

# KEVIN MORRISON

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Automotive general manager with a strong background in sales and marketing, having worked with leading companies such as Procter & Gamble, Unilever, Coca-Cola, PepsiCo, and Johnson & Johnson. Proven record in overseeing daily operations, financial management, strategic planning, and team leadership, with a demonstrated ability to increase productivity, profitability, and customer base.

## Professional Experience

AUTOMOTIVE GENERAL MANAGER | ABC MOTORS, DETROIT, MI  
JANUARY 2018 TO PRESENT

- Manage a team of over 50 employees, resulting in a 20% increase in overall productivity and efficiency
- Set new pricing strategies that increased dealership profitability by 15% within the first year
- Led strategic planning initiatives that identified new market opportunities, growing customer base by 10%

SALES AND MARKETING MANAGER | XYZ AUTO PARTS, LOS ANGELES, CA  
JUNE 2015 TO DECEMBER 2017

- Managed a portfolio of key accounts, increasing sales revenue by 25%
- Developed and implemented marketing strategies that increased brand awareness and market share
- Negotiated contracts with suppliers, reducing costs by 10%

## Key Skills

- Budgeting and cost accounting
- Customer service and relations
- Operations management
- Strategic business planning
- Team leadership and motivation

## Education

- Bachelor of Business Administration | UNIVERSITY OF MICHIGAN  
Ann Arbor, Michigan | May 2010
- Master of Business Administration (MBA) | STANFORD UNIVERSITY  
Stanford, California | June 2015
- Bachelor of Science in Automotive Technology | PENNSYLVANIA COLLEGE OF TECHNOLOGY  
Williamsport, Pennsylvania | December 2012

## Certifications

- Automotive Service Manager (ASM), Automotive Training Institute