

JOHN PATTERSON

CONTACT



Phone:

555.555.0000



Email:

JPatterson@gmail.com



Address:

555 Wacker Drive
City, ST 00000



LinkedIn: john.patterson.555

Date, Year

Dear Hiring Manager,

I hope this email finds you well. I learned of your current online posting for the **Position Title** position within your company.

I have read the requirements for this opportunity and I would like to explore the possibilities of joining your team of professionals.

I am confident that the combination of my education along with professional experience in similar positions makes me a strong candidate for this position.

I would welcome the opportunity for a personal interview to further discuss my career possibilities with your company. I am certain that your time investment in meeting with me will be repaid amply.

My resume is attached for your review and consideration.

Thank you for your time and I look forward to hearing from you soon.

Sincerely,

John Patterson

PROFILE

JOHN PATTERSON

B.B.A. / Marketing Professional

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Summary statement here.

EDUCATION & TRAINING

Business Administration B.B.A.

- Finance
- Marketing
- GPA 3.7

Month 2018

Awesome University

New York, New York

2005 - Present

Certification Training

New York, New York

Graphic Designer & Developer

- Adobe Creative Suite Certified
- WordPress Certified
- Hootsuite Certified

SOFTWARE & TECHNOLOGY

Accounting

- QuickBooks  100%
- Another one  100%
- Another one  70%

Design & Development

- Photoshop  100%
- Illustrator  65%
- InDesign  100%
- WordPress  100%
- HTML5  100%

Marketing Systems

- Constant Contact  100%
- Hootsuite  75%
- EventBrite  70%

MS Office

- Excel  100%
- Word  80%
- Powerpoint  100%

More info- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.

EMPLOYMENT

Month Year - Present

ABC Company

City, State

Title

- Responsibility
- Responsibility
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- Responsibility
- Responsibility
- Responsibility

Title

- Responsibility
- Responsibility
- Responsibility
- Responsibility
- Responsibility
- Responsibility

Month Year - Present

ABC Company

City, State

Month Year - Present

ABC Company

City, State

Title

- Responsibility
- Responsibility
- Responsibility
- Responsibility
- Responsibility
- Responsibility

Title

- Responsibility
- Responsibility
- Responsibility
- Responsibility
- Responsibility
- Responsibility

Month Year - Present

ABC Company

City, State

Month Year - Present

ABC Company




City, State

Title

- Responsibility
- Responsibility
- Responsibility
- Responsibility
- Responsibility
- Responsibility

MELISSA CREANEY

MARKETING DIRECTOR

 melissacreaney@gmail.com
 480.326.2731
 8564 Breezy Oak Way
 Boynton Beach, FL 33473

“Melissa is a great contributor to the success of our company. She is thorough, creative, fast, consistent and committed in all she does. In short, Melissa's marketing and sales support efforts always make us look good.”
 - Gregg Scoresby, CEO- CampusLogic

WHAT I DO

Enrollment Rx, LLC

Director of Marketing, responsible for efficiently and cheerfully managing all aspects of marketing including branding, budget, design and maintenance of websites and landing pages, social media pages, digital and print collateral, tradeshow logistics and giveaways, presentations, external communications, press releases, case studies, award submissions, blogs, email campaigns, webinars, and SEO management.

2.2
YEARS
CURRENT

Education Partners/Contractor

Marketing Operations Manager, responsible for complete re-branding and messaging to align with new company direction, managed all aspects of conference/event budget and logistics, designed all digital and print collateral, website design and maintenance, press releases, client announcements, case studies, drip campaigns, and competitor analysis. Provided additional **Consulting** work creating dynamic PowerPoint presentations for various industries including staffing, education, and hospitality.

1.5
YEARS
2014-2015

CampusLogic, Inc.

Marketing Manager, invited to position by company Founder & CEO. Managed all aspects of marketing the company's product line of customized software and services. Coordinated advertising campaigns and direct marketing campaigns including social media, press releases, blogs, case studies, and print collateral. Managed tradeshow budget, website strategy and design.

