

Executive Resume



By: Sherri Thomas

Includes:
Resume Sample
Resume Template
ASCII Resume Formatting Guide



Career Coaching 360 provides career planning, management mentoring and leadership development support.
www.CareerCoaching360.com

Executive Resume Template and Tools

By: Sherri Thomas

The Executive Resume is for an executive who has proven success and a strong background in leadership, organizational development, and strategic planning.

This 10-page document includes:

****Full resume sample***

****Full resume template***

****Formatting***

****ASCII text-only format sample***

****Resume Formatting Guide***

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JANE DOE

Sr. Brand Manager

xxx-xxx-xxxx | janedoe@email.com

Phoenix, Arizona

MARKETING PROFILE

- 15 years of marketing, branding, and communications management experience.** Key contributor of marketing campaigns, message development, and communications strategies for 3 Fortune 500 companies. Managed \$2.5M in programs and campaigns including writing and producing +300 corporate videos, +500 TV and radio commercials. Work with senior leaders to develop key messaging. Drive global campaigns, lead virtual teams, and manage worldwide vendors.
 - Highly creative with strong focus on new programs, driving results, and continuous improvement.** Driver of internal and external marketing. Created and implemented two new communications tools: both received division recognition. Spearhead internet marketing for 10+ product launches (Xeon compilers, software products) including branding, promotions and educating visitors across Intel.com. Managed \$2.5M total projects.
 - Marketing leader, visionary, and spokesperson.** Past President of American Marketing Association's National Council with 25,000 members in North America. Co-Chaired 2003 Marketing Leadership Summit with 250 marketing execs. Keynote speaker at 2007 Career Development Seminar in Ireland, 2007 Annual Marketing Conference in Hawaii.
- Marketing Campaigns*
- Corporate Internet Marketing*
- Strategic Planning*
- Branding*
- Key Messaging*
- Advertising*
- Public Relations*
- Video*
- Writing/Producing*
- Leading/Mentoring Teams*
- Cross Functional Team Lead*
- Special Events & Promotions*
- Vendor Management*

EXPERIENCE

Company "X"

Global Program/Project Manager, Department A

Marketing Project Manager, Department B

Currently responsible for managing projects and programs including launching new technologies and products. Proactively manage stakeholder expectations and communications, as well as schedule, budget, scope, team management, vendor management and success metrics. Other accomplishments:

- Responsible for formulating and executing branding and communications strategies for worldwide customers, partners, and internal stakeholders. Worked w/ Corp Brand Strategy, Corp Identity, Marcom & legal departments to create external videos, members' website, branding web tutorial, and two external web seminars.
- Identified the Communications Alliance (ICA) global marketing campaign messaging for "What's Your Modular Strategy?" for three global events with \$1M attendees.
- Managed development of ICA Web Portal, on-line advertising campaigns, and Editor-in-Chief of external newsletter. Presented marketing presentation at IDF Event in San Francisco.

Chandler, AZ

2018 – Present

2015-2017

(Name)

(Phone #)

PAGE TWO

CSK AUTO, INC.

Phoenix, AZ

Broadcast Production Manager

2014 - 2015

CSK Auto is a \$1 billion retail auto parts chain with 950 stores in 16 states. Managed regional advertising campaign to help increase sales by 4% (previous year was flat). Wrote/produced/directed two (2) media campaigns, +500 TV and radio commercials, plus 16 corporate videos, and two (2) corporate partner videos. Developed and managed PR plan and received live television coverage. Implemented external monthly in-store videos to educate customers on new products. Tracked \$18-million co-op marketing program.

KSBW-TV (NBC Affiliate)

Monterey, CA

Community Relations Director

2011 -2013

Increased exclusive sponsorships for TV station by 400% in two years. Managed sponsorships of 100+ community events w/ 150,000 + in attendance by partnering with radio, TV and print media. Conducted media relations' seminars to 300 community leaders. Wrote/produced/directed/voiced 150+ PSA's.

KMBY FM Radio

Monterey, CA

Morning Show Disc Jockey/Marketing Director

2009 - 2010

Generated local and national publicity for station. Managed sponsorship of 25 special events with other TV and print media. Wrote, produced and voiced more than 500 radio commercials and promos. One of the few women in the country to host a morning drive radio show.

International Water Ski Tour

Phoenix, AZ

Marketing Director

2008 - 2009

Initiated and coordinated first-time national coverage on "Good Morning America" and in USA Today. Responsible for all international, national and local publicity. Wrote/produced 2 national radio commercials.

