

ALLISON JONES

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BRAND MANAGEMENT | MARKETING | FORECASTING

Write your professional value statement that succinctly summarizes your professional experience, qualifications, and skills. Using a summary statement isn't a must, but it can be a great way to set the hiring manager or recruiter's expectations. Include 4-5 lines of information that summarize your work experience and accomplishments with measurable results. Make sure the information you include aligns with the job requirements.

SIGNATURE SKILLS

- | | | |
|---------------------------------------|----------------------------------|-------------------------------|
| ✓ Hotel Operations Management | ✓ Business Process Improvement | ✓ Event Planning & Operations |
| ✓ Business Transformation | ✓ Financial Performance/Budget | ✓ Social Media & Branding |
| ✓ Guest Satisfaction/Service Delivery | ✓ Project Management | ✓ Leadership/Training |
| ✓ Performance Management | ✓ Strategic Planning/Forecasting | ✓ Revenue Maximization |

WORK EXPERIENCE

COMPANY NAME | City, ST | Year-Year

POSITION TITLE

Write a brief description of your current/or most recent job here. Example: Manage a budget of \$950K and all operational activities for the Sales department including assigning work, expense management, client development, sales training, team performance management, and service delivery.

- List up to 10-15 years of relevant work experience on your resume.
- Include responsibilities and experiences that align with the key skills and job requirements listed.
- Be brief and succinct as possible when listing your responsibilities with a maximum of two or three lines per bullet point.
- Highlight/ quantify your accomplishments/key contributions to show how you contributed and impacted your team/organization.
- EXAMPLE: Created social media and marketing strategies for company brand that grew client base.
- Negotiated and saved an at-risk client and successfully signed a 5-year deal that generated \$2M.
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EDUCATION

Bachelor of Arts, Business Administration, New York University, New York, NY

Associate of Arts, New York Community College, New York, NY

TECHNICAL SKILLS

Microsoft Office (Word, Excel, PowerPoint, Outlook} Dreamweaver, Adobe, Linux