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See the note at the foot of this CV

STRICTLY PRIVATE & CONFIDENTIAL.

Curriculum Vitae

Name: Mr Mark James Pointer

Present Address: 17 Westfield Road, Scholar Green, Stoke on trent, Staffs

Telephone: (01782) 1234567

Work Mobile: 07771 3456789

Date of Birth: 17th May 1976

Education & Academic Attainments

1988-1993 St Julian's High School.

GCSE's	Design	English Literature
	Business	PE
	Science	English
	Geography	Maths

1993-1996 Stoke-on-Trent Sixth Form College.

'A' Levels	Design	Business Studies
	P.E	General Studies

1995 to 1999 Staffordshire University

BA(Hons) Business Studies in Business Studies

Subjects studied include :-

Sales Techniques	Financial Accounting
Marketing Management.	Operations Management.
Quantitative Techniques.	Strategy Analysis.
UK Economics.	Brand Management.
Legal Environment	Market Decision Making.
Competitive Marketing.	Information Technology.
Sales Management.	HRM.
New Product Dev.	Business Decision Making

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SKILLS.

Information technology skills; competent with Microsoft WORD, EXCEL, WORD PERFECT, POWERPOINT, WINDOWS, Outlook express, Internet explorer.

Excellent Inter-Personal, Man Management, and Presentation Skills

Numerical Skills

Reed Learning plc “TRAIN THE TRAINER” course certificate.

Clean Driving licence.

Work Experience

May 1999 to April 2001 Fruitful Bounty - UK Prepared Fruit

Position: Sales and Marketing.

Main Responsibilities

- Assistance in the Management and control of Internal and External sales accounts.
- The Analysis of Sales/Production figures to act as effective management analysis tools.
- Financial Disciplines, such as the compilation of Profit and Loss accounts

April 2001 to 2003 SonoRo Europe Ltd

Position: Sales Training Manager

Main Responsibilities

The management and development of the company’s training Needs across the Audio Visual and Home Appliance product Portfolio’s

The execution of Training sessions on new product to a wide range of “trainee’s”, Internal staff, and external staff from both small and large independent retailers, key multiple accounts as well as Distributors.

The development of remote training aids such as DVD’s, presentations using PowerPoint, and “handout” material at the point of contact.

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2003 to Date **SonoRo Europe Ltd**

Position: Business Manager (Central)

Main Responsibilities

The managing of my account portfolio to deliver both GP and Turnover to Budget through rigorous forward planning

The development of my account portfolio to deliver Results in excess of budget, through close working Relationships with key personnel within each customer

To negotiate and manage ranging and pricing policies

To promote Sanyo, by best utilising the Advertising and Promotional budget to gain maximum return on A/P Investment

Managing the correct product/profit mix across varying Types of customers.

Personal /Career statement.

I am a mature, confident, and creative individual who possess an excellent sales orientated business mind, I have both excellent presentation and communication/interpersonal skills, and whilst I am a results driven person who thrives on competition and future career development, I also realise the importance of being ever approachable and being a team player in the modern world of consumer electronics. I am also highly astute commercially.

Personal Qualities

I am a hard working well motivated academic who is always willing to listen to others, work as part of a team and learn new skills, I am easy to get along with and of a sociable confident manner.

I relish a challenge or demanding role to develop business relationships and thus help drive Sales.

References:

Mr Mike Fielding
Field Sales Manager

Charles DeLoitte
General Manager

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SonoRo Europe Ltd
SonoRo House, Cardinal way
Croydon SS12 2EA

Fruitful Bounty UK
West Everton Road
Liverpool L9 3CV

If your CV looks anything like this example of **how NOT to write a CV**, you must do something about it urgently. This example is a BAD CV sent in to me by a real person (edited to conceal the true identity) and if yours is like that, you need my help! Click to get my professional [CV writing services](#) working for you and get a CV to be proud of!

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