

## PERSONAL DETAILS

Name: Joe Bloggs  
Telephone: 0412 567 789  
Alternative Telephone: 07 3456 7890  
Email: [jbloggs@internet.com](mailto:jbloggs@internet.com)  
Home Address: 9 Drysdale Lane  
Postal Address: PO Box 99  
Suburb/Town: Toowoomba  
State: Qld  
Postcode: 4000

**Telephone:** If possible, supply a telephone number that you can be contacted on during work hours and an alternative for after hours contact.

**Email:** Provide an email address that you wish to receive information for new positions through.

## EDUCATION

### Professional Qualifications

Bachelor of Applied Science - Animal Production, University of Queensland, Gatton (1990)

**Professional Development:** Include all other relevant courses.

### Professional Development

Marketing for Managers, Institute of Managers (2001)  
Agsafe Accreditation, NSW TAFE (1998)

### Secondary Education

Grade 12, Toowoomba Grammar (1988)

**Professional Qualifications:** Include PhDs, masters, degrees, certificates, diplomas and associate diplomas

## WORK EXPERIENCE

Mar 2000 – Present

**“BROADACRES”, GOONDIWINDI, NSW**

***Owner / Manager***

### Responsibilities:

- 600 steers and 1000 hectares
- 4 staff
- All administration and book keeping

### Achievements:

- Ran a successful business for three years
- Doubled carrying capacity through sustainable initiatives

Mar 1996 – Mar 2000

**THE FOOD COMPANY, TOOWOOMBA, QLD**

***Marketing Manager – Beef***

### Responsibilities:

- Develop marketing strategy for the beef division
- Create all media advertisements
- Write and adhere to a strict budget

### Achievements:

- Lead the marketing team to come in \$10000 under budget
- Increased the beef market share by 5%
- Implemented a new marketing management system

**Date:** Always put most recent employment first, and give month and year of employment so that it is obvious how long you held the position for.

**Position Title:** Provide your title or area that you were employed with in the company.

**Employer:** Provide the full name of the company that you held the position with and location you were based.

**Responsibilities:** List as a fact and in concise point format. Do not use I, me or my.

**Achievements:** List as a measurable fact if possible and in concise point format. Do not use I, me or my.

Jan 1990 – Dec 1996

**JOHN JAMES ENTERPRISES**

Jul 1994 – Dec 1996

***Marketing Assistant, Geelong, Vic***

Responsibilities:

- Assist with the development of all promotional materials
- Attend field days and speak with potential customers

Achievements:

- Created 40% of all new customer sales

Jan 1991 – Jun 1994

***Sales/Merchandise Assistant, Horsham, Vic***

Responsibilities:

- Customer service
- Broad product knowledge

Achievements:

- Sales person of the year (1993)
- Promoted to Sales/Marketing assistant (1994)

If you have had **several positions with the same company**, list the company name once with the total years employed by them, and then list each job separately with their own timeframe, title, location, responsibilities and achievements.

**ADDITIONAL INFORMATION (Optional)**

**Additional Information:** It is optional to add further information however all information helps to find the right job for you.

You can supply **references** with your resume however it is acceptable to provide them at a later date so that you can inform them of possible contact with your future employee or

Interests: Football, reading & wine tasting  
Date of Birth: 12<sup>th</sup> January 1968  
Nationality: Australian  
Residency Status: Australian Citizen

**REFERENCES (May be supplied at a later date, on request)**

Ms Janet Homes (Professional)

Relationship: Reported to her for 4 years whilst at the Food Company.  
Owner / Manager  
The Food Company  
Ph: 07 4567 8900

Supply at least two **professional/work references**, preferably people who you directly reported to at some point in your career, and state this relationship.

Steven James (Professional)

Relationship: Reported to him for 2 years whilst at John James Ent.  
Marketing Manager  
John James Enterprises  
Ph: 03 2345 5678

Mr Sam Mate (Personal)

Relationship: Currently neighbours  
Manager  
"Hometon"  
Ph: 0412 345 678

You may supply **personal and academic references** but you must also state their relationship to you.