



Explore



Engage



Experience



Embark



Elevate

Skill Based / Functional Resume

Note:

A skills-based or functional résumé lists a person's qualifications in terms of their skillset, rather than listing work experience in reverse chronological order. It is used most frequently when: an applicant has very little work experience; it has been a long time since the applicant's last paid position; or the applicant is looking to change careers.

ANITA JOB

(817) 123-4567 • anitajob@mavs.uta.edu

SUMMARY OF QUALIFICATIONS

- Five (5) years successful experience in direct sales of a range of products and services
- Extensive practical hands-on experience as co-owner and manager of a small business
- Motivated and enthusiastic about developing good relations with clients
- Effective working alone or as a cooperative team member
- Professional in appearance and presentation

EDUCATION

Bachelor of Business Administration in Marketing
University of Texas at Arlington, Arlington, TX

May 20XX

RELEVANT SKILLS

SALES and NEW ACCOUNT DEVELOPMENT

- Increased a small publication's advertising revenue through market research and promotion
- Developed new distribution outlets for a special-interest magazine for University of Texas Arlington (UTA) community
- Made cold calls and follow-up visits to retail outlets throughout the DFW region
- Organized detailed financial recordkeeping
- Successfully increased readership by more than 40 percent over a two-year period

CUSTOMER RELATIONS

- Served as vendor representative for Pier 1 Imports
- Coordinated product information, distribution for 15 field representatives and major accounts
- Promoted giftware products at trade shows throughout the region
- Handled face-to-face contacts with new and established customers

ADVERTISING, MARKETING, DISTRIBUTION

- Organized and styled merchandise for effective presentation in a 20-page giftware catalog
- Oversaw the production of advertising and its placement in major trade publications
- Kept accurate, current computer records of inventory, international suppliers, brokers, shippers and handled all aspects of order taking and processing

EMPLOYMENT HISTORY

Sales Coordinator, Pier 1 Imports, Arlington, TX

20XX-Present

Distribution Coordinator, Renegade Magazine, UT-Arlington, Arlington, TX

20XX-20XX

Manager, Bill's Dairy Products, Fort Worth, TX

20XX-20XX