

How to Write a Resume

1.

Contact
information

2.

Summary
or objective

3.

Skills or
highlights

4.

Professional
experience

5.

Education
section

6.

Optional
section

Greg Jensen, MBA
Marketing Leader

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SUMMARY

I'm a marketing, sales, and business development executive with over 15 years of experience working with consumer products and services. I'm currently looking for my next challenging senior-level role within which I would aim to build an enduring contribution toward the overall organization's financial goals and strategic objectives.

HIGHLIGHTS

- **Marketing leadership** - creating and executing integrated marketing programs and sales tools.
- **Managing for performance** - delivering substantial revenue growth in highly competitive markets.
- **Workable strategies** - managing the design and execution of international marketing strategies.

PROFESSIONAL EXPERIENCE

MARKETING MANAGER

TRAVEL RETAIL AMERICAS Inc. / San Francisco, CA

Nov 2018 to present

I was recruited to lead the marketing functions for the Travel Retail Americas Group's cosmetic brand portfolio. This consisted of the Shiseido, Clé de Peau Beauté, KOSÉ and bareMinerals branded lines of products.

- Led visual merchandising for all brands to assure brand image consistency and enhance brand DNA.
- Acquired and developed the bareMinerals brand, opened 37 points of sale for growth of 344%.
- Achieved 15% growth in retail sales, outperforming the general Americas market.

SENIOR MANAGER, MARKETING-INTERNATIONAL

AMERICAS CORPORATION Inc. / San Francisco, CA

Nov 2012 to Sep 2018

I'm currently responsible for managing the execution of integrated marketing and VM/merchandising programs for the Shiseido Group's international markets for the bare Minerals and Suaveo brands of beauty products. My focus is on broadening and raising consumer product and brand awareness to drive customer acquisition and sales.

- Creating and executing integrated marketing programs and sales tools to increase market share.
- Organizing and managing cross-functional teams - Creative, Global Brand, Merchandising/Sales.

EDUCATION

MBA (Master Business Administration), Marketing

2010

Interamerican University, Metropolitan Campus, GPA: 3.7, Relevant coursework: (GB, SA&M, TC)

COMMUNITY INVOLVEMENT

COMMUNITY VOLUNTEER - Project Sunshine

- Group volunteer-led programming to pediatric patients and their families in a variety of medical settings.

How To Write A Resume

Inklyo



How To Write A Resume:

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How to Write a Resume and Get a Job Luis Cortes,2007-05-14 How To Write A R sum And Get A Job Finding a job can be nerve racking It s hard to know even where to begin Where are jobs listed What skills do you need How can you make your r sum stand out A job hunt involves many unspoken rules that can t be broken and it s easy to unknowingly hurt your chances In How to Write a R sum and Get a Job the Reverend Luis Cort s Jr supplies you with the necessary information for securing a promising job He will lead you through every step from searching and applying to negotiating for a better salary asking for benefits and enjoying your success A job isn t everything but it is your key to a better future Following Cort s s guidance ensures that your search will be a successful one

The Complete Idiot's Guide to the Perfect Resume Susan Ireland,2002-12 Includes tips on writing an

effective resume creating an accurate yet impressive job statement networking using software programs and other resume technologies and making the most of your experience How to Write it Sandra E. Lamb,2006 Provides examples and advice on writing announcements condolences invitations cover letters resumes recommendations memos proposals reports collection letters direct mail press releases and e mail *RESUME How to make your resume stand out* Gyan Shankar,2023-04-01 Reading this compact volume is like getting inside the mind of a hiring manager It should be required reading for every job applicant This guide offers a new approach to resume writing and lists steps to take to ensure that your profile is reviewed by both hiring managers and decision makers Whether you are applying for the first job or you ve been in the workforce for 20 years a powerful resume will set you apart from the competition and introduce your name with the air of professionalism employers crave Your resume is your handshake your agent and your marketing department rolled into one and this vital document is an indispensable asset that will expedite your job search and make a prospective employer pick up the phone This guidebook provides a clear well marked path to the construction of effective r sum s and cover letters It is a quick and easy read the language and style make it inviting and it is chock full of information essential to every level of job seeker The author presents the information in such a clear concise well organized way You will feel like an experienced friend is helping you through tricky territory in a very candid yet patient and kind way The book is penned by an ex Corporate HR Head presently a career consultant He holds the qualifications of MBA PGDBM MA PGD HRD PGD Training Develop *The Resume Writing Guide* Lisa McGrimmon,2014-11-03 Write a Winning Resume Step by StepThe Resume Writing Guide updated for 2015 will show you step by step exactly how to create a resume that makes a great impression and gives you more power in the job search process It breaks the big complex job of resume writing into small completely manageable tasks so you easily can write a resume that is tailored to show you at your best Learn From the Experience of 2000 Job SeekersIn this book you ll find the kind of expertise that only comes from real experience Lisa McGrimmon has written over 1000 resumes and helped over 2000 job seekers find work She knows how to coach people through the process to create real resumes that give real results for real people Guidance Through the ProcessThe Resume Writing Guide takes you through the actual process of creating a resume one step at a time carefully guiding you through each decision It isn t just a collection of rules and tips The process is broken into small simple steps In each chapter you will complete a few tasks and if you complete all of the tasks to the best of your ability once you reach the end of the book you will have written a resume that shows you in your best possible light Learn How to Deal With Resume ChallengesLisa has used this process successfully with clients from all walks of life and with all kinds of work histories She has written resumes for career changers people returning to work after several years without paid employment new immigrants recent graduates older workers people in competitive and declining industries This book isn t just for the lucky few who have a perfect career history It gets into the heart of how to write resumes that pop even if you re worried that you may have some challenges to

overcome New for 2015 The second edition has been revised and expanded to include up to date information about trends in resume writing and job hunting including 2 new chapters about writing applicant tracking system ATS optimized resumes

Not a 20 Minute Resume Guide This book is not for people who want to knock out a resume in 20 minutes It is a meticulous step by step guide through each phase in the resume writing process It shows you how to structure each section write compelling statements and make smart decisions about content to highlight your individual strengths and minimize weaknesses Thoughtfully completing the tasks in this book will take time but it will be time well spent In the end you will have a winning resume that is perfect for your needs and structured to show you at your best

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[The Complete Guide to Resume Writing](#) M. Sarada, 2005-10-01

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