**Marketing Plan Sample/Template**

**NAME**

CITY & STATE | PHONE | EMAIL ADDRESS | LINKEDIN URL

**PROFESSIONAL OBJECTIVE**

Technical Support management or engineering with emphasis on customer problem resolution

# PREFERRED FUNCTIONS

Sales Engineer | Design Engineer | Technical Support Management

# BRANDING STATEMENT

Technical Support Manager known for achieving goals, with proven team management skills and expert technical experience supporting carrier class and independent service provider telecommunications networks. Strengths include leading and developing effective technical support teams, resolving conflict, communicating technical solutions to customers, and leveraging internal cross-functional relationships. Most recently, as manager of MyTelco Global Optical Technical Assistance Center, I achieved significant operational cost reductions and team productivity gains, cultivated service revenue opportunities, and improved customer satisfaction across a broad range of technologies and products.

# COMPETENCIES | SKILLS

|  |  |  |  |
| --- | --- | --- | --- |
| **Management & Performance**  | **Technical Expertise**  | **Customer Service**  | **Team Development**  |
| Expense reduction  | Technical troubleshooting  | Service review presentations  | Defining training programs  |
| Team Productivity  | Technical solution presentation  | Manage and resolve conflict  | Coaching and mentoring  |
| Cross-functional team building  | Evaluate & implement methods of procedure  | Proactive consultation  | Improving quality of life  |
| Budget administration Team building  | Product specification and development  | Case follow-up  | Metrics for team performance  |

# TARGET MARKET

**Geographic Area:** Southwest/Southeast US. Dallas, TX; Atlanta, GA; Nashville, TN

**Types of Industries:** Telecommunications Network Consulting Firms, Equipment providers; Service providers; Private network IT staff

**Size of organizations:** Small consulting firm or private network staff; start-up equipment providers; larger established service providers

**Culture:** Autonomy in executing responsibilities, emphasis on customer satisfaction and internal personnel development

# TARGET COMPANIES

|  |  |  |  |
| --- | --- | --- | --- |
| **Service Providers**  | **Equipment Providers**  | **Private IT Staff**  | **Network Consulting**  |
| Marathon  | Landline Networks  | Hello Communications  | MKE System Engineering  |
| AT&P  | Hangup Networks  | Fleming Corporation  | Nugget Info Solutions  |
| Genuity  | Trimline Networks  | Pro Staffing Neworks  | BrainPower Professionals  |
| Horizon  | Wire & Tincan Systems  | US Government  | Gurus for Hire  |
| TelcoRUs  | Makes Salot Networks  | RetreatPCS  |   |