

Positioning Statements

Function Focused Statement Examples:

Human resource professional with diverse experience working with exempt and nonexempt employees.

- Particular expertise in recruiting and benefits
- Proven track record of successfully managing HR projects through completion
- Knowledge of State and Federal employment laws.
- PHR Certification; Fluent in Portuguese.

Marketing manager with strengths in territory planning and management, multilevel relationship building and project management. Experience creating and executing integrated marketing programs including direct marketing, web marketing, event promotion, radio/TV and print media and corporate sponsorships. Recognized for creativity, teamwork, and unique approaches to situations.

Sales manager and MBA candidate with 8 years management experience. Strengths include:

- Aggressively client focused and results oriented.
- Effective at cultivating and managing business relationships.
- Proven ability to generate demand through public presentations and trade shows.

Industry Focused Statement Examples:

Self-starter and problem solver with over 19 years experience in the technology sector. Expertise in IT, project management, business analysis, systems development and technical marketing. Proven ability to communicate effectively with clients, team members and management. Software and hardware knowledge includes:

Recent MBA graduate with 6 years experience in the health care sector. Organized and self-motivated with the demonstrated ability to handle complex responsibilities in fast paced, medical environments. Enthusiastic leader; proven ability to work with cross-functional teams at all levels. Strong patient focus.

Other Examples:

Management consultant with experience in project management and process implementation.

- Experience working with demanding clients in construction and real estate industries.
- Able to visualize organizational direction and give structure to policy and goal setting.
- Excellent financial analysis, troubleshooting, and reporting skills.

Sales and marketing manager with over 10 years experience in the pharmaceutical industry.

- Proven ability to build solid relationships with patients, physicians and colleagues.
- Demonstrated industry, product, and competitor knowledge.
- Educational background in biology and chemistry.
- Experience creating and launching product based marketing campaigns.

Mission driven, development professional with expertise in higher education. Proven ability to cultivate and build relationships with high net worth alumni. Experience managing fundraising campaigns with strict deadlines and ambitious goals. Acute cultural awareness via work abroad. Past accomplishments include:

Detail oriented *accounting professional* with expertise in month-end closing, financial reporting and forecasting. Strong analytical and technical skills with the ability to present financial solutions. Effective at leading and working with teams. Internal and external customer focus; relationship management skills.