
STEVEN W. MOELLER

19 Oak Creek, Irvine, California 92715 (714) 854-4439

OBJECTIVE: A senior management position with a growing wealth management firm where my sales skills and *proven marketing abilities* can contribute directly to corporate profits.

UNIQUELY QUALIFIED BY: Over fifteen years of business success in:

- Sales
- Sales Training
- Product Development
- Marketing
- Advertising
- Marketing Research

=====ACHIEVEMENTHIGHLIGHTS=====

VICE PRESIDENT, MARKETING

AMERICAN COMM CENTERS

Established investment marketing department for a real estate development company. Assisted in investment product design, developed marketing plan, budget and sales presentation. Designed, wrote and produced brochures, slide show and sales/marketing training seminar. Recruited, trained and motivated independent sales force.

- *Result: Repositioned company and raised capital to build a new type of full service, computerized office building.*

MARKETING VICE PRESIDENT

PHOENIX FINANCIAL CORP.

Performed market research for investment management firm. Created prospecting workshops on portfolio management including slide shows and workbooks. Developed advertising campaign, marketed workshops and trained over 2,000 attendees.

- *Result: Generated consistent flow of qualified prospects and increased revenues by over 75%.*

REGIONAL VICE PRESIDENT

EQUITEC SECURITIES COMPANY

Represented publicly held investment sponsor in a four state area. Sold packaged investments through stockbrokers, financial planners, and insurance agents. Heavy phone calling, public speaking and one-on-one sales. Recruited, trained and motivated over 400 independent sales representatives.

- *Result: Improved territory from last place (number 22) to number three in the country and won "Most Improved Wholesaler" award.*

EXECUTIVE VICE PRESIDENT

SYSTRAR, INC.

Instrumental in developing sophisticated financial structure for innovative investment offerings. Analyzed market opportunities, performed financial analysis, and negotiated with principals. Assisted in product design, created marketing material, and developed and presented prospecting seminars.

- *Result: Company successfully capitalized six securities offerings.*

SPECIALIZED TRAINING

Decker Communications (Public Speaking and Media Image Workshop)

Communicate with Confidence (Voice Training and Acting Workshop)

Dale Carnegie Sales Course (Assistant Trainer)

Counselor Sales (Communications Skills and Objection Handling)

Mastering Persuasion Techniques (NLP Principles Applied to Sales)

Member: National Speakers' Association

COMMENT

My enthusiastic, outgoing personality, entrepreneurial drive, and excellent communications skills will make a tremendous contribution to the right company.

RONALD C. MONTGOMERY

4129 Mariner Dr. Corte Madera, California 94925 415-XXX-0000

OBJECTIVE: A summer sales position with a pre-stressed concrete company where my knowledge of the construction industry can contribute directly to corporate profits.

QUALIFIED BY: Over a decade of construction experience including:

- CONSTRUCTION MANAGEMENT
- BUSINESS OWNERSHIP
- PROJECT SUPERVISION
- CONCRETE WORK

EXAMPLES OF ACCOMPLISHMENTS

BUSINESS OWNERSHIP: Established and operated commercial contracting business.

Wrote proposals and estimates for public and private construction projects including municipalities, military bases, industrial business and commercial contractors. Specialized in subcontracts to build and modify large wood frame structures.

Results: Generated over 30% net profit each year in business.

CONSTRUCTION MANAGEMENT: Organized construction of office space, weigh station and drainage control systems for expanding land-fill operation. Consulted with management to determine needs and budgets. Designed and drafted blue prints for all structures. Hired and coordinated subcontractors.

Results: Rapid completion of projects enabled corporation to achieve aggressive growth objectives.

PROJECT SUPERVISION: Managed remodel of police station to accommodate high-tech communications systems. Estimated labor and material for all structural changes. Coordinated over twenty subcontractors and vendors involving sophisticated electronics systems and HVAC installations.

Results: Successfully completed project on time and within budget.

CONCRETE WORK: Extensive hands-on experience with poured-on-site concrete. Supervised layout, form building, rebar installation, and pumping. Also, estimated cubic yards of concrete required.

Results: All projects executed to specifications with no repours.

EDUCATION AND OTHER FACTS

B.S. Candidate, Civil Engineering, University of California, Berkeley (Graduate December, 1990)
Building Contractors License, State of California
Travel and/or Relocation Acceptable

COMMENT

My entrepreneurial drive, strong communication skills, and broad construction background will make a tremendous contribution to the right company.

BRENDA O. JACKSON

4750 N. 524th St. Phoenix, Arizona, 85018 (602) 000-0000

GOAL: TRAINING AND EDUCATING OPTICAL PROFESSIONALS

"I am seeking a position with a growing firm where my extensive optometric experience and proven teaching skills can contribute directly to corporate growth."

QUALIFIED BY over a decade of experience in optometric practice including:

- Seven years training optometric assistants
- Six years of specialized experience in contact lenses
- Three years of managing an optometric practice

PROFESSIONAL SKILLS

TRAINING

- Trained 20 optometric assistants in orthokeratology techniques. Taught modification of lenses to maximize comfort and encourage reduction of myopia and astigmatism.
- Wrote contact lens instructions for assistants, corollary booklet for patients and trained assistants on contact lens dispensing.
- Taught assistants patient follow-up care, use of keratometer, slit lamp and lensometer.

SALES

- Top selling technician for one of Northern California's largest optometric practices. Sold over \$70,000 annually in spare contact lenses, eyewear, accessories and professional services.

MANAGEMENT

- Managed branch office of optometric practice. Interviewed and helped select new employees, coordinated vacation schedules and work assignments.
- Supervised eight assistants and the treatment of up to 80 patients daily.
- Purchased and maintained \$200,000 inventory of contact lenses, frames and accessories.

ORGANIZATION

- Reorganized contact lens supplies and established automatic shipment program to ensure proper inventory levels. Secured 20% volume discount from suppliers.
- Planned, coordinated and marketed monthly seminars for national company. Increased attendance 50% in one year.

EDUCATION AND OTHER FACTS

Bachelor of Arts, Calif. State Univ., Sacramento: Early Childhood Education; Honors student for three years.

Investment in Excellence (Goal Setting and Visualization workshop).

Member of Toastmasters International.

Past Vice President, Sacramento Valley Optometric Assistants Assoc.

Other interests and natural talents include public speaking, gourmet cooking, traveling, hiking and gardening.

COMMENT

My enthusiasm, technical knowledge, and strong communication skills will make a tremendous contribution to the right company.