

John's original CV

It's best to consolidate your key skills in a single section, e.g. under "Core competencies" below.

Full of buzzwords and empty, meaningless phrases. Stick to simple sentences substantiated by metrics.

Objective statements aren't necessary in modern CVs.

Avoid vague phrases like these. Stick to informative, easy to understand statements.

Combine this section with professional experience, so HR won't have to go back and forth between your work scopes and this section.

This actually isn't a core competency!

Move section to the rear. Show your skills and experience first.

Listing marital status is not necessary, and may even expose you to discriminatory hiring practices.

Too many bullet points here. Try to summarise into 1 to 3 bullet points, excluding significant achievements.

How many customers? Total revenue managed?

What were the enhancements? Did the new product sell better? Any metrics to substantiate?

Any positive benefits to show from these new campaigns?

How did this benefit the organisation?

Just say "Managed". Don't complicate things!

Every sales exec builds rapport with clients. Don't mention obvious work scopes.

How many more clients? How much did the revenue increase?

This bullet point is far too long and difficult to read!

Entire bullet point does nothing to impress the reader. Remove empty workscopes like this.

Gives the impression you were a junior executive. Remove it. Your CV should showcase your best skills.

All this can be replaced by 1 word - "Led"

What were the objectives? Did you exceed them? By how many %?

For someone at this level of seniority, there is no need to show what you did in National Service.

JOHN TAN

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SALES & MARKETING DIRECTOR - 15 YEARS EXPERIENCE

CLIENT MANAGEMENT - REGIONAL SALES STRATEGY - STAFF DEVELOPMENT - BUSINESS EVOLUTION

Customer-oriented international sales & marketing director with 15 years of experience delivering complex IT solutions to clients in the APAC region. Proven track record in business process outsourcing, constructive disruption, synergizing with internal and external stakeholders and leveraging next generation technologies to empower clients to successfully cross the event horizon of business transformation operations. Advocate of operational agility, CloudOps, and convergence of bleeding-edge platforms to address the challenges of the 21st century. Inquisitive, resilient and adaptable.

Objective: To secure a sales-focused leadership position in a regional/global role at the director or C-suite level to help grow organisation revenue, evolve operational processes and procedures, and empower clients to step up their digital capabilities and meet their objectives.

MAJOR ACHIEVEMENTS

- Built new Malaysia regional office from scratch; hired, trained, mentored and coached cross-functional team who captured millions of dollars in Sales
- Adopted new cloud-based technologies; improved synergy within internal departments, bridged the digital divide between millennials and Generation X staff, and facilitated business process outsourcing
- Created new range of software offerings tailored specifically to emerging markets, leveraging on widespread adoption of mobile technologies,
- Multiple-time winner of President's Club Award
- Led high-performing sales teams during challenging economic periods in 2014 and 2008, aggressively hunting and farming clients to exceed company targets, and forged teams recognised as best in the industry

CORE COMPETENCIES

- Upselling
- Cross Selling
- Cold Acquisition
- Customer Service & Retention
- Business Development
- SaaS
- Content Management Software
- Proactive Working
- Contract Negotiation
- Sales Reporting & Forecasting
- Budgeting
- Staff Training
- Operational Management
- Process Offshoring
- Product Development
- P&L Management

PERSONAL PARTICULARS

Nationality: Malaysian
Marital Status: Single
Language: Fluent in English, Bahasa Melayu, Cantonese, Hokkien
Activities & Interests: Music, Smartphones, Gaming, Yoga, Mobile Technologies, Badminton, Global Politics
Availability: 3 months

WORK HISTORY

Sales & Marketing Director (APAC) 2013 - Present
Oracle, Malaysia

- Experience:**
- Directed all sales activities in APAC region with total P&L responsibility
 - Establish and maintain strategic client relationships; understand client needs to create bespoke IT solutions
 - Gather client feedback to resolve pain points; escalate feedback to development team to enhance product offerings
 - Researched and profiled potential leads, focusing on Fortune 500 companies operating in emerging markets
 - Performed cold acquisitions; establish contact with potential leads to effectively present win-win solutions
 - Created and refined regional sales, client prospecting and marketing campaigns
 - Liaised closely with internal teams to identify and erase bottlenecks in business processes
 - Performed targeted marketing campaigns to attract clients; place strategic advertisements in industry magazines; leverage existing clients to identify new leads
 - Deliver presentations at high-decibel industry conferences; network with key client decision makers and industry influencers; study international best practices; conduct pre- and post-conference PR and marketing activities
 - Won President's Club Award in 2013 - 2015

Corporate Sales & Marketing Executive (SEA) 2008 - 2012
Oracle, Singapore

- Prospected, sold to, and oversaw portfolio of IT clients across SEA market; managed all corporate sales and marketing activities in the region
- Conducted sales visits to build rapport with clients and understand needs; develop proposals and quotations matching client needs
- Identified new market segment for mobile technologies in emerging SEA economies; prospected for new leads and signed more major clients from 2009 - 2011; increased annual company revenue

- Actively worked with regional teams to implement cloud-based platform to facilitate remote working and track key metrics; assisted in outsourcing of key functions overseas; rationalised sales and business operations to cut costs; trained staff to bridge digital divide between internal staff; platform recognised as regional best practice and escalated to global implementation, leading to reduction of regional operating costs
- Worked closely with local and regional marketing teams towards executing marketing campaigns to meet business objectives; monitored marketing budgets and performed analytics to determine efficiency of campaign
- Won President's Club Award in 2010 and 2011 for top sales performance
- Liaised with internal auditors and government authorities to ensure compliance with relevant laws and regulations
- Assisted with ad hoc administrative duties

Sales Manager (MY) 2003 - 2007
HP, Malaysia

- Managed, supervised, trained and coached team of 8 sales associate to meet sales objectives; reported to country manager
- Built relationships with clients to develop proposals; delivered after-sales services to expand accounts and grow revenue
- Created strategic partnerships with international companies to improve business capabilities
- Identified synergies with marketing team; overhauled business processes to combine sales and marketing function
- Led corporate planning activities, including budgeting, forecasting and long-term planning

Sales Associate 2000 - 2003
IBM, Malaysia

- Managed portfolio of 30 clients
- Coordinated internal and external stakeholders to meet client requirements

Khidmad Negara 1993 - 1995
Quarter Master

- Served as section commander
- Won Best Soldier of the Month award in Feb 1994

EDUCATION

MBA Specialisation in Sales, Universiti Kuala Lumpur 2012
BBA, UCSI University 2000