12.0
YEARS
2001-2013

Director of Training & Development, built and managed a team of 10 training department staff serving 5-10 clients at any given time. Established program content, structure, delivery methods, and metrics for all policies & procedures. Specialized in the strategy and development of client training, internal training and online training material and programs.

ABOUT ME



Confident, **creative** and highly qualified **professional** with over 15 years of distinguished **marketing** and management experience in the software **products** and services industry.

MORE ABOUT ME



STUDIED AT:
University of Phoenix
Phoenix, AZ

CERTIFICATION:
Achieve Global
The Service Difference



WHAT I AM GOOD AT

Creative Design ●●●●●
 Conceptualizing ●●●●○
 Budget & Strategy ●●●●○
 Execution & Delivery ●●●●●

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 PHOTOSHOP ILLUSTRATOR ACROBAT PRO MS WORD PUBLISHER

X V SurveyMonkey Constant Contact MailChimp
 MS EXCEL MS VISIO SURVEY MONKEY CONSTANT CONTACT MAILCHIMP

f Twitter YouTube Pinterest WordPress
 FACEBOOK TWITTER YOUTUBE PINTEREST WORDPRESS

MY PASSIONS



JON HAZELGREN

Sales & Business Development Leader

hazelgren@msn.com LinkedIn SLC, UT



EXPERIENCE

Director of Sales & Marketing

Enrollment Rx, Salesforce Partner

📅 May 2015 – Present 📍 Chicago, IL

- New sales growth of \$1M in first 12 months
- Developed business go-to-market strategy

Director of Business Development

Socle Education, SaaS Education Solutions

📅 July 2013 – November 2014 📍 Santa Ana, CA

- Second company hire for oversight of new business development and sales marketing strategy
- Developed business go-to-market strategy

Vice President, Business Development

CampusLogic, SaaS Education Solutions

📅 Dec 2012- June 2013 📍 Gilbert, AZ

- Develop client upsell and cross sell strategy
- Closed \$1M in sales in first 6 months

Vice President, Business Development

Xerox Education Services

📅 January 2010 – November 2012 📍 Tempe, AZ

- Created full product suite sales strategy for education division for all BPO and SaaS solutions
- Managed sales and marketing initiative

Business Development Manager

Citibank, Student Loan Corporation

📅 August 2004 – January 2010 📍 Salt Lake City, UT

- Responsible for top 20 volume clients in Western region
- Created sales strategy, training and management for Western region Account Executives

LIFE PHILOSOPHY

"There are no secrets to success. It is the result of preparation, hard work, and learning from failure."

– Colin Powell

MOST PROUD OF



New Sale Growth

Grew client base by 25% within first 2 years of employment



Servant Leadership

Hired, trained, and provided professional development



Building Start Up Sales Strategy

Built new product vertical strategy at past three companies

STRENGTHS

Hardworking

Strategic Planning

Leadership Development

Sales Strategy

Team Building

Sales Development

Account Management

Persuasive

EDUCATION

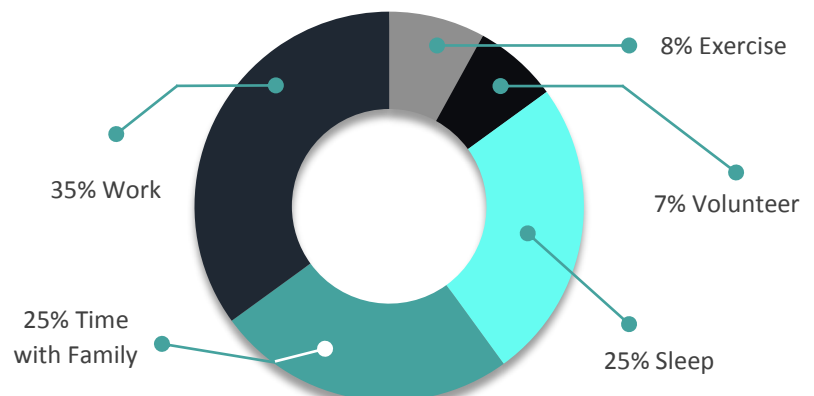
MBA, Emphasis in Information Resource Management

