



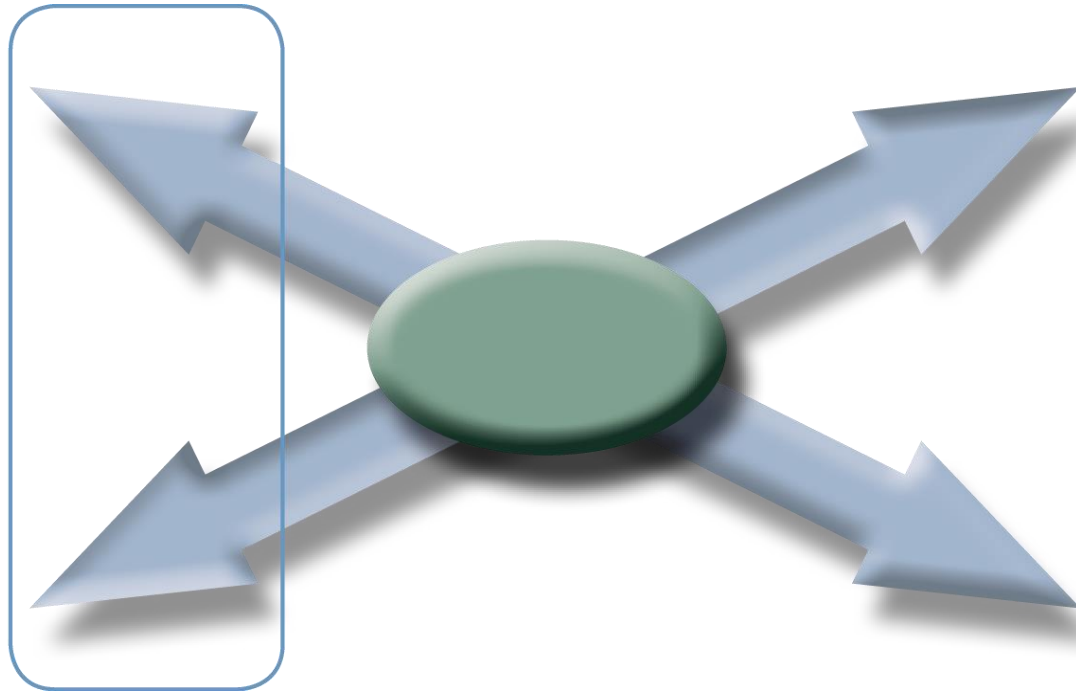
RF105 - Tinc el currículum, com puc millorar-lo?



MODEL D'ALINEAMENT: Conèixer-me i conèixer el mercat

Jo ofereixo

L'empresa ofereix



Jo vull

L'empresa vol



Consideracions prèvies:

- ✓ Identifica el teu públic objectiu: qui llegirà el teu CV?
- ✓ Si tens més d'un objectiu, probablement tindràs més d'un CV.





TIPUS DE CURRÍCULUM

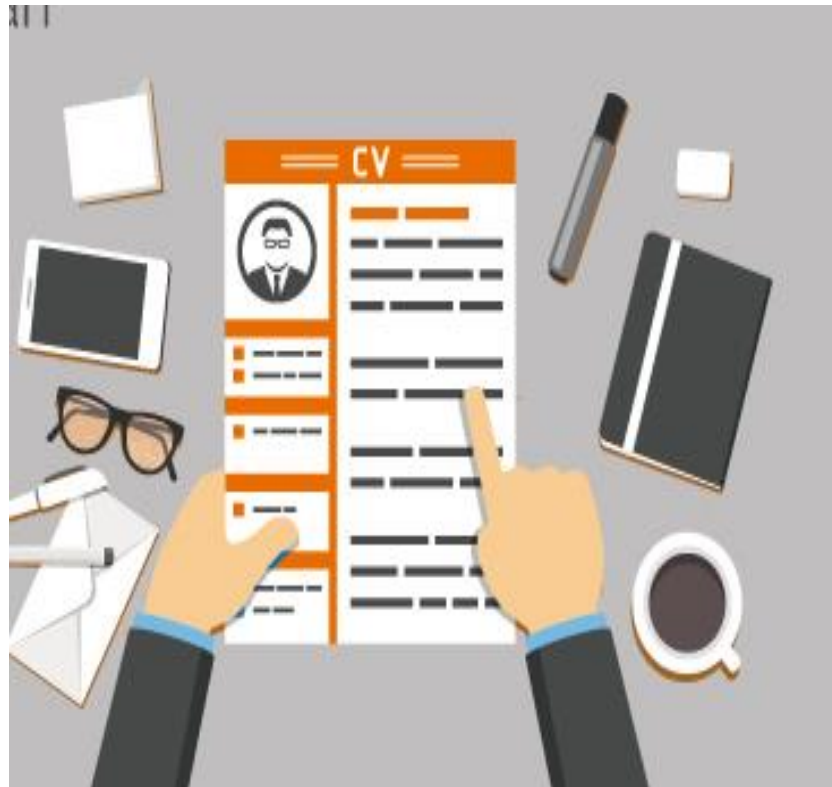
1. **CV Cronològic/C.V. Cronològic Invers.**
Organitza la informació cronològicament.
2. **CV Funcional o Temàtic**
Distribueix la informació per temes.
3. **CV Combinat o Mixt**
Parteix del model funcional, organitzant la informació per àrees temàtiques, i ho complementa amb l'organització en el temps.
4. **CV Europeu (europass)**





DESTACA:

Les teves **habilitats** i els teus resultats o assoliments.





