senior management within the Automotive Classified and National Automotive Departments to meet and exceed objectives. Interfaced with print classified teams and managed two online sales executives.

* Sold advertising contracts to over 100 dealerships within six months for the first locally launched Cars.com site, achieving target before any other Classified Ventures LLC Affiliate.
* Achieved $1 million in annual sales in new media for 20xx, a record for the Cars.com franchise.
* Oversaw concept, promotion, organization, and staffing for 20xx and 20xx LA auto shows.

**CDE LIQUIDATORS – Sault Ste. Marie, ON | Sales & Operations Manager, 20xx – 20xx**

Identified and built business opportunities to support sales of excess inventories and capital equipment, including laptops, workstations, networking devices and telephone systems. Scheduled and oversaw performance of Computer Technicians and coordinated all inventory control and customer service functions.

* Established eBay account to further diversify sales channels.
* Developed all online operating procedures and policies.
* Reached eBay Power Seller status within one year by auctioning over 400 items per month, an exceptional accomplishment reached by only 4% of the 29 million eBay sellers at that time.

**TECHNICAL SKILLS**

Media Planning Tools: @Plan, ComScore, AdRelevance, MS Office Suite, Third Party Ad Servers, Call Center Technologies.

**EDUCATION**

**Bachelor of Arts – Communication, Minor: Organizational Communication**

XYZ State University, Sault Ste. Marie, ON | 20xx