

Sample Chronological Resume

NAME

Street Address

City, State Zip

781-000-0000

emailaddress@babson.edu

OBJECTIVE

A strategic position developing new business in a growing consumer products company.

EXPERIENCE

Hasbro, Inc.

Pawtucket, RI

Marketing Intern

2002-2003

- Analyzed Transformers brand collector base and proposed actions to develop collector business from 13% to 15% or \$13,000,000 of total revenue.
- Performed competitive analysis of Lego Bionicle brand as marketing model for \$5,000,000 Zoids Blox business.

Parrish Blue, Dedham, MA

Dedham, MA

Founder and Owner

1995-2003

- Started \$30,000 antique art business.
- Responded to online auction opportunity by reorganizing business plan and marketing strategy from offline wholesale to online retail. Grew business by 60%.
- Travel nationally to antique shows to purchase art prints and collectibles.
- Sell merchandise through Parrish Blue Internet site, Ebay and trade publications.

Terra Lycos, Inc.

Waltham, MA

Channel Manager

2000-2001

- Managed Home & Garden and Gifts & Flowers channels of Lycos Shop e-commerce site.
- Applied Parrish Blue experience to Lycos Shop by creating business model and recruiting merchants for new Art & Antiques channel.
- Coordinated engineers, sales force and vendors to merchandise, promote and develop functionality in channels.

May Company, Filenes

Boston, MA

Assistant Buyer

1998-2000

- Grew retail comforter business by 25% to \$6,000,000 in annual sales. Planned comforter assortment, designed advertising layouts and negotiated promotions.
- Recognized market demand for European luxury linens. Directed production, receipt and marketing of \$100,000 French provincial linen program.
- Assisted in management of \$18,000,000 home textiles business.
- Awarded May Company Sales Increase Award for Fall 1999 and Spring 2000.

EDUCATION

Babson College F.W. Olin Graduate School of Business

Wellesley, MA

Master of Business Administration

2003

Awards: Hamilton Scholarship for Excellence in Entrepreneurship

Brandeis University

Waltham, MA

Bachelor of Arts in European Cultural Studies, *Cum Laude*

1997