

BRADLEY S. JONES

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**SALES & MARKETING - HIGH-TECH PRODUCTS & SERVICES**

*DESIGNER and DRIVER of STRATEGIES to CONVERT CUSTOMERS into PARTNERS*

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**EIGHT YEARS EXPERIENCE, BEGINNING WITH STATE-OF-THE INDUSTRY  
ENTREPRENEURIAL VENTURE; CONTINUING WITH PREMIER ELECTRONICS FIRM  
ENGAGED IN MANUFACTURE AND SUPPLY OF “ZERO DEFECT” PRODUCTS:**

- DEVELOPED INNOVATIVE E-COMMERCE WEBSITE AND BUSINESS PLAN
  - ACHIEVED SIGNIFICANT REVENUE GROWTH IN THREE (3) TERRITORIES
  - CULTIVATED CUSTOMER RELATIONSHIPS; INITIATED BUSINESS PARTNERSHIPS
    - PARTICIPATED IN DESIGN OF WEB-BASED DESIGN/ORDER SYSTEM
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**INTEGRATED ELECTRONICS**

2003-PRESENT

*PRODUCT MANAGER...SALES REPRESENTATIVE*

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**ASSUMED INCREASING RESPONSIBILITIES:** DEMONSTRATED ABILITY TO GROW TERRITORY SALES VOLUME AS MUCH AS 467% OVER TWO YEARS; ESTABLISHED OEM CONSIGNMENT PROGRAM EXPECTED TO GROW FROM \$60,000 TO \$500,000

- Developed southern territory through cold calls; sales increased by 10-15%
  - Assigned to third-largest distributor of Integrated products and the New England territory; sales increased from \$75,000 to \$350,000 in two years
  - Territory increased to include Mid-Atlantic states as well as Integrated’s largest distributor, Utech Electronics (Canada); sales from Utech comprised \_\_\_% of Integrated’s 2007 revenue
  - Initiated profitable relationships between otherwise unrelated customers, e.g. Princeton Microwave and Syscom Electronics; secured Integrated’s credibility as business partner
  - Contributed to web-based engineering/sales system; increased Integrated market share
  - Participated in development of procedures needed to conform to RoHS initiative
  - Designed new sales tool to reference Integrated part numbers with those of competitors; facilitated customer purchases
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**What do others say about Bradley Jones?** Print-out a few testimonials from customers, previous employers, colleagues

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**COLLEGE SALES, INC.**

2001-2003

*VICE PRESIDENT, SALES & MARKETING*

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PARTNER IN ENTREPRENEURIAL VENTURE: ONLINE SUPPLIER OF PRODUCTS PURCHASED BY COLLEGE STUDENTS, INCLUDING FURNITURE, GAMES, LIGHTING, AND TAILGATING SUPPLIES

- Conducted market research to identify product lines most likely to succeed through web-based channels
- Determined product pricing based on predicted gross profit
- Identified target market through analysis of demographic data, literature, interviews, etc.
- Established relationship with suppliers: USA, Europe, Asia
- Coordinated delivery via freight forwarder; became familiar with US Customs regulations
- Implemented marketing strategies, including “click-through” marketing, radio advertising, college promotional tour, and print/media advertising
- Contributed to design of mail order catalog to complement online sales

**PREVIOUS RELEVANT EXPERIENCE:**

**WHERE DID YOU WORK WHILE IN COLLEGE AND HIGH SCHOOL?**

We might want to put some of this in, as people love to see that people work while in college and contribute to their expenses.

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GEORGIA INSTITUTE OF TECHNOLOGY

ATLANTA, GA

2003

BACHELOR OF SCIENCE, Environmental Science (concentration-Chemistry) (3.65 GPA)