



Sales and Marketing CV Template

When looking for a new job, it is important to have an up-to-date, well written CV. This is the first stage of any application and the decider as to whether the hiring manager will put you forward to the next stage.

When it comes to writing a CV, it is important that it looks professional and thought through. A well-written, successful CV will include relevant work experience and education, as well as highlighting skills and attributes of the candidate.

It is important not to include irrelevant, unnecessary information which does not boost your employability for the role. In fact, this information can sometimes hinder your chances of success as it can divert the focus from relevant achievements.

Our recruiters have [previously mentioned](#) the importance of 'key words' within each CV. As they screen so many, they often focus

on the key words and phrases in a successful CV. These 'key words/phrases' should ideally be visible within the first paragraph of your personal statement at the top of the page as well as throughout the information about your previous work.

By key words/phrases, this means experience within the sector and role which is directly transferable to the role being applied for. Something which most likely puts you ahead of other candidates.

Please see below for our Sales and Marketing CV Template.

John Smith

PERSONAL STATEMENT

This should include information about yourself, why you are interested for the role applied for and personal attributes which benefit the company.

EMPLOYMENT HISTORY

Sales Manager, Company

October 2017 - Present

- Take charge of the renewal, retention of existing clients and develop the portfolio by prospecting new clients. Set up and execute an annual sales plan.
- You keep track of the industry trends and new products, in order to propose tailored solutions to your clients/prospects.
- Promote our shows on competitive events and to the press and federations.
- Participate in creating specific communication tools. You participate in specific strategic projects.
- Monitor sales activity through existing CRM tools.

Senior Sales Executive, Company

February 2015 - October 2017

- Generated new business relationship from the ground up
- Managed existing accounts through consultative selling
- Built long-term partnerships with organisations through high levels of customer service
- Worked to quarterly targets for revenue with a focus on MRR
- Worked alongside and liaised with internal and external stakeholders

Sales Executive, Company

July 2012 - February 2015

- Cold called to establish contact & arrange telephone or face-to-face meetings with potential customers
- Listened and gained a clear understanding of customers' businesses and requirements, recommended solutions, presented services appropriately to make a sale
- Constructively and persuasively challenged any objections with a view to getting the customer to buy
- Organised sales visits for senior staff
- Made follow up courtesy calls once delivery of the service has been made
- Responded to incoming email and phone enquiries

KEY ACHIEVEMENTS

- **Company:** Top seller in the company for 3 months running.
- **Company:** Managed to secure a Client worth £2.1 million
- **Company:** . Achieved record-breaking sales of £46k. Consistently brought in half of the overall monthly sales target

EDUCATION

University, City

BA International Business

Sept 2008 - July 2012

Key Modules:

Business Skills; Operations Management; Economics, Business and Sustainability; Financial Accounting; Marketing Principles; Organisational Behaviour and Analysis; Business Ethics; Business Decision-Making

School, City

Sept 2006- July 2008

A Levels: Spanish (A*), Computer Science (B), Business Studies (A)

KEY SKILLS

- Full clean drivers licence
- Fluent in Spanish
- **Graphical Programming:** Adobe Illustrator, Adobe Photoshop, 3DS Max, Google Sketchup, Adobe After Effects and Adobe Flash
- **Web Development Languages:** HTML5, CSS3, JavaScript, XML, JQuery and Ajax
- Proficient in touch typing
- Experienced using WordPress for website creation
- Experienced using multiple different CRM platforms.

VOLUNTEERING/ EXPERIENCE

- **Homeless Shelter Kings Cross** - Helped feed the homeless hot meals one Sunday a month in Kings Cross.
- **Tutoring English** - Offered free lessons to native Spanish speakers to learn English

PERSONAL INTERESTS

Running, swimming, graphic design, photography and travelling.

REFERENCES AVAILABLE UPON REQUEST