

# DOUG JOBS

1082 South Street  
Natick, Massachusetts 01760

→→←←  
Email: dugj@hotmail.com

Cell: 508-555-9876  
Residence: 508-555-1111

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## GENERAL MANAGER ~ FRANCHISES | BUSINESS CONