

Theresa Wright

EXECUTIVE MBA &
15+ YEARS OF ACCOMPLISHMENT

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Available for relocation or travel
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TARGETS: MANAGEMENT CONSULTANT ~ CORPORATE STRATEGIST ~ BUSINESS ANALYST

Seasoned business professional and recent Harvard MBA offering uncommon blend of creative and analytical talents along with results-proven ability to apply new ideas, resourcefulness, and innovation to propel companies to the next level, overcome roadblocks, and build competitive advantage.

KEY STRENGTHS

Marshaling change and innovation: Proven versatility to span industries, bringing fresh perspective, new ideas, and keen business intuition to spot growth opportunities, influence business direction, and define and drive value in the marketplace.

- ▶ Increased revenues \$15 million (30+%) and built dominance in various target segments by recommending and influencing fundamental changes in business development and product strategy of a nascent company.
- ▶ Generated \$5 million revenue by identifying and capitalizing on untapped opportunities in what was previously considered a “dead-end” market.

Integrating multiple disciplines: Mindful of the big picture and skilled at identifying interrelations and global impact within multifaceted situations that require knowledge of functional areas and best practices from all areas of a company. Orchestrated change initiatives and associated strategy shifts that led a small company with <\$1 million annual revenue to be acquired for \$6+ million.

- ▶ Member of management team that built a start-up software company’s sales 300% in the first year and 200% in the next 2 years each, ultimately winning acquisition offer of \$3 million.

Cultivating teamwork and strong customer relationships: Known for genuine, empathetic, persuasive interpersonal style that engenders trust while strengthening customer relationships and building cross-departmental cooperation.

- ▶ Traveled nationally and internationally, investigating U.S. best practices and navigating socio-politically charged situations to establish mutual agreement between Vietnamese Communist officials and aggressively profit-oriented Japanese companies, opening up a new market between the nations.

Strengthening business agility and viability: Apply creativity, analytical rigor, pragmatic overview, and leadership skills to build value, foster flexibility, and keep companies competitive even in the face of declining markets and competitive threats.

- ▶ Paved the way for \$6+ million in new revenues annually through research, strategy planning, and project leadership, achieving 20% CAGR for products despite targeting a shrinking industry.

QUALIFICATIONS SUMMARY

- Strategy Planning & Execution
- Business Analysis & Strategy Consultation
- Project Management
- Team Leadership
- Client Interaction & Relationships
- Process Mapping & Process Improvement
- Strategic Problem Solving
- Root Cause Investigation, Identification & Analysis
- Market Research & Analysis
- New Product Development & Launches
- Market Segmentation
- Product Cost & Channel Strategies
- Marketing & Sales Support
- Branding & Positioning
- New Market Development
- Corporate Communications
- Change Management
- Performance Metrics
- Financial Modeling, Analysis & Valuation Methods
- Mergers & Acquisitions
- Networking, Partnering & Alliance Building

EXPERIENCE HIGHLIGHTS

MARKETING MANAGER, PROMOTIONS
XxxxCompanyNameXXXXXX – City, XX (2002 – 2009)

Headed North American marketing programs for 100+ product lines, leading teams of internal and third-party professionals on as many as 15 simultaneous projects with combined budgets of approximately \$5 million annually. Orchestrated development of product brands and ensured consistent brand image. Researched and identified new growth opportunities,

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Dear Professional, Executive, or Aspiring Executive:

100kCareerMarketing.com is the culmination of nearly 20 years of successful experience. During this time, I have been privileged to work with thousands of executives, professionals, and leaders all across the U.S. and worldwide in developing their resumes and other career marketing documents.

I formed 100kCareerMarketing.com because of my ongoing dedication and commitment to delivering unparalleled service and quality to my clients. As demand for my services as an executive resume writer and career marketing strategist grew to far exceed the time available, a new model for delivery of my services to you was essential. 100kCareerMarketing.com was born of that need and it provides me with a way to deliver dedicated, personal attention to a *very select number of clients* - no more than 20 clients per year (approximately one person every 2 weeks).



Today, 100kCareerMarketing.com is the ONLY way to work with me one-on-one.

That's right. Because it takes time, collaboration, and intense attention to quality and detail to create truly compelling, powerful, results-generating executive career marketing portfolios, I make certain that I give you – and you exclusively – all of the time and attention you need.

