

# JOHN Q. PUBLIC

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## BUSINESS/OPERATIONS MANAGEMENT

~ Created and Managed Business from Ground Floor to Profitable Sale ~  
~ Track Record of Increasing the Bottom Line and Contributing to Operational Efficiency ~

Dynamic, resourceful management professional with an extensive background in diverse facets of business including wholesale operations in brick-and-mortar and Internet-based environments. Refined sales closing techniques; proven ability to anticipate customer needs and proactively remove barriers to the sale. Focused negotiator who strives for win-win situations and client satisfaction. Strong skills in marketing communication, distribution, production and manufacturing process control. High degree of integrity and outstanding work ethic. Software skills include Peachtree Accounting and ACT!

*Human Resource Management • Advertising • Proven Achiever • Contract Negotiation • Market Focus  
Client Relationships • Project Management • Accounting • Proven Leader • Market Penetration  
Time Management • Sales/Sales Management • Policies & Procedures • Quantifiable Revenue Increases*

## PROFESSIONAL EXPERIENCE

GENERAL COLLECTION OF NEW YORK, LLC – New York, NY

### GENERAL/OPERATIONS MANAGER

2001 – 2007

*Wholesale costume jewelry business marketing to boutiques and bridal stores utilizing the Internet, direct mail, and a four color catalog. Exhibited at national trade shows and supervised the development of three successful retail websites.*

Directed all aspects of operations of business, capitalizing on increased popularity and effectiveness of the Internet to expand the client base. Initiated innovative strategies for marketing. Supervised personnel and managed collections, accounting, sales, business organization, employee relations, purchasing, financial aspects, distribution and customer service. Recruited, hired and retained talented professionals to assist in operations, growth and development.

- Grew business to annual sales of \$500,000, leading to the profitable sale of company.
- Developed budgets, managed office, purchased equipment and supplies, and installed computers/software; supported accounting, inventory and purchasing.
- Streamlined operations to increase productivity and company profit; created and implemented training initiatives.

D. HAMMERSTEIN & SON, INC. – Hempstead, NY

### GENERAL/OPERATIONS MANAGER

1985 – 2001

*Wholesale distributor of tools, equipment and supplies for the jewelry industry specializing in finished jewelry, gemstones, diamonds, watch material and related items, marketing to retail operations, trade shops and manufacturers.*

Managed a highly successful company with oversight of all aspects of operation from national sales management to development and maintenance of the client base. Supervised a sales force resulting in \$7.75 million in annual revenue. Created a call center for telemarketing that included a policy and procedures manual, training, evaluation and an incentive program which resulted in an 8% increase in sales.

- Developed a data-base marketing strategy to increase customer share. Integrated direct mail and telemarketing strategies and created a cost effective marketing approach to strengthen customer relations. Increased jewelry sales by more than 35% in two years while maintaining a write-off of less than 1% of annual sales.
- Improved competitive advantage in jewelry pricing with an in-house manufacturing program, saving up to 30% in costs. Directed all marketing, operations management and HR for the business.

## EDUCATION

B S – Biology with minors in Chemistry and English • University of Florida ~ Gainesville, FL

## MILITARY SERVICE

United States Air Force/Mississippi Air National Guard • E-4 ~ Honorable Discharge