

Entry-Level Sales / Business

- Recent honors graduate of ABC College's communications program — highly motivated to launch professional sales career.
- Excellent interpersonal, communication and relationship-building skills. Listen attentively, communicate persuasively and follow through diligently.
- Technically skilled — cross-platform expertise (Win/Mac) and proficiency in Word, Excel, PowerPoint, QuarkXPress and Photoshop.

Education

ABC COLLEGE, City

BA in Communications, GPA: 3.75 (*Graduated with honors*), May 2011

- **Awards:** Student Achievement Scholarship (2007 to 2011); Communications Honour Society (2010 to 2011); Frederick McMillan Award for Academic Excellence (2007 to 2011)
- **Volunteerism:** Save the Children (2007 to Present); Tutor, City Family Shelter (2009 to 2011); Crisis Line Staff, Women's Centre (2007 to 2008)

Key Competencies

- Customer Acquisition
- Referral/Repeat Business Generation
- PowerPoint Presentations
- Public Speaking
- Complaint Handling
- Consultative Sales
- Sales Reports & Correspondence
- Inventory

Work Experience (concurrent with uni studies)

Bartender, 2007 to Present • ABC RESTAURANT AND LOUNGE, City

Handle the setup, service and daily operations of bar serving an international clientele, tourists and business travelers. Enter orders into POS system; prepare daily sales reports for management; conduct monthly inventory; and perform heavy cash handling and reconciliation functions.

Sales Accomplishments:

- Earned consistent commendations for exemplary service delivery (average of 100 guests per shift). Regularly singled out on comment cards for "*going above and beyond expectations*" and "*providing outstanding service and attention to guests.*"
- Recognised for ability to quickly establish rapport with customers, up-sell products and build a loyal clientele.
- Selected and streamlined bar products based on analysis of consumption and sales, resulting in superior inventory and selection for guests.
- Developed floor plans for auxiliary bars used for large private parties. Outcomes included faster service, improved efficiency and enhanced guest satisfaction.

Server / Bartender, 2006 to 2007 • DEF HOTEL, City

Served food and beverages at a luxury, historic hotel. Anticipated and met guests' needs while working efficiently in a fast-paced environment.

Sales Accomplishments:

- Consistently achieved highest per-night sales averages (out of 10+ servers) by up-selling orders and suggesting add-ons/extras to meals.
- Proved the ability to multitask, handle crowds of up to 350 people, resolve customer issues and excel within a demanding, high-volume setting.