# Resume format for sales and marketing professionals

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DHRUV KEMKAR
[City] | [Phone] | [Email]

ACHIEVEMENT SNAPSHOT
- Reached 108% of annual target in 2025 in a territory of 120 outlets.
- Opened 35 new retail outlets in two years in a district where the brand had little presence.
- Ranked second among 14 regional executives for collections on time in 2024.

EXPERIENCE
Area Sales Executive, Tulsi Lane Foods (fictional) | 2023 - present
Territory: two districts, 120 retail outlets and 6 distributors
Target: [amount] per quarter; results in the snapshot above
- Planned weekly beat routes so that top-selling outlets were visited more often.
- Resolved a distributor stock dispute through a joint stock count and a revised ordering schedule.
- Trained distributor salesmen on a new product range at four sessions.
- Sent a short weekly summary of outlet visits, orders and pending payments to the regional manager.

Sales Associate, Candlewick Home Retail (fictional) | 2021 - 2023
Handled walk-in customers and corporate gifting enquiries; closed about 12 corporate orders in the second year.

KEY ACCOUNTS AND CHANNELS
General trade retailers, wholesale distributors, small institutional buyers

TOOLS AND SKILLS
CRM for visit logs and orders, order-tracking spreadsheets, basic product demonstration
Languages: English, Hindi, Gujarati

EDUCATION
B.B.A., Harbourview College, 2021
Short course in retail selling skills, 2022