Westminster College

B.A. in Communications Advertising

Brigham Young University

TYPICAL WEEK



ELAINE SINGLETON

MARKETING & EVENTS PROFESSIONAL



Cool City, ST



esingleton@myurl.com



555-555-5555

PROFESSIONAL PROFILE

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EDUCATION

Degree
Major
College | date – date

Diploma
General Studies
School | date – date

EXPERTISE

- Expertise one
- Expertise two
- Expertise three
- Expertise four
- Expertise five
- Expertise six

FREELANCE

- Company, year
- Company, year
- Company, year
- Company, year
- Company, year
- Company, year

WORK EXPERIENCE

Position Title

Company | City, ST | Date – Date

- Responsibility
- Responsibility
- Responsibility
- Responsibility

Position Title

Company | City, ST | Date – Date

- Responsibility
- Responsibility
- Responsibility
- Responsibility

Position Title

Company | City, ST | Date – Date

- Responsibility
- Responsibility
- Responsibility
- Responsibility



EMAIL ADDRESS
melissacreaney@gmail.com



LINKEDIN
Linkedin.com/in/melissacreaney



PHONE
480.326.2731



HOME ADDRESS
8564 Breezy Oak Way
Boynton Beach, FL 33473

MELISSA CREANEY

MARKETING DIRECTOR

Confident, creative and highly qualified professional with over 15 years of distinguished marketing and management experience in the software products and services industry.

“Melissa is a great contributor to the success of our company. She is thorough, creative, fast, consistent and committed in all she does. In short, Melissa's marketing and sales support efforts always make us look good.”

- Gregg Scoresby, CEO- CampusLogic

me PASSIONS

WORK HARD PLAY HARD



EDUCATION

FEED THE BRAIN



CERTIFICATION:
Achieve Global
The Service Difference

STUDIED AT:
University of Phoenix
Phoenix, AZ



SKILLS

SKILLS TO PAY THE BILLS



EXPERIENCE

SHE WORKS HARD FOR THE MONEY

Enrollment Rx, LLC

Director of Marketing, responsible for efficiently and cheerfully managing all aspects of marketing including branding, budget, design and maintenance of websites and landing pages, social media pages, digital and print collateral, tradeshow logistics and giveaways, presentations, external communications, press releases, case studies, award submissions, blogs, email campaigns, webinars, and SEO management.

2.2
YEARS
CURRENT

Education Partners/Contractor

Marketing Operations Manager, responsible for complete re-branding and messaging to align with new company direction, managed all aspects of conference/event budget and logistics, designed all digital and print collateral, website design and maintenance, press releases, client announcements, case studies, drip campaigns, and competitor analysis. Provided additional **Consulting** work creating dynamic PowerPoint presentations for various industries including staffing, education, and hospitality.

1.5
YEARS
2014-15

CampusLogic, Inc.

Marketing Manager, invited to position by company Founder & CEO. Managed all aspects of marketing the company's product line of customized software and services. Coordinated advertising campaigns and direct marketing campaigns including social media, press releases, blogs, case studies, and print collateral. Managed tradeshow budget, website strategy and design.

12
YEARS
2001-13

Director of Training & Development, built and managed a team of 10 training department staff serving 5-10 clients at any given time. Established program content, structure, delivery methods, and metrics for all policies & procedures. Specialized in the strategy and development of client training, internal training and online training material and programs.

PROFILE

Confident, creative and highly qualified professional with over 15 years of distinguished marketing and management experience in the higher education and financial industries. Broad-based background encompasses exceptional work ethic and commitment to organizational objectives within a highly competitive and rapidly changing marketplace. Recognized for decisive leadership and proven ability to face challenges head-on and execute sound decisions while directing highly visible marketing projects.

