

THE PERFECT RESUME FOR A MID-LEVEL EMPLOYEE

ALEX R. CONROY
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SENIOR MARKETING COMMUNICATIONS MANAGER

Creative and business-savvy marketing and communications professional with 10 years of progressive experience across a broad range of marketing functions and diverse industry segments. Proven ability to combine vision, creativity, and strong business acumen with well-developed project management and leadership qualities to support go-to-market efforts, product launches, and branding-rebranding initiatives, positioning companies and products for success. Areas of expertise include:

<input type="checkbox"/> Strategic Business Planning	<input type="checkbox"/> Event Management	<input type="checkbox"/> Startup, High-Growth
<input type="checkbox"/> Project Management	<input type="checkbox"/> Corporate Communications	<input type="checkbox"/> SEO
<input type="checkbox"/> Marketing Communications	<input type="checkbox"/> Channel Marketing	<input type="checkbox"/> Campaign Management
<input type="checkbox"/> Branding, Rebranding	<input type="checkbox"/> Team Building, Leadership	<input type="checkbox"/> Public-Speaking, Presentations
<input type="checkbox"/> Public-Investor Relations	<input type="checkbox"/> Direct Marketing	<input type="checkbox"/> Communication

PROFESSIONAL EXPERIENCE

BIOPHARMACEUTICALS, LLC., PHILADELPHIA, PA 2011-present
Marketing Communications Manager

Recruited to re-establish a marketing communications team to execute branding, PR, events, marketing collateral development, and online advertising. Established project-management system and formulated plan for product launches. Directed team of six in executing all MarCom efforts: event coordination, branding, PR, messaging, online advertising, and business-development relationships. Managed budgets from \$1M to \$3M.

Key Contributions:

- 3.** Built event-management program from ground up. Constructed exhibits to showcase products, managed logistics, and trained a 10-person organization. Generated \$1M return on investment to date.
- Spearheaded rebranding initiative and messaging platform that elevated division's profile as a stand-alone brand, internally and among consumers.
- Served as the face of the organization, participating on industry and company panels, providing interviews, and executing all events, sales, and MarCom initiatives.

BIOTECH LABORATORIES INC., PHILADELPHIA, PA 2005-2011
Marketing Communications Manager

Hired as third member of marketing team to support company's high growth from startup organization. Coordinated events and tradeshows (10 events annually with budgets to \$250K), executed product marketing strategies, managed PR timelines and deliverables, oversaw collateral creation, and managed internal and external investor relations and communication. Contributed to initial branding and messaging for employees, customers, and investors.

Key Contributions:

- Orchestrated company's first overseas regional sales conference, a three-day event held in Dublin, Ireland, featuring five product lines, 300 attendees, and presenters from around the world.
- 4.** Spearheaded launch of new product that achieved sales of \$228M in 2007. Executed aggressive PR campaign on limited budget of \$375K.
- Supported IPO with brand elements and development of printed materials distributed to investors and Wall Street; participated in IPO activities, including managing logistics and social events.
- Produced first worldwide sales conference, hosting 250 sales reps from around the world for three days of comprehensive training and product awareness. Scheduled daily training sessions, social activities, and awards ceremony; secured sponsorships and promotional gifts; prepared speeches for and managed daily activities of top executives.

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INTERNATIONAL CONSUMER HEALTH & HYGIENE COMPANY, PARSIPPANY, NJ 2004-2005
Marketing Communications Specialist

Joined marketing communications team to contribute copywriting (marketing collateral), campaign management, and communications for key marketing initiatives. Improved, updated, and managed collateral; analyzed campaign success; ensured consistent brand messaging of internal communications.

Key Contributions:

- Created marketing templates, enabling brokers to deliver more effective messages.
- Developed collateral directory for new customer portal.

FOOD & BEVERAGE MANUFACTURER, CHARLESTON, SC **5.** 2004
Pre-Sales Account Representative

Sold ad features, displays, and new brands and packages to medium-sized retailers in region. Provided expert product knowledge; prepared lease contracts and reviewed with finance and legal; ensured quotas were met.

Key Contribution:

- Closed 11 deals in three months, generating more than \$200K in sales revenue.

EDUCATION AND TECHNICAL PROFICIENCIES

6. Bachelor of Business Administration (BBA) in Marketing (2004)
UNIVERSITY OF SOUTH CAROLINA, Columbia, SC

Technical Skills

Adobe Photoshop, Illustrator, Framemaker, CorelDraw, HTML, FrontPage
Saleslogix, Salesforce.com (SFDC), Siebel On-Demand
Microsoft Office (Word, PowerPoint, Outlook, Excel, Access), Microsoft Visio

1. The job seeker didn't try to squeeze everything into one page.

3. Each role is split into responsibilities and key achievements.

5. The job seeker used his work experience to show progression.

2. A list of the job seeker's core competencies is featured at the top.

4. Information is quantified wherever possible.

6. The "Education" section was moved to the end of the resume.

BUSINESS INSIDER

Skye Gould/Business Insider

What makes this an excellent resume for a mid-level professional? Augustine outlines the following reasons:

1. The job seeker didn't try to squeeze everything into one page.

"At this point in your career, you've earned the extra resume real estate," says Augustine. "Spend more space elaborating on your most recent work, assuming it's most relevant to your current job goals." Include your header at the top of the second page as well, she says, so your name and contact information are always "top of mind" for the reader.

2. A list of the job seeker's core competencies is featured at the top.

Alex's resume contains a list of his core skill sets, usually referred to as, "Areas of Expertise" or, "Core Competencies." "This list serves two purposes," she says. "One, it allows a reader to quickly scan the top portion of the resume and get a good sense of Alex's capabilities; and two, it helps Alex's resume get past the electronic gatekeepers known as Applicant Tracking Systems."

3. Each role is split into responsibilities and key achievements.

Under each job title is a short description that explains Alex's responsibilities in that particular role. "Underneath the description is a set of bullets that highlight his most noteworthy and relevant contributions," Augustine explains. "Be specific and clear when describing your accomplishments and contributions."

4. Information is quantified wherever possible.

Include numbers whenever possible, whether you're describing the size of your budget, the number of events you helped organize, or the number of people you managed.

5. The job seeker used his work experience to show progression.

"Alex's work experience is listed in reverse-chronological order, starting with his current position," she points out. "More space is dedicated to the details of Alex's recent roles and achievements, as employers are most interested in this information and it's directly tied to his current job goals. Even when the job titles are the same, Alex is demonstrating how he's progressed in his career by taking on larger projects, bigger budgets, and more people."

6. The "Education" section was moved to the end of the resume.

Once you've been in the working world for three years, your education section should shift towards the bottom of your resume. "When you first graduate, your new degree is one of your best selling points," Augustine says. "Now that you've been in the workforce for a while, your experience and the skills you've developed should take center stage."