

## SAMPLE "BEFORE" RESUME

Allan Wilder  
22 Rood Street  
Bronxville, NY 11100

### PROFILE

- Superior Communication Skill: easily working with clients, colleagues, and vendors beyond nationalities.
- Outstanding background of International Business with hands-on experiences such as M&A, brand labeling deals.
- Obtained know-how for new product development for overseas market.

### WORK HISTORY

#### **PROFILES PLUS** (Jan. 2000 – Present)

US head quarter and subsidiary of Dynamic Electronics Corporation in Japan

#### **Marketing Representative and Coordinator 4/03- Present**

Closely work with each local branch managers step-by-step to expand and develop their business in each market.

- Plan advertisements and exhibitions for American market, working with designers, media agencies, and publishers.
- Conduct market research and analysis for American market such as brand recognition and technology trend, using company research and attending local exhibitions.
- Plan marketing strategy for American market, setting price and planning sales promotion tools.
- Analyze needs/demands from each local market and work with product planning group in Japan for new product development; act as voice of US market.
- Serve as intermediary between the head office in Japan and subsidiaries, and fill communication gaps.
- Establish new sales channels in North America.
- Plan and organize meetings for distributors.

#### **Sales Promotion and Marketing Aide, (2000 - 2003)**

- Assisted subsidiaries and distributors all over the world, preparing promotion tools such as presentation materials, sales guides, new product editorials.
- Established united user database for overseas market, making database with Microsoft Access software.
- Organized needs/demands from overseas market and work with product planning group for new product development.
- Organized a distributor meeting for all Asian distributors.
- Wrote and implemented a product modification plan for changing printed manuals to on-line pdf manuals.

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### AWARD

- MVP Team Award, 2000 as a member of sales promotion group for providing excellent sales support to international subsidiaries
- New Business Plan Award, Apr. 2001 by Japanese economic magazine, "Outstanding Business Practices"

### EDUCATION

**International UNIVERSITY**, Osaka, Japan  
Bachelor of Arts, Marketing  
Member of Football club

### COMPUTER SKILLS

**Microsoft Words, Excel, Access, PowerPoint,  
DTP software (Adobe Acrobat, Illustrator, Photoshop, PageMaker)**

### LANGUAGE

Fluent in **Japanese** and **English** (Proficient) in German

### HOBBIES

**Skiing** (worked as an instructor), **Cooking, Movies, Listening to Music and Walking in the Park**