

Figure 5; Sample Combination Resume Format:

## **BARRY VULCAN**

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### **Accomplishments**

- Designated "Sales Person of the Year" three years in a row.
- Directed turn-around of sales force with declining production.
- Achieved a 57% increase in sales volume within first year as manager.
- Recommended new product line that resulted in \$3.5 million dollar increase in business.
- Designed system for inventory control that resulted in 30% reduction in merchandise loss.

### **Skills & Experience Summary**

#### **Sales Promotion:**

- Prepared and supervised sales promotion projects for major business organizations.
- Created newspaper, radio and television advertising campaigns for new product lines.
- Represented company at trade association meetings to promote products and services.

#### **Sales Management:**

- Recruited, trained and supervised local and regional sales staff.
- Developed and implemented sales training and development programs.
- Assigned territories, established quotas, and supervised achievement of goals.

#### **Market Research:**

- Organized and directed market research projects to determine customer needs.
- Prepared sales forecasts; made recommendations on product design, pricing and distribution.
- Composed detailed reports of survey results for corporate management team.

### **Empoyment History**

<b>Sales Manager</b> GILMORE RESEARCH CORPORATION, Los Angeles, CA	2000 - Present
<b>Assistant Sales Manager</b> WEBER-UBICK ENGINEERING, Ceres, CA	1998 - 2000
<b>Sales Associate</b> N. STAHL & COMPANY, Fresno, CA	1995 - 1998

### **Education**

<b>Certificate in Marketing</b> FRESNO CITY COLLEGE	1998
<b>Bachelor of Arts in Economics</b> UNIVERSITY OF HAWAII AT HILO	1995

Figure 6; Cover Letter Template: