

Sample Combination Resume

NAME

Street Address

City, State Zip

781-000-0000

emailaddress@babson.edu

PROFILE

Entrepreneurial and results-oriented leader with marketing and sales experience. Core competencies include:

- Branding Strategy
- Niche Expansion
- Sales
- Market Research
- Product Development
- Web Development

SELECTED ACCOMPLISHMENTS

Market Research & Branding

- Performed competitive analysis of Lego Bionicle brand as marketing model for \$5,000,000 Zoids Blox business.
- Analyzed Transformers brand collector base and proposed actions to develop collector business from 13% to 15% or \$13,000,000 of total revenue.
- Assessed market demand for European luxury linens. Directed production, receipt and marketing of \$100,000 French provincial linen program.

Business Development

- Launched \$30,000 antique art business.
- Grew retail comforter business by 25% to \$6,000,000 in annual sales. Planned comforter assortment, designed advertising layouts and negotiated promotions.

Personnel Management

- Coordinated engineers, sales force and vendors to merchandise, promote and develop functionality in channels.
- Recruit, hire, and train entry level and mid career professionals.
- Manage performance appraisal process for up to 8 direct reports.
- Coordinate incentive and recognition programs.

EMPLOYMENT HISTORY

Founder and Owner, Parrish Blue, Dedham, MA 1995-2003

- Responded to online auction opportunity by reorganizing business plan and marketing strategy from offline wholesale to online retail. Grew business by 60%.
- Sold merchandise through Parrish Blue Internet site, Ebay and trade publications.

Channel Manager, Terra Lycos, Inc., Waltham, MA 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.

Assistant Buyer, May Company, Filenes, Boston, MA 1998-2000

- 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 2003

Master of Business Administration

Awards: Hamilton Scholarship for Excellence in Entrepreneurship

Brandeis University, Waltham, MA 1997

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