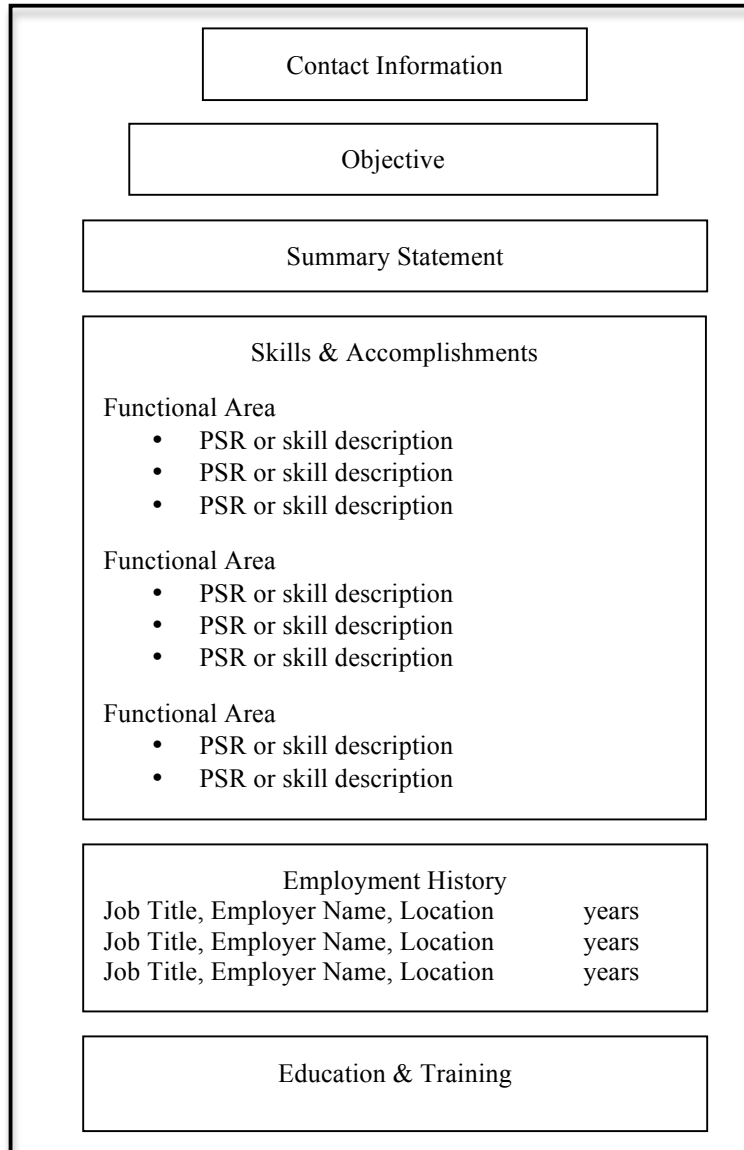


The Functional Format

The functional format highlights those particular skills and accomplishments that demonstrate your qualifications for the job you are seeking.

In the skills and accomplishments sections, you can highlight the particular skills and accomplishments that demonstrate your qualifications for the job you are seeking, by setting them off into categories.

Use action words and PSRs to describe your experience.



Catalina Lopez
Los Gatos, CA 95123
(410) 767-2232
Cl@mailmail.com
<http://www.linkedin.com/in/xxxxxxx>

Sales Manager

SUMMARY: Goal-oriented, dynamic professional with over eight years of 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 AND 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.
- Familiar with implementing 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	2009 - 2015
Regional Sales Manager , Sunset Magazine, Menlo Park, CA	2005 - 2009

EDUCATION: M.S. Communications, University of Florida, Gainesville, Florida