



KEY COMPONENTS TO AN EFFECTIVE RESUME

The following are what a recruiter or employer typically wants to see when an applicant is interested in a senior management position:

- Easy to Read:*** Simple, easy to read, on plain or bond white or cream paper, well laid out for clarity, simple (no more than three type styles and three sizes of fonts), as many pages as you need; send by email, rather than snail mail or fax. Do not put into a PDF for a recruiter may wish to use a format style different than yours.
- Contact Information:*** Include full name, mailing address, phone numbers, and email address. Not indicating an email address usually means the person does not have one and is not a user of computers. Such a person probably would not be a candidate, because they fail to show the initiative to stay current with the business world.
- Specific Dates:*** Cover all time frames since having been awarded the first college degree using starting month and year and ending month and year. If not employed, then say what has been going on, even if looking for a job.
- Specifics by Employer:*** For each employer mention the company, city, position title and give information that describes the product or service, size (sales and number of employees when you started and when you finished), the organizational structure (you reported to what title, what titles were your peers, and what management titles reported to you), your responsibilities, what problems were you to tackle when you were hired and your accomplishments. Go beyond responsibilities to the actual RESULTS achieved directly and specifically by you or through your leadership.
- Why you left:*** Perhaps an unusual suggestion, but really helpful to the prospective employer, would be to add *in italics* after each position why you left that position and how you got and why you took the next job.
- Education:*** Type of college degree (B.S., MBA, etc.), subject area, name of institution, city and state, date awarded. If awarded a degree by an institution that is not certified by a regional accrediting body, the degree is viewed as having little merit.
- Additional Training:*** Add any continuing education courses or seminars taken.

Should not include:

Do not include information about family, religion, race, age or any other thing that might be information on which an employer might (or might be accused of) illegally discriminating.



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PROFESSIONAL EXPERIENCE:

Gecko Advertising
Somewhere, NC
11/02 - Present

VICE PRESIDENT OF SALES & MARKETING

Report to the company president and peers with the VPs of Finance, Operations and Human Resources. Direct reports include six regional sales managers, a marketing manager and a department secretary.

The company specializes in marketing communications in print, television, and radio advertising, with a major emphasis in network spot film and video production. Responsible for directing all day-to-day sales and related corporate account groups, with five direct reports and a total staff of 32. Grew sales from \$20 million to \$60 million and the profit margin went up 32%. In the last five years company has expanded to the international arena in which I my area expanded grew sales from \$1.3 million to \$14.2 million.

Sauria Hotels, Inc.
Suburban, IL
1/94 - 10/02

1/98 - 10/02

DIRECTOR OF MARKETING

Director of Marketing at the corporate office of the Sauria Hotels, Inc. Corporate office overseas 15 hotels throughout the United States and England. Directed all sales, marketing, public relations and advertising activities. In addition was responsible for corporate recruitment and development in the sales area. Initiated and set up a national sales and referral effort which was adopted chain-wide. I supervised 15 Sales and Marketing associates who assisted in the national sales and referral efforts. Reported to the Vice-President of Sales & Marketing. During my sales grew from \$70M to \$962M. *Through an industry friend I discovered the opportunity at Gecko and saw it as an opportunity to expand my marketing and sales experience outside of the hospitality industry.*

1/94 - 1/98

DIRECTOR OF SALES AND MARKETING

Director of Sales and Marketing for the 465 room Renaissance Hotel in Naperville, IL. Reporting to the General Manager, I had

reporting to me three Sales Managers, a Convention Services Coordinator, Catering Manager and department secretary. The Renaissance-Naperville was the largest hotel in the company at the time. Also responsible for all public relations, promotional, and advertising activities. Hotel sales increased 32% in two years to \$12M and average room rate rose 21% to \$121. I initiated an e-commerce program for re-booking past guests that increased repeat business by corporate clients by 22%, and raised the ADR by 15%. Also, mentored two Sales Managers who were promoted to other hotels as Director of Sales. This hotel is one of 15 hotels associated with the Sauria Hotels, Inc. *Corporate office offered me larger position with a salary increase, a career growth opportunity that I wanted.*

Sheldon Hotels Corp.
Riverside, CA
5/92 – 12/93

DIRECTOR OF SALES

Director of Sales for Riverside's second largest hotel property with 250 rooms. Reporting to the General Manager, I was responsible for the performance of 2 staff members, one Sales Director and one Catering Manager. I also achieved sales top producer status for this company of eight hotels from 1984-1986. *Left because of the opportunity to return to my home state and to advance to a higher position for a larger organization.*

Pennysaver Hotel Corp.
Sun Valley, CA
1/92 – 5/92

SALES ASSOCIATE (INTERN)

For this 120-room, limited service hotel, the top performing hotel in the Pennysaver Hotels company (16 hotels), I served as a sales intern reporting to the Director of Sales and Marketing. Responsibilities included researching the success and failures of previous sales programs. *After receiving in-the-field training, pursued opening at Sheldon Hotels Corp. Job expanded my qualifications and provided opportunity for future advancement.*

EDUCATIONAL BACKGROUND

June, 1990	Graduate Studies	University of Phoenix 24 credit hours towards an MBA
May, 1988	BS, Hotel & Restaurant Management	Cal Poly-Pomona Pomona, CA

COMMUNITY/PROFESSIONAL

1994-1998 Naperville Rotary Club
1994-2002 Urban League-Chicago Chapter
Certified Hotel Sales Executive (CHSE), American Hotel Lodging Educational Institute