Education & Credentials

ARIZONA STATE UNIVERSITY, BA Degree Major: Broadcasting Minor: Marketing

Project Management Professional (PMP) Certification, 2017

Associations

American Marketing Association • Phoenix Chapter

Project Management Institution • Phoenix Chapter

FULL RESUME TEMPLATE...

(NAME)
(Job Role or Title)

(address)
(e-mail, phone number)

MARKETING PROFILE

List strengths in bullet format.

Include key strengths (such as strategic planning, goal setting, etc.) as well as personality characteristics such as problem solving, risk taking, results focused, competitive, goal-oriented, etc.

- **Career Highlight #1 – including depth of knowledge or skill.** Select 2-3 primary accomplishments and give supporting data. Try to focus less on responsibilities, and more on results you achieved for an organization. Quantify these supporting statements in terms of dollars, numbers, or percentages.
- **Career Highlight #2 – including depth of knowledge or skill.** Select 2-3 primary accomplishments and give supporting data. Try to focus less on responsibilities, and more on results you achieved for an organization. Quantify these supporting statements in terms of dollars, numbers, or percentages.
- **Career Highlight #3 – including depth of knowledge or skill.** Select 2-3 primary accomplishments and give supporting data. Try to focus less on responsibilities, and more on results you achieved for an organization. Quantify these supporting statements in terms of dollars, numbers, or percentages.

EXPERIENCE

Company “X”

(Job Role), Department A

(If promoted, list previous title – if not promoted then leave off this line), Department B

Chandler, AZ

(Dates)

(Dates)

Brief summary of high level accomplishments. You may also want to include an overview of the company to show how large it is, type of industry, etc. Specific accomplishments:

- Accomplishment #1 – List 3-5 bullets with accomplishments and results achieved for the company or department in terms of dollars, numbers or percentages.
- Accomplishment #2 – List 3-5 bullets with accomplishments and results achieved for the company or department in terms of dollars, numbers or percentages.
- Accomplishment #3 – List 3-5 bullets with accomplishments and results achieved for the company or department in terms of dollars, numbers or percentages.
- Accomplishment #4 – List 3-5 bullets with accomplishments and results achieved for the company or department in terms of dollars, numbers or percentages.

-More-

COMPANY X

(Company location)

Job Title

(dates)

Previous Job Title (you may or may not have this – it shows growth)

(dates)

2-3 sentences to explain the company (size of company in terms of \$'s or the number of employees) and the overall responsibilities and/or job description that you had. If you want to list 2-3 companies, then you may add bullet points to show job highlights. If you want to list MORE THAN 2-3 companies, then you may not want to add bullet points as it may make your resume too long. (This resume template omits the bullet points as it shows a total of 4 total companies.)

COMPANY Y

(Company location)

Job Title

(dates)

Previous Job Title

(dates)

2-3 sentences to explain the company (size of company in terms of \$'s or the number of employees) and the overall responsibilities and/or job description that you had.

COMPANY Z

(Company location)

Job Title

(dates)

Previous Job Title

(dates)

2-3 sentences to explain the company (size of company in terms of \$'s or the number of employees) and the overall responsibilities and/or job description that you had.

COMPANY ZZ

(Company location)

Job Title

(dates)

Previous Job Title

(dates)

2-3 sentences to explain the company (size of company in terms of \$'s or the number of employees) and the overall responsibilities and/or job description that you had.

EDUCATION

MBA (if applicable), NAME OF GRADUATE COLLEGE
NAME OF UNDERGRAD COLLEGE (all caps), Name of Degree

OTHER INTERESTS:

Help the potential employer get an idea of who you really are by including a personal section for hobbies.

AWARDS

You may want to include a section that showcases awards and recognition. Only for professional awards that you have received.

Resume Formatting Guide

One Resume - Two Formats

Using the wrong resume format can make you look unpolished, unprofessional and sabotage your chance to land the job. Learn how to create two formats and the right time to use each one.

Presentation Style (MS Word)

This format uses key features such as bold, italicized, underlined words and special characters to draw attention to specific items. This style of resume can be used in an e-mail as an attachment, or uploaded in an on-line application tool.

ASCII plain, text only resume-

This format uses NO special characters, bold, italicized or underlined words. It's just plain text. The only thing you can do to draw attention to a word is to use all capital letters. It may look boring, but there are several times you'll need to use this format which include:

1. Post it in its entirety on job boards.
2. Post sections of it into on-line job forms such as Indeed.com, etc. that have a structured box-type format that doesn't accept formatted text.
3. Paste it into the body of an e-mail, as most hiring managers have firewalls that don't accept attachments.

