

# 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

Email: [greg.jensen@me.com](mailto:greg.jensen@me.com)  
Cell: +1 - 2543-123-456 789  
LinkedIn: [linkedin.com/company/j-jen](https://www.linkedin.com/company/j-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, KILAS 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: (CS, SA&N, 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

**Robert A Day, Barbara Gastel**



## **How To Write A Resume:**

## Reviewing **How To Write A Resume**: Unlocking the Spellbinding Force of Linguistics

In a fast-paced world fueled by information and interconnectivity, the spellbinding force of linguistics has acquired newfound prominence. Its capacity to evoke emotions, stimulate contemplation, and stimulate metamorphosis is actually astonishing. Within the pages of "**How To Write A Resume**," an enthralling opus penned by a highly acclaimed wordsmith, readers embark on an immersive expedition to unravel the intricate significance of language and its indelible imprint on our lives. Throughout this assessment, we shall delve to the book is central motifs, appraise its distinctive narrative style, and gauge its overarching influence on the minds of its readers.

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