

Sample Resume

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EDUCATION

HARVARD UNIVERSITY EXTENSION SCHOOL

20XX

Master of Liberal Arts, Management

- Recipient of Dean's List Academic Achievement Award
- Selected for the Venture Incubation Program at Harvard Innovation Lab and winner of Stretch Award, 20XX

UNIVERSIDAD NACIONAL AUTONOMA DE MEXICO

20XX

Bachelor of Business Administration in Marketing

- Graduated from Honors Program, Rank 1
- College Student of the year 20XX awarded by Expansion Time Warner Magazine
- Recipient of L'Oréal Excellence Award

PROFESSIONAL EXPERIENCE

AGENDA28

September 20XX - Present

CO-FOUNDER / DESIGN STRATEGY DIRECTOR

- Founded design studio specializing in social impact that develops integral design strategies to increase effectiveness of social initiatives and empowers young designers from underserved communities in Mexico
- Led 20 design projects for nonprofits and social enterprises in the U.S., Mexico, India, Zambia, Australia, Switzerland
- Won Most Innovative Idea at Educational Innovation and Social Entrepreneurship Conference at Harvard - May 2015

ENTERPRISE DE MEXICO

November 20XX - January 20XX

MARKETING & SALES DIRECTOR

- Led the Marketing and Sales teams, achieving a company growth of 163% in 5 years
- Reinforced the brand by redesigning the corporate identity and executing online marketing campaigns
- Improved the customer service by implementing a new Sales Methodology, a CRM and a Loyalty Program
- Developed a new Corporate Strategic Planning methodology and coordinated all related activities
- Expanded operations to 9 new countries in Latin America

OPTICIANE MEXICO

January 20XX - October 20XX

PR & MEDIA EXECUTIVE

- Managed the PR activities for 16 eyewear brands
- Planned events for Tiffany, Chanel, and Ralph Lauren winning best congress planner 2008 (Convenciones Mag.)
- Coordinated media campaigns for RayBan, Vogue and Prada
- Accomplished \$1,300,000 USD in Clipping (free advertisement)

CLAIROLE MEXICO

March 20XX - December 20XX

PREFERENCE BRAND MANAGER

- Performed marketing activities, including forecasts, new products launch, advertisement and promotions
- Led the Casting Crème Gloss and Color Rays market research
- Achieved 15% in annual growth vs 0.5% budgeted

TRAINEE: Managed the Mexico City's point of sales team

INTERNSHIP: Supported Paris' hair color brands with sales forecasts, design of promotions and PR events

VOLUNTEER EXPERIENCE

- **INCUBATEC**- Mexico City (January 20XX – May 20XX): Coordinator of entrepreneurs program
- **ARTE NAJEL**- Chiapas, Mexico (July 20XX – March 20XX): Marketing advisor for fair trade project
- **POLE**- Nairobi, Kenya (August 20XX): Assistance to Mercy Community School to develop business plan