Many companies receive so many resumes that they use an Applicant Tracking System (ATS) to identify key words. If the resume doesn't include the key words as identified in the job requisition, the resume is not considered.

Use the ASCII plain text-only resume format to cut and paste into on-line job forms and into an e-mail. To transfer your resume into a text-only format, simply follow these guidelines:

- Delete all formatting including bullets, quotes, italicized words, underlining, vertical and horizontal lines, shading and graphics.
- Use all capital letters to call out different sections such as: CORE STRENGTHS, CAREER HIGHLIGHTS, EXECUTIVE EXPERIENCE, etc.
- Use a bulleted format so that the employer can quickly scroll down the page. However, do not use bullets from Wingdings or Webdings as they do not transfer over correctly in a text only format. Instead use the "+", "-" or "*" signs.
- Place your name, title of the position you are going after, and contact info on separate lines.
- Write the company name, location, your title, and length you were employed on separate lines. This will make your resume look very long, but hiring managers are use to this style, and can scan it quickly.

Below is a SAMPLE of an ASCII text-only formatted resume...

To have a Career Coaching 360 executive write a personalized resume for you, contact us today at Service@CareerCoaching360.com or call 480-636-8899.

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SAMPLE of an ASCII text-only formatted resume

Sally A. Jones
111 W. Abrams Avenue, L.A. CA 93999
Cell#: 876-222-1234
Sally@Yahoo.com

OBJECTIVE

Seeking a challenging career position in which significant **MARKETING** and **COMMUNICATIONS** expertise will contribute to the success of (Company X) goals.

STRENGTHS

- +Advertising
- +Campaign Development
- +Product Marketing
- +Team Leadership
- +Public Relations
- +Broadcast Production
- +Event Promotions
- +Employee Communications

CAREER HIGHLIGHTS

- 7 years experience in advertising, marketing and public relations including five years in television & radio industry.
- Written/directed/produced 100+ corporate marketing videos, TV and radio commercials.
- Coordinate 35+ event promotions to increase awareness, educate target audiences and help drive sales.
- Received 1st time event coverage in "USA Today" and "Good Morning America" for International Water Ski Tour.

EXPERIENCE

Company X
Santa Clara, CA
Marketing Specialist
(Dates)
Employee Communications Specialist
(Dates)
Internet Marketing Specialist
(Dates)

Define key messages and implement overall marketing plan for NGIP program strategies to internal audiences including key stakeholders, team employees and Intel at large audiences. Orchestrate marketing team roles, responsibilities and deliverables including:

- + Create and distribute strategic marketing messages to targeted audiences including program strategies, vision and value.
- + Developed and managing customized communications plans for key partners including management-specific and user-specific messages. Distribute communications through new and existed mediums including: ISMC classes, Day-In-The-Life sessions, web sites, newsletters, management road shows and targeted e-mail blasts. Also, currently represent WW communications managers' network on Intel-wide crisis management steering committee. CommNet Co-Chair for Q2 & Q3.
- + Created, launched and maintain new program web site.

COMPANY Y

Phoenix, AZ

Broadcast Production Manager

(Dates)

CSK Auto is a \$1 billion retail auto parts chain with 950 stores in 16 states. Initiated and supervised publicity: live television coverage on local stations. Wrote/produced TV and radio campaign, as well as 16 internal strategic corporate videos.

NON-PROFIT ORGANIZATION

Phoenix, AZ

Marketing VP

(Dates)

Chapter consists of 305 members who are mid-senior level marketing executives in Phoenix. Responsible for defining and delivering key marketing messages and benefits to increase membership. Responsible for content in web site, newsletter and marketing materials. Also, event chairperson for Annual Awards competition which recognizes outstanding marketing efforts for campaigns, advertising and P.R.

COMPANY Z

Monterey, CA

Marketing Manager

(Dates)

Increased exclusive sponsorships for TV station by 25% in two years. Coordinated 100 community events of 150,000 + in attendance by partnering with radio, TV and print media. Wrote/produced/directed/voiced 150+ PSA's.

EDUCATION

ARIZONA STATE UNIVERSITY, Bachelor of Arts Degree

Major: Broadcasting

Minor: Marketing

REFERENCES and PORTFOLIO

Available upon request.

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