

SAMPLE RESUME

CURRICULUM VITAE

Peter John PERFECT

PERSONAL DETAILS: [Mandatory]

Home Address 22 Your St
 Townswood NSW 2999

Contact Details Business:(0X) YYYY ZZZZ
 Mobile: (0XXXX) YYY ZZZ
 Private: (0X) YYYY ZZZZ
 Email: perfect@twotel.com.au

Date of Birth 18th January 1965

Marital Status Married with two children (3 and 6 years)

Interests Sailing, stamp collecting, rugby

EDUCATION AND QUALIFICATIONS: [Mandatory]

1989 - 1991 Master of Business Administration
 University of Western NSW

1980 - 1983 Bachelor of Agricultural Science
 University of New South Wales

1979 Higher School Certificate
 Outer Bulli High School

PROFESSIONAL QUALIFICATIONS [Optional]

Member Australian Institute of Agricultural Scientists (By examination, 1992)

ADDITIONAL COURSES: [Optional]

Speechcraft - Toastmasters International
Strategic Marketing - Agsell Consultants
Professional Selling - Sales International
Profitable Pricing - Grosvenor Strategy
Microsoft Excel - Computer Training Centre

MILITARY SERVICE: [Optional]

1980-1985 Corporal
Royal Australian Army Engineers (Army Reserve)

LANGUAGES: [Optional]

English
Italian (written and spoken)

COMPUTER SKILLS: [Optional]

Proficient in word processing (Word) and spreadsheets (Excel), project management software and email/internet.

PROFESSIONAL ASSOCIATIONS: [Optional]

Australian Marketing Institute (AAMI) (Associate)
Graduate Management Association (Current member, Director 1996/97)
Australian Institute of Agricultural Scientists (NSW Committee since 1998)

SUMMARY OF SKILLS: [Optional]

Marketing to farmers
Strategic planning
Sales management
Selling
Rural merchandise

EMPLOYMENT SUMMARY: [Optional]

Period	Position	Organisation
1998-present	Marketing Director	Big Corporation
1993-1998	Product Manager	Different Corporation
1992-1993	Market Manager	Another Co
1989-1992	Sales Supervisor	Another Co
1983-1989	Technical Representative	First Corp

EMPLOYMENT HISTORY [Mandatory]

**Apr 1998 to
present**

Marketing Director
Big Corporation Inc
123 Pitt St, Sydney 2000

Big Corporation is a US based manufacturer of farm equipment, primarily high technology crop monitoring devices.

Reporting to: Divisional General Manager
Subordinate staff: Three Product Managers
One Marketing Assistant
Accountabilities: Profit on sales of \$150 million
Expense budget of \$9 million
Direction of new product development
Distributor relationships
Achievements: Achieved budgeted profit 96/97
Increased average margins by 5%
Increased market share on key high margin products
Developed new distribution strategy
Introduced new advertising and promotion strategy
Developed new export market in Indonesia

Dec 93 - Mar 98

Product Manager

Different Corporation Ltd
Agriculture Division
4 South St,
Melbourne 3008

Different Corporation is an Australian public company. The Agriculture Division produces agricultural chemicals for broad acre and horticulture crops.

Reporting to: Marketing Director

Subordinate staff: None

Accountabilities: Profit on sales of \$15 million

Expense budget of \$1 million

Direction of new product development

Achievements: Increased average margins by 5%

Increased market share on key high margin products

Introduced new advertising and promotion

Nov 92 - Dec 93

Market Manager

(Animal Health)

Another Co Ltd

8 Collin St,
Melbourne 3000

Another Co Ltd is a UK-based company producing human and animal health products.

Reporting to: Marketing Director

Subordinate staff: None

Accountabilities: Expense budget of \$500,000

Increase in marketing contribution

Achievements: Pre-market analyses for the range of Widget products

Member of the Widget taskforce, which led to the decision by Another Co to undertake the global development of Widgets.

Aug 89 - Nov 92 Sales Supervisor

Another Co Ltd

Reporting to: National Sales Manager

Subordinate staff: Two Territory Sales Managers

Accountabilities: Sales of \$5M (northern NSW budget)
Expense budget of \$100,000

Achievements: Successfully introduced Wongles to the region and achieved first year sales targets.

Dec 83 - Aug 89 Technical Representative
Central Queensland
First Corp Pty Ltd
987 Ann St,
Brisbane 7000

First Corp is a family-owned business producing nutritional products for livestock.

Reporting to: State Sales Manager

Subordinate staff: None

Accountabilities: Territory sales of \$2 million
Expense budget of \$50,000

Achievements: Achieved sales budgets for all except one year
Introduced Waddles to the territory

CAREER ASPIRATION:[Optional]

General Management
