

# HEADER

Name, title, email, contact details, and nationality

# EXECUTIVE SUMMARY

Give an overview of your entire career.

# KEY SKILLS

List your core skill sets.

# WORK EXPERIENCE

Elaborate on your current and past job scopes and responsibilities.

## JOHN TAN SALES & MARKETING DIRECTOR

### PERSONAL INFORMATION

Email: john.tan@resumewriter.my | Nationality: Malaysian | Mobile: +6012-3456789

### EXECUTIVE SUMMARY

- Sales & Marketing Director with 15 years of experience within the IT industry for bluechip companies such as IBM, Oracle, & HP.
- Successfully closed 82 million USD worth of sales in 2015, a 45% increase year before
- Oversaw setup of new office in Shanghai. Hired pioneer group of sales led team to capture over 20 million USD of sales within 12 months.
- Created new range of product offerings optimized for developing market. New product range has revenues of USD \$38 million and is becoming a cornerstone of company strategy.

### KEY SKILLS

- Business Development Strategy
- Marketing Campaigns
- Regional P&L Management
- Business Process Optimisation
- Key Account Management
- Enterprise Sales

### PROFESSIONAL EXPERIENCE

#### SALES & MARKETING DIRECTOR (ASIA PACIFIC) ORACLE, MALAYSIA

- Direct staff of 30 to manage all APAC sales & marketing activities. Manage a portfolio of 80 clients with total turnover of USD \$82 million per annum
- Conceptualise and implement regional marketing, business development strategies, with full P&L responsibility
- Oversaw studies of market trends, competitor activity, client requirements and regional infrastructure development. Identify opportunities for business position optimum product offerings to clients.

- Research and profile sales leads, specialising in Fortune 500 companies operating in emerging markets in APAC. Perform C-level engagement to sell enterprise-level IT products and services, and lead negotiations with clients to close million-dollar deals
- Serve as brand ambassador during international industry conferences, including GOTO and ITEXPO. Network with industry leaders, key client decision makers and media representatives, and conduct pre- and post-conference PR activities

### Significant Highlights

- Single-handedly built Malaysia office from scratch. Conducted headhunting campaign to build pioneer team, then trained and empowered staff to take on additional responsibilities and serve market needs. Secured recurring revenue stream worth USD \$48 million within 1st year of operations
- Coached regional sales & marketing team to achieve revenue growth of 33% in 2014 and 45% in 2015, winning Best Team Award 2015

### EDUCATION & PROFESSIONAL QUALIFICATIONS

- Masters of Business Administration (Specialisation in Sales), Universiti Kuala Lumpur, Malaysia, 2012
- Bachelors of Business (Honours) , UCSI University Kuala Lumpur, 2000

### AWARDS & CERTIFICATIONS

- President's Club Award, 2010-2011 and 2013-2015

### MISCELLANEOUS INFORMATION

- Languages: Fluent in English, Mandarin, Hokkien and Cantonese
- Technical Skills: MS Office, Java, Swift, C++
- Availability: 3 month's notice

References available upon request.

# ACHIEVEMENTS

Highlight your work accomplishments, backed by numbers.

# EDUCATION & QUALIFICATIONS

Your academic and professional qualifications.

# MISCELLANEOUS INFORMATION

Languages spoken, notice period, and more.