I work with a VERY SELECT base of no more than 20 clients per year. When you hire me you benefit from not only my preeminent experience and expertise but from my exclusive, personal attention focused *only* on you and the creation of your career marketing portfolio. I would be honored to work with you. But my schedule fills up *very* quickly, so if you are ready, please reserve your spot today. Of course, if you have any questions, I will be happy to answer them. Just send a quick email or give my office a call.

I also invite you to book a personal 45-minute consultation with me, to go over your resume and job search concerns one-on-one, discuss the strategies I would use in writing your resume, answer your questions, and benefit from my recommendations. Although I charge for the consultation, you have nothing to lose! If you book a consultation and then decide to proceed with my services I will give you a full \$300.00 discount on my VIP executive services.

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I look forward to meeting with you and hope we have the chance to work together.

Sincerely,

- Michelle

This is one of the many career marketing documents that are included (along with an executive résumé) in the portfolios I create for my clients. Please note that although this document has been carefully edited to preserve the anonymity of my client, this example was created for a real client. The strategies used in the document were devised specifically for this client, to address unique aspects of this individual's professional history. While the document is protected by United States Copyright law and copying of any or all of the document is strictly forbidden, doing so would not be in your best interest for other reasons. The best and most effective career marketing documents promote your authentic personal brand and unique value proposition, and the content, design, structure, and formatting strategies are derived from these. It will be my honor to work with you to create YOUR executive career marketing portfolio.

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devised rollout plans to drive rapid market adoption of new products, and repackaged/repurposed existing products to improve the bottom line and extend the lifecycle.

Contributions Snapshot: Played an instrumental role in bringing a new ROI-oriented mindset to the company, shifting internal focus to analyzing the bottom-line of all marketing activities. Introduced systems for tracking and measuring marketing results, significantly lessened previously wasteful spending, and overhauled archaic e-marketing systems. Ultimately established cooperation between formerly disconnected departments and opened the door for corporate culture change enabling employees' ability to challenge the status quo and be creative in problem solving.

Selected Results:

- ▶ **Identified and developed new \$5 million revenue stream** through initiative in spearheading research that uncovered opportunities to expand market share in an under-served market, then led efforts in repurposing existing products to align with and better meet market needs.
- ▶ **Devised plan and strategy to achieve a fundamental market shift** for an industry in rapid decline as result of serious competitive threats; formulated comprehensive plan to help Xxxx's customers remain agile and responsive to sweeping market changes. Ultimately saved at-risk customer accounts.
- ▶ **Created innovative approach and system that increased sales closing ratio 20%** within a key market while solving a persistent problem regarding how to build end-user demand for an offering while keeping the buyer decision-maker central (influence the influencer program).
- ▶ **Generated \$500,000 new sales in 6 months by responding to new market trend** with product rollout plan that built rapid adoption and ultimately resulted in reaching the \$1 million sales mark a full 12 months ahead of schedule.
- ▶ **Mitigated potential business-threatening crisis and restored partners' trust** in Xxxxx through cooperation with PR and department managers in crafting communications strategy; achieved 100% retention of partners.

"Theresa Wright stands alone—as a brilliant business thinker, a strategist, a teammate, a leader, and a warm and valued colleague... I've worked with Theresa for three years as her manager here at Xxxxx. Theresa has changed how we work and recognize our success. She is the brains, heart, and soul of our smartest marketing efforts... I have never worked with anyone I enjoyed and valued as much as Theresa. She's empathetic, kind, thoughtful, wildly funny, generous, and full of wise counsel. She radiates decency and good will, and people of every sort seek her out for her astute perspectives... Theresa is the finest business thinker I know, with a record to prove it."

--Former manager, Xxxxxx

MARKETING DIRECTOR, INDUSTRY APPLICATIONS

Xxxxxxx (acquired by Xxxxxxx) – City, XX (1998 – 2001)

Hired as marketing manager then promoted to director. Controlled \$2 million budget and managed agency and vendor relationships as well as both direct and indirect reports. Teamed with product management counterpart to align efforts. Project managed major product launches every 6 months. Personally wrote white papers and book contributions; created content and managed entire website relaunch. Established new marketing group to focus on specific segments and industries.

Contributions Snapshot: Brought track record of success promoting and launching new products in pioneering markets to this ground-breaking XML solutions company. Transformed marketing materials to incorporate unified strategic messaging with easily understood terms promoting the benefits to end users and overall value proposition. Integrated messaging with European and Asian offices. Initiated change of business strategy to redevelop products for specific segments and verticals, resulting in dramatic revenue increase that grew to account for 30+% of \$40 million total company revenue.

Selected Results:

- ▶ **Initiated fundamental changes in business strategy that resulted in \$15 million new revenue.** Recognized need to shift product development to create focused solutions for specific segments, ultimately culminating in vertical industry programs for pharmaceutical, e-learning, financial, and publishing.
- ▶ **Speeded previously slow adoption rates and achieved significant penetration in targeted segments** through development of customer reference, best practices, and case study program.
- ▶ **Captured 20% of a competitor's market base** through active monitoring of competitor offerings and launch of campaigns designed to unseat entrenched competitors through trade-up programs.

"I have had the opportunity to meet and work with many outstanding individuals, but few have been in Theresa's league for intellect, strategic insight and ability to communicate... [Theresa] was responsible for leading a number of strategic initiatives. One...turned out to become the foundation for a period of remarkably fast growth... Last year, this growth culminated in our acquisition...at a valuation almost twice the going rate..."

--Former manager, Xxxxxx

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CONSULTANT

Xxxxxx – City, XX (1994 – 1998, 2002)

Founded and managed a consulting firm focused primarily on marketing and strategy for early-stage technology companies. Key clients were internet, software, technology, and manufacturing companies such as Xxxxx, Xxxxx Technologies, Xxxxx, Xxxxx Tech, XXXXXXXXXXXX Systems, XXXXXXXXXXXXXXXXXXXX Associates, Xxx, Xxxxx Software/Xxxxx, Xxxxx College of Engineering, and Xxxxx (ultimately hired part-time as Marketing Manager for Xxxxx, 1995 – 1997)

Contributions Snapshot: Developed reputation for resourcefulness and ability to deliver real value and tangible results on shoestring marketing budgets. Raised awareness and demand for early-market products, created compelling marketing and sales pitches, shortened sales cycles, and built market share with leading edge customers. Created systems and standardized processes that minimized costs while maximizing returns for companies with few investment dollars.

- ▶ **Helped companies with innovative products to identify targets in budding markets** and articulate value proposition. Conducted in-depth research and study of markets and customers, pinpointed underlying value propositions, and devised communications and marketing strategy, plans, and messaging.
- ▶ **Set the stage for Xxxxxx to acquire Xxxxxxxx for \$6+ million**, achieving in just 2 months what had been expected to take years. Completely repositioned the company and shifted the customer base and focus to a market with larger deals and higher upside potential.

MARKETING MANAGER

Xxxxxx – City, XX (1991 – 1994)

Hired initially into sales and promoted, just one week into tenure, to take charge of marketing communications group for this venture-backed software start-up. Brought critically needed focus to marketing efforts, articulating value proposition and defining target markets. Traveled to European distributors in Switzerland and U.K. to provide training on messaging and targeting. Formed enduring key manufacturing partnerships and strong bonds with major customers

Contributions Snapshot: In a bootstrap business with almost no budget, devised inventive and creative strategies to generate maximum exposure at the lowest possible costs. Played key role in growing business from almost \$0 to \$500,000.

- ▶ **Brought in 300 qualified leads monthly** as direct result of securing dozens of article placements in industry magazines and high visibility speaking engagements (including COMDEX). Got published in 500 trade magazines and journals the first year alone. Quantified value of free publicity was calculated as \$200,000 annually.

EDUCATION & ASSOCIATIONS

Executive M.B.A. (2008) – Harvard

- Member, The National Scholars Honor Society

B.S., Marketing with minor in Information Technology (1990) – Xxxxx University

Recent Professional Training: Personal Leadership ~ Media Training ~ Business Ethics ~ Leadership ~ The Science of Decision-Making ~ Innovation ~ Corporate Governance and Working With Boards ~ Information Architecture ~ Envisioning Information and Visual Display of Information ~ The Exceptional Presenter

Associations: Toastmasters ~ Project Management Institute ~ CMO Council ~ New Enterprise Forum

OTHER EXPERIENCE

- Early career in sales and business development (self-funded bachelor's degree through commissioned sales positions and entrepreneurial ventures). Refined relationship building skills and developed focus on meeting customer needs that continues to the present.
- Excellent financial acumen refined and strengthened through personal interest in investing and stock trading.
- Experienced with virtually all business applications (MS Office, MS Excel, MS Project, MS PowerPoint, Visio Pro), demo development programs, statistical software, CRM systems, and web development software.
- Volunteer – Habitat for Humanity, Food Gatherers, Xxxxx Rescue Mission, Xxxxx (tutoring children), and member of an improv group that performs for charity.
- Author of published articles and white papers. Contributing author for books published by Prentice-Hall and Wiley.