

Jasmine Brown

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PROFILE

Vice President of Sales with 5+ years of experience in competitive markets. A strategic leader who unifies teams around a common vision and motivates staff to consistently achieve goals. Highly adaptable to new work challenges and industry conditions. Master of Business Administration.

PROFESSIONAL EXPERIENCE

VP of Sales

ABC Company Inc, Minneapolis, MN | April 2020 to Present

- Set and execute core strategy governing and promoting the success of the company’s sales organization
- Collaborate with other senior leaders to identify and define responses to business-wide challenges and growth opportunities
- Realigned sales division’s goals with broader company mission and values, building a more accountable and collaborative work culture
- Led team to maintain positive client relations and steady market share throughout 2020 and 2021 despite uncertainty caused by the Covid-19 pandemic
- Worked with Operations to consolidate and streamline internal sales processes, translating to a \$200K bottom-line improvement

VP of Sales

XYZ Company LLC, Minneapolis, MN | April 2017 to April 2020

- Charged with guiding and driving continuous improvement of the company's sales division
- Led organization to achieve 100%+ of revenue and profit goals for three consecutive years
- In partnership with HR, spearheaded new sales training and development program that renewed staff engagement and helped boost retention by 8%

EDUCATION

University of Minnesota,
Minneapolis, MN

- ◆ Master of Business Administration (MBA)
- Bachelor of Science (BS)

KEY SKILLS

- Change Leadership
- Client Relations
- Cross-Functional Collaboration
- Customer Satisfaction
- Mergers & Acquisitions
- New Market Penetration
- Operational Streamlining
- Organizational Development
- Revenue & Profit Growth
- Strategic Business Development
- Talent Development & Retention
- Targeted Resource Allocation