

MARIA GARCIA

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ACCOMPLISHMENTS

Designated "Sales Person of the Year" three years in a row
Achieved a 35% increase in sales volume within first year as sales manager
Recommended a new product line that resulted in \$50K increase in profits
Designed system for inventory control that resulted in 30% reduction in merchandise loss.

MARKETING SKILLS

Sales Promotion:

Created newspaper, radio, and television advertising campaigns for new product
Represented company at trade shows to promote product and services
Prepared and supervised sales promotion projects for major businesses

Management:

Recruited, trained, and supervised local and regional sales staff
Developed and implemented sales training and development programs
Assigned territories, established quotas, and accessed goal achievement

Market Research:

Organized and directed market research projects to determine customer needs
Prepared sales forecasts, recommended product design, pricing and distribution
Composed detailed reports of survey results for corporate management team

ADDITIONAL SKILLS

Computer: MS Excel, Word, Filemaker Pro, PageMaker, PhotoShop,
Adobe Illustrator, QuarkXpress, and Coreldraw
Language: Bilingual in Spanish and English

RELEVANT EXPERIENCE

Director of Marketing and Sales Sunshine Surf Boards, San Diego, CA	June 2002-June 2004
Account Executive Swimsuit Warehouse, San Diego, CA	June 2001-June 2002
Assistant Sales Manager The Gap, San Diego, CA	June 2000-June 2001

PROFESSIONAL ASSOCIATIONS

American Marketing Association San Diego Chapter	June 2000-present
Latino Business Student Association	June 2000-present

EDUCATION

Bachelor of Business Administration , Marketing Emphasis National University, San Diego, CA	June 2004
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