CORE STRENGTHS

- Contribution & publication of press releases, blogs, case studies, and white papers
- Trade show management and promotion (logistics, asset management, collateral)
- Website palette, design and content management
- Marketing budget creation and management
- Strategic market planning & competitive market analysis
- CRM system set up, reporting and management
- RFP/Proposal writing and management
- Training department management- staffing, programs & objectives
- Creation of system, process, and procedural training manuals

RELEVANT EXPERIENCE

Director of Marketing, Enrollment Rx, 2016- present

Solely responsible for managing all aspects of marketing including branding, budget, design and maintenance of websites and landing pages, social media pages, digital and print collateral, tradeshow logistics and giveaways, presentations, external communications, press releases, case studies, award submissions, blogs, email campaigns, webinars, and SEO management.

Key Accomplishments

Created standardization of company brand, messaging, collateral, and website.

Management of 20+ annual events, including our first User's Conference - strategy, budget, design, collateral, and logistics.

Coordinated simultaneous advertising campaign and multiple direct marketing campaigns including social media, press releases, blogs, case studies, and product and service brochures.

Creation of expansive/detailed presentations for executive team, partners, and clients.

Developed media and publication policies & procedures.

Design

Photoshop
Acrobat Pro
Illustrator
Prezi

Office

Word
PowerPoint
Visio
Publisher
Excel
Outlook

Technical

SalesForce CRM
WordPress
Google Ads/Analytics
Constant Contact
Mail Chimp
Pardot
Survey Monkey
LinkedIn
Facebook
Twitter
Google+
YouTube

Melissa A. Creaney

Marketing Operations Manager, Education Partners/Contractor, 2014-2015

Support VP of Sales & Marketing in all aspects of marketing company product line of customized higher education SaaS-based technology solutions.

Key Accomplishments

Assisted in complete re-design of company brand, purpose, vision, and mission.

Managed all aspects of event coordination- strategy, budget, design, collateral, and logistics.

Coordinated simultaneous advertising campaign and multiple direct marketing campaigns including social media, press releases, blogs, case studies, and product and service brochures.

Created and implemented company sales methodology training toolkit to include tools, techniques, and best practice procedures.

Developed media and publication policies & procedures.

Provided additional Consulting work creating dynamic PowerPoint presentations for various industries including staffing, education, and hospitality.

Marketing Manager, CampusLogic, Inc., 2009-2013

Invited to position by company Founder & CEO. Managed all aspects of marketing the company's product line of customized higher education student lifecycle software and services.

Key Accomplishments

Designed customized CRM system set up, report parameters, specifications, and procedures for executive sales team.

Coordinated simultaneous advertising campaign and multiple direct marketing campaigns including social media, press releases, blogs, case studies, and product and service brochures.

Created and implemented company methodology training toolkit from sales through operations to include tools, techniques, and best practice procedures.

Developed and managed trade show budget and strategy, directed and approved booth design.

Developed website strategy, design, and content for all company product and service websites.

Drafted and edited all prospective client RFP responses, proposals, and PALs.

Director of Training & Development, Core3/CampusLogic, Inc., 2006-2009

Built and managed team of 10 training department staff serving 5-10 clients at any given time. Established program content, structure, delivery methods, and metrics for all financial aid policies & procedures. Specialized in the strategy and development of client training, internal training and online training material and programs.

Melissa A. Creaney

Key Accomplishments

Drove goals and metrics, designed coaching and mentoring programs, and ensured both internal resources and client staff were properly trained.

Designed client assessment tools, transition plans and training strategies to ensure smooth, uninterrupted student service for consulting and outsourcing clients.

Consistently identified training process improvement opportunities to reduce cycle time and cost while increasing quality and customer service.

Assisted with the development and execution of client proposals and PALs.

Manager- Client Transition & Training, Core3, Inc., 2001-2006

Responsible for management and training of 5 global client HR staff. Local and remote management to ensure that HR departments were running smoothly and all employees at each site were taken care of (each site having as many as 500 employees). Site visits to conduct status meetings with executive client contacts.

Key Accomplishments

Centralized and standardized all HR Policies and Procedures for globally located client sites.

Managed and maintained successful client relationships with executive teams at each location.

Built rapport and trust with extremely diverse client staff increasing retention rates by 38%.

EDUCATION & TRAINING

University of Phoenix, earned credits toward business degree 1994-1995

Apollo High School, Diploma 1991

Achieve Global, certified to deliver "The Service Difference" customer service training