

# Musterbeispiel: Amerikanischer CV

**BEATE BEISPIEL**

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**MANAGEMENT PROFILE**  
*Strategic Planning · Staff Leadership · Customer Service*

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<b>OBJECTIVE</b>	A challenging marketing/management position in the consumer product industry
<b>SUMMARY</b>	<ul style="list-style-type: none"> <li>○ Dynamic Management Professional with advanced knowledge in general management disciplines based on international standards. More than two years experience in marketing. Proven ability to combine strategy with organizational change and people. Strong record of increasing profitability and improving operational efficiencies, with superior client service rating.</li> </ul>
<b>EDUCATION</b>	<p><b>May 2005: Master of Arts in Strategy and International Management</b>  <b>University of St. Gallen, Switzerland</b></p> <p>Final grade: 1,3 (approximate equivalent: A-), among the best 10%                  Courses taken included: Strategic Management, Marketing Management, Human Resource Management</p>
<b>EXPERIENCE</b>	<p><b>June 2005 to present: Sales &amp; Marketing Manager</b>  <b>Switzercomp, Berne, Switzerland</b></p> <ul style="list-style-type: none"> <li>› Established and led a sales team of eight, surpassing sales goals by 25% and leading sales team to win two sales contests in six months.</li> <li>› Designed event which was extended two days due to high volume of interest; resulted in exceeding sales goals by 30% and an increase in new customers by 24%.</li> </ul> <p><b>May 2004 to August 2005: Marketing Internship</b>  <b>Power Foods, Zurich, Switzerland</b></p> <ul style="list-style-type: none"> <li>› Served as Marketing Assistant to Corporate Sales team, including developing of marketing plans, negotiating costs and placement.</li> <li>› Managed promotional calendar and advertising deadlines.</li> </ul> <p><b>June 2003 to September 2004: Shop Assistant</b>  <b>Campuslever, Geneva, Switzerland</b></p> <ul style="list-style-type: none"> <li>› Responsible for sales floor and customer satisfaction.</li> <li>› Received "Employee of the Month" award twice.</li> </ul>
<b>SKILLS</b>	<ul style="list-style-type: none"> <li>› <b>Computer:</b> Microsoft Word, Excel, Outlook, PowerPoint, Access</li> <li>› <b>Language:</b> German (native), English (fluent), French (intermediate), Italian (basic)</li> </ul>
<b>ACTIVITIES</b>	<ul style="list-style-type: none"> <li>› Soccer – both playing and coaching a local team</li> <li>› President of the Debating Club</li> </ul>
<b>REFERENCES</b>	<ul style="list-style-type: none"> <li>○ Available upon request</li> </ul>

Gestalten Sie den CV so, dass wichtige Aussagen sofort ins Auge fallen.

Kein Foto. Niemand soll aufgrund von Aussehen, ethnischer Zugehörigkeit oder Alter diskriminiert werden.

Machen Sie sich interessant. Verwenden Sie jobspezifische Schlüsselwörter.

Messen Sie sich mit anderen Studenten.

Stellen Sie deutlich heraus, was Sie erreicht haben. Nennen Sie Zahlen und Fakten. Benutzen Sie Action Words.

Auch Städtenamen übersetzen.

Nur keine falsche Bescheidenheit: Nennen Sie Auszeichnungen und Preise.

Zeigen Sie Führungsqualität, Teamfähigkeit und soziales Engagement.

Halten Sie die Referenzen bereit. Oft wird wirklich nachgefragt.