**INTERVIEW PREP – RESUME CAR STORIES**

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| **Context** | **Action** | **Result** |

Overview of story/resume bullet #1 goes here

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| --- | --- | --- |
| * Write out context, using bullet points | * Write out 3-5 actions here, using bullet points * Make your contributions crystal clear (starting each bullet with “I \_\_\_\_\_\_\_\_\_\_\_\_\_” can help with that) | * List your results here, using bullet points |

Overview of story/resume bullet #2 goes here

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| --- | --- | --- |
| * Write out context, using bullet points | * Write out 3-5 actions here, using bullet points * Make your contributions crystal clear (starting each bullet with “I \_\_\_\_\_\_\_\_\_\_\_\_\_” can help with that) | * List your results here, using bullet points |

*(Add grids to capture additional stories as required)*

***EXAMPLE:***

Rallied team through **new product development process** after customer discontinuation; built concept from scratch, fast-tracked flavor development, and created new package design in four months—saved $3MM program at Top-10 account

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| * At the end of summer grill season, the Sam’s Club buyer told us he would NOT repeat our exclusive beer brat program the following year * This would blow a big hole in our Club Channel plan, which was a top priority for my company * I had to find a way to plug that hole before Sam’s Club locked down its plans for the following summer grill season | * I immediately brought the cross-functional team together to start brainstorming ideas * We didn’t have time to follow all steps in commercialization process; I found scrappy way to get consumer insights & leveraged relationships with R&D team to work around process * I decided to lean in in a couple of areas (package design, pricing, lead flavor) * I collaborated with the Sam’s Club sales team to pull selling materials together * I worked with R&D team to produce product samples for Sam’s Club innovation meeting | * We received commitment from Sam’s Club buyer to take item in ALL stores—with better shelf placement than previous season * We started production 7 months after initial brainstorm (5 months ahead of “normal” timing) * I gained serious credibility with Sam’s Club team, which was just about ready to throw in the towel after receiving the initial bad news |