

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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Cell: +1 - 2543-123-456 789
LinkedIn: [linkedin.com/g_jen](https://www.linkedin.com/g_jen)

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, KIKAS 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 1% 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 Suncore 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.

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M Lipman



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Table of Contents How To Write A Resume

1. Understanding the eBook How To Write A Resume
 - The Rise of Digital Reading How To Write A Resume
 - Advantages of eBooks Over Traditional Books
2. Identifying How To Write A Resume
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an How To Write A Resume
 - User-Friendly Interface
4. Exploring eBook Recommendations from How To Write A Resume
 - Personalized Recommendations
 - How To Write A Resume User Reviews and Ratings

- How To Write A Resume and Bestseller Lists
- 5. Accessing How To Write A Resume Free and Paid eBooks
 - How To Write A Resume Public Domain eBooks
 - How To Write A Resume eBook Subscription Services
 - How To Write A Resume Budget-Friendly Options
- 6. Navigating How To Write A Resume eBook Formats
 - ePub, PDF, MOBI, and More
 - How To Write A Resume Compatibility with Devices
 - How To Write A Resume Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of How To Write A Resume
 - Highlighting and Note-Taking How To Write A Resume
 - Interactive Elements How To Write A Resume
- 8. Staying Engaged with How To Write A Resume
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers How To Write A Resume
- 9. Balancing eBooks and Physical Books How To Write A Resume
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection How To Write A Resume
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine How To Write A Resume
 - Setting Reading Goals How To Write A Resume
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of How To Write A Resume
 - Fact-Checking eBook Content of How To Write A Resume
 - Distinguishing Credible Sources

13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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