

OBJECTIVE or PROFESSIONAL SUMMARY

Be specific.

NAME

Street Address City, State ZIP

Phone (include area code) Email Address

EDUCATION (may be listed at the end instead)

Most recent degree first, major, institution, date of graduation. List honors, if applicable.

SKILLS or AREAS OF EFFECTIVENESS

In this section, isolate three to five of your strongest demonstrated skills. The skills you select should be essential to the type of job you have identified in your "Objective." For each skill you have chosen, summarize your accomplishments and experiences that pertain. You need not mention the specific job in this section, as you will do so in the "Employment History" section. Be specific in discussing how you demonstrated your skills and, whenever possible, concentrate on the results you achieved in using the particular skills.

EMPLOYMENT HISTORY

Job title, employer, duties and dates.

AFFILIATIONS/ACTIVITIES/LEADERSHIP (optional)

LANGUAGE/COMPUTER SKILLS (optional)

In a nutshell:

A functional resume differs from a chronological resume by concentrating on your skills that relate to your stated objective rather than on the jobs you have had. A functional resume is particularly effective if your work experience has not been closely related to your job objective, if you are changing careers or if you are seeking a promotion. In this format you elaborate on the skills necessary to perform the desired job and how you. Have demonstrated those same skills in a recent type of job.

MARK WILLIAMS (how you set it up, it totally open)

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PROFESSIONAL SUMMARY or OBJECTIVE (this can be optional)

Sales/marketing position in the personal computer industry. (would be an objective statement). A professional summary would be more elaborate.

AREAS OF EFFECTIVENESS

MARKETING/SALES

- Marketed personal computer hardware and software.
- Developed and implemented marketing and advertising strategies.
- Performed sales work for auto parts chain store with annual sales exceeding \$35 million.
- Recognized for impressive sales record and received quarterly awards for outstanding performance.
- Performed general merchandise sales for large catalog sales store.
- Participated in numerous microcomputer trade shows.

ORGANIZATION/PLANNING

- Designed and developed educational and entertainment software for personal computers.
- Developed peripheral hardware for microcomputers.
- Implemented parts department reorganization for enhanced work flow.
- Developed effective in-store and window displays.

COMMUNICATION SKILLS

- Communicated effectively with customers and employees.
- Revised policy manuals and developed curricula for training sessions.
- Supervised and trained sales personnel.
- Presented material to supervisors and managers on peripheral hardware for inventory control.

EMPLOYMENT HISTORY

Marketing/Sales Intern, Progressive Microproducts, Chicago, IL, month/year—Present.
Management Trainee/Salesperson, Grand Auto. Chicago, IL, month/year—month/year
Salesperson, Consumers Distribution, San Francisco, CA, month/year-month/year.

AFFILIATIONS OR ACTIVITIES

American Marketing Association
Fundraising Chairperson, Delta Sigma Pi, service fraternity
University of Chicago Sailing Club

LANGUAGE SKILLS

Fluent in Spanish and Russian