CVs Visuals i Creatius

John Smith
E-Mail: j.smith@mail.com
Tel: 774-987-4009

Address: 1905 W East Ave, San Antonio, Texas

Objective

- To be an expert in my area of work, with a passion for challenges, innovation and working with people and communities.
- Seeking a role, where I will be able to apply my skills, work experience in the development of advanced applications by making a difference through quality, with strict adherence in achieving the organizational goals.

Summary

- Extensive experience in brand management in beauty and production sectors.
- Creative with effective and efficient organizational abilities.
- Expert in product portfolio strategies.
- Excellent interpersonal skills quickly developing a rapport with the client.

Academic Details

- MBA (Business Administration, Marketing Management) from The University of Texas, San Antonio
- Bachelor of Science (Marketing and Management) from West Miami University

Technical Skills & Languages

- MS Office: MS Word, MS Excel
- Mail Chimp
- Google Analytics
- French (intermediate)
- Spanish (basic)

Work Experience

Date of Joining: 2010 to till date
Post: Global Group Product Manager
Organization: XYZ Cosmetics Capital Group, San Antonio, TX
The scope of work: Creating global brand strategies for major clients. Analyzing market trends and recommending solutions. Communicate product knowledge to customers and team members. Preparing annual marketing plans for strategic product collections. Fully responsible for P&L of the product portfolio. Project management of teams of up to 5 people. Developing new product concepts. Preparing communication plans to support new product launches.

Date of Joining: 2007 to 2010
Post: Product Manager
Organization: Kitchen Supply Center Ltd., San Antonio, Texas
The scope of work: Planning and implementing promotional campaigns. Preparing and delivering effective marketing plans. Responsible for product segment performance analyses. Providing product portfolios and competitive environment analyses. Cooperating with creative agencies. Fully responsible for meeting volume, sales, and margin targets.

Achievements

- Involved in a stock sell-off project.

Extra Curricular Activities

- Writing a blog.
- Enjoy reading books.
- Enjoy Surfing on the net.
- Making new friends.

Curriculum Vitae

John Smith
Marketing Manager

Global Group Product Manager with 7 years of experience in brand management. I led over 10 global marketing projects, including the launch of 60 new collections. I am interested in leveraging my skills for the Marketing Manager position.

Experience

2010-12 - present
XYZ Cosmetics Capital Group / San Antonio, TX, USA
Global Group Product Manager
Product & Brand Management:

- Responsible for the creation of global brand strategies for major clients.
- Prepare Category and Portfolio Deployment Plans.
- Analyze market trends and recommend solutions.
- Communicate product knowledge to customers and team members.
- Create communication support plans for strategic product collections.
- Prepare annual marketing plans to support strategic brands.
- Project management (teams of up to 5 people).
- Fully responsible for P&L of product portfolio.
- Manage product portfolio (product segment performance analysis).

New Product Development:

- Innovation development - develop new product concepts.
- Prepare communication plans to support new product launches: catalogs and brochures.
- Manage P&L.

Achievements:
I finalized 10 global marketing projects, and launched 60 new collections.
My involvement in a stock sell-off project led to a 19% reduction of stock within 3 months in the subordinate category.

2007-09 - 2010-11
Kitchen Supply Center Ltd / San Antonio, TX, USA
Product Manager

- Planned and implemented promotional campaigns.
- Prepared and delivered effective marketing plans.
- Provided product portfolios and competitive environment analyses.
- Responsible for product portfolio forecasts.
- Prepared product segment performance analyses.

Education

2005-09 - 2007-05
Business Administration / Marketing Management / The University of Texas at San Antonio / MBA

2000-10 - 2004-05
Marketing and Management / West Miami University / Bachelor of Science

Additional Activities

2012-01 - present
Writing and Influencing
www.mymarketingcampaigns.me

Personal Data

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E-mail
j.smith@uptowork.com

WWW
cvuptowork.com/j.smith

Social Media

LinkedIn
www.linkedin.com/johnstwr

Key Skills

Innovation Management
Analytical Thinking
Marketing Strategy Development
Portfolio Deployment Plans
E-mail Marketing
Social Media Marketing
Software

MS Excel, MS PowerPoint
★★★★ Very Good

Mail Chimp
★★★★ Very Good



FEM ANÀLISI I FEEDBACK DEL TEU CV





bcn.cat/barcelonactiva