**LYNH MARKETING**

(514) 123-4567 | www.linkedin.com/in/lynh-mkg | [lynh.marketing@gmail.com](mailto:lynh.marketing@gmail.com) | English, French and Mandarin

**MARKETING | BUSINESS DEVELOPPMENT | CONSULTATION**

A multilingual technical sales professional with 10 years of commercial experience with small, medium and large companies. Proven track-record working with cross-functional teams to expand existing businesses and win opportunities with international and domestic customers. Looking for opportunities to help businesses develop and execute sound commercial strategies to achieve ambitious growth targets.

**EDUCATION**

**Master of Business Administration (MBA),** HEC-Montreal **May 20XX**

Director, MBA Games - AEMBA, 2nd place among 20 universities and 600 students

**Bachelor of Engineering, Aerospace,** Carleton University

**CONSULTING PROJECTS**

**Enterprise XYZ (Montréal, QC) Marketing Consulting Project** **20XX**

* Developed a methodology to map customer experience as a strategic tool in a B2B context. Increased customer satisfaction by 40%
* Conducted a study of the North American market that led to opening of an office in San Francisco whose sales outperformed target by 50% in the first year

**PROFESSIONAL EXPERIENCE**

**RST AEROSPACE** (Montréal, QC)  **20XX - Present**

*Leading manufacturer of transparencies, sealants, and coatings used in commercial, military and business aircraft*

**Market and Sales Development Representative**

Responsible for account management a top-3 client within aerospace business unit - US$44M annual budget

* **Recognized as a sales top-performer for the Americas region for repetitively exceeding sales quota**
* Negotiated long-term agreements that have increased the portfolio's share in less than 6 months
* Optimized problem resolution to avoid disruption of global supply chains
* Controlled account receivables to minimize exposure to high-risk customers

**TECHNOLOGY WOW** (Brazil) **20XX - 20XX**

*Computational fluid dynamics engineering firm specialized in in-flight icing certification of aircraft and jet engines*

**Sales Manager**

Led sales and marketing efforts that allowed a small engineering firm to become a global leader in a niche market

* Led search engine optimization increasing web traffic and marketing intelligence by 200%
* Developed and implemented a commercial strategy positioning the company as a global service provider
* Managed a worldwide network of distributors to surpassed ambitious growth objectives

**AEROSPACE XYZ** (Spain) **20XX - 20XX**

*Global leader in maintenance, repair and overhaul of aero-engines for helicopters and fixed-wing aircrafts*

**Special Project Coordinator**

Spearheaded a $1MM CAD development project of a robotic booth used for stripping of aero-engine coatings

* Managed initial budget, selection of subcontractors and negotiation of final contract
* Supervised a multidisciplinary group and ensured project completion on time and on budget

**LEADERSHIP ACTIVITIES AND INTERESTS**

* Traveling: visited over 35 countries and lived on three continents
* Sport: ultimate frisbee (volunteer coach since 20XX, participated in 4 international competitions)