

Sample Resume 1: Jill Cook

Jill Cook

31 Vista Creek Lane, Ashfield, MA 01746

Home: (508) 555-2491 Cell: (508) 555-0600

jillcook99@yahoo.com

Summary

- Senior executive with 25 years of experience in general management, marketing, and sales.
- Strategic, results-driven leader with proven ability to create new organizations, spearhead change, and conceptualize and execute innovative, sustainable initiatives.
- A compassionate manager with excellent interpersonal and communication skills, dedicated to fostering a working environment that encourages collaboration and optimizes team performance.
- Many years of leadership roles in nonprofits and government. Elected official for town School Committee (nine years). Founded two organizations to improve local education. Proposed and worked to pass a law assisting elderly and disabled low-income Massachusetts residents, which has been adopted by six Massachusetts communities.
- An aptitude for addressing cultural diversity. Lived in England, South Africa, and Israel. Fluent in French.

Nonprofit Volunteer Experience

Tax Relief Fund for the Underserved

1998-Present

Founder and Member

- Founded town committee to identify and assist low-income elderly and disabled residents.
- Conceived and wrote, with State Rep. Janet Fitzmueller, first statewide bill establishing a tax-relief fund for elderly and disabled residents (Mass. General Law, Chapter 39, Section C).
- Named *Ashfield Monthly* (local newspaper) "Person of the Year" in 1999 for community service.

Ashfield School Committee

1995-2004

Assistant Chair (elected position)

- Introduced strategic planning to school district, resulting in new curriculum programming, significant improvements in standardized-test scores, and an annual review process for goal-setting.
- Oversaw construction of four school buildings, chaired the Policy Subcommittee, participated in staff contract negotiations, hired two superintendents, worked with town committees to pass two tax overrides, instituted goal-based evaluation systems for administrators and teachers, and introduced programs for at-risk students resulting in a reduction of special education students.

Boston

535 Boylston St., 10th Floor

Boston, MA 02116

P 617 572-2833

F 617 572-2834

New York

3 Times Sq., 25th Floor

New York, NY 10036

P 646 562-8900

F 646 562-8901

San Francisco

465 California St., 11th Floor

San Francisco, CA 94104

P 415 627-1100

F 415 627-4575

Massachusetts Department of Education

1995-1998

Vice Chair, Advisory Council

- Assisted Massachusetts Department of Education in developing strategies to advance differentiated instruction in public schools, resulting in increased state funding and the creation of the Office for Gifted and Talented within the Department.

Ashfield Education Foundation

1993-1997

Founding Board Member

- Organized first Regional Education Foundation conference in New England in 1994 to educate communities about how to establish and grow public school education foundations.
- Helped create first capital plan to address long-term, predictable infrastructure investments.

For-Profit Experience

Paper Solutions, Inc., Lakerun NH

2004-Present

\$300 million publicly held paper converter with three divisions and multiple distribution channels in North America.

Vice President, Marketing & Sales

- Lead 40 sales and marketing professionals nationwide. Create and implement strategy, sales, and profit growth plans for two markets.
- Developed new-product and new-market initiatives that resulted in development of multiple new products and product lines (several already launched) that are moving the division into untapped markets with high profit potential.
- Improved profitability of a \$120 million division from losses at the beginning of 2005 to record profit month in October 2005 by introducing an innovative, margin-based sales incentive plan.
- Developed performance-based measurement tools to support account profitability improvement. Moved division's largest customer from break-even to record profitability.

Highmark Associates, Natick, MA

1994-2004

Consulting firm specializing in strategy development and market research for more than 30 public and private companies in a range of industries, including financial services, plastic, health care, and energy-efficiency consulting.

President and Owner

- Identified new market and product opportunities for many organizations, using research tools such as online surveys and 360-degree, in-depth qualitative and quantitative interviewing.
- Advised private equity firms on the strategic implications of potential acquisitions, as part of their due diligence process.
- Led strategic planning projects for multiple clients, utilizing data-driven customer, vendor, and employee feedback; projects resulted in specific annual operations plans for each company.

- Served as featured speaker on unique due diligence and research process at four national conferences focused on corporate growth and strategy development.

Modern Office Corporation, Watertown, MA

1992-1994

\$300 million contract furniture dealership.

Vice President and General Manager

- Led sales, marketing, and operational activities.
- Restored profitability in 18 months by reorganizing staff, introducing programs to improve morale, instituting new compensation program and streamlining cost structure.

Vice President of Marketing, Hospital and Health Care

- Spearheaded 48% sales and profit increase in two years by establishing a channel-focused sales and marketing division to sell health-care furnishings to hospitals and long-term-care facilities.
- Created tracking and performance measurement tools for divisional accountability.
- Introduced partnerships with leading industry manufacturers, new compensation programs, sales training, and collateral materials.

Stellar Supplies, Inc, Framingham, MA

1982-1992

\$3 billion, Fortune 500 office products manufacturer.

National Sales Manager, Mass Market, Office Products Division

- Responsible for U.S. sales into mass market accounts including warehouse clubs, mass merchants, and food and drug chains.
- Within one year opened two major retailers, adding 15 products, and converted a major drug store retailer's business, resulting in incremental sales of \$4 million.

Market Manager, College and Mass Market; Product Manager, Ring Binders

- Created and implemented marketing and sales strategies resulting in 39% sales and 45% margin gains in two years.
- Introduced qualitative research techniques resulting in new product category.

Education

- MBA, New England School of Business, Portland, ME; Highest Honors
- BA, Drama, Woodley College, Fairfax, VA; Cum Laude (College Year in Cape Town, South Africa)

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