

Subject: Manager Resume

Hi,

Many of you have substantial management experience, but unfortunately your resumes don't illustrate that well. They need to be revised to better set forth what programs you worked on, your experience and capabilities so we can match you with clients for positions.

When clients are looking to hire managers for a program, they have a checklist of criteria for that program – type of product, type of program (tour/in-market), vehicle experience etc. They are looking to match candidates based on those criteria. To make it easy for them to hire you, you want your resume to hit as many of those marks as possible. On your resume, for each program you have worked, start with managerial then list them reverse chronological (most recent first), then list other sampling or brand ambassador positions.

For the managerial positions you need to set forth

- Position - tour manager or market manager (or other position),
- Name and date of program (agency you worked for is not super-relevant)
- type of program-in market or tour (nationwide, regional, state, city),
- type of event sites-colleges, malls, festivals, retail, concert,
- type of product-beverage, snack food, cereal, electronics (better if you can name the product if possible)
- length of program
- drove a vehicle-no or yes. If yes, name type i.e., drove a Ford f 450 and pulled a 25 foot trailer, or drove a 25 ft box truck or drove a branded suburban etc.
- responsible for x number of staff
- any special or unique responsibilities-emceed event, had to do press, responsible for daily report forms, staff training etc.

So example would be

Promotional Experience

Kellogg's Snack Stix S2X Tour Tour manager March 2005 to May 2005
-Managed a three month nationwide tour for a new Kellogg's product executing at retail stores and fairs and festivals. The product launch involved sampling, games and premium distribution to generate product awareness and consumer interaction.
-Drove a Ford F45- towing a 25 foot trailer. Responsible for vehicle maintenance, event set up and breakdown (two 10 x 10 tents, inflatable and a stage) and a tour crew of 3 staff.
-For each market had 5 in-market staff - trained and supervised - and event reporting and inventory tracking responsibilities.

Sony Vaio "It's Hot" program Market Manager December
2004 to January 2205
-Managed a 7 week mall program in the Chicago market as part of a nationwide campaign for Sony Vaio. Targeted business professionals and college age consumers, demonstrating the ease of use, power and technology of the product.
-Program involved setting up a booth with 12 computers and a backdrop. Premium distribution as well as a weekly sweepstakes giving away a computer encouraged consumer participation.
-Managed a staff of 12, interacted with local Sony retailers as well as mall contacts. Daily/weekly paperwork.

Then list other managerial - if many, pick the most recent and base it on if any really stand out. If going over a page after listing four or five, then just provide a list on page 2 (meaning only the program names). You can always more fully describe at the interview.

Other Management Positions

Crest Imagine Tour 2004-Festivals 2 months
Pepsi Challenge -In market program 2004, 6 weeks
Sony Wega Tour 2003-Malls, 4 months
Etc

Other Promotional Experience - Brand Ambassador or Sampler

Oil of Olay
Burger King
Intel
Etc.

Other Relevant Work Experience

Here you list other work experience that may be relevant - if you were a manager or had managerial responsibilities at a restaurant or other job - retail store etc. No need to do this if lots of promo exp.

Our goal is to help candidates land positions, but with the number of staff out there, you need to help make that happen by marketing yourself in the best way possible on your resume and making your qualifications known. It's no good being qualified if your resume doesn't demonstrate that fact.

Thanks,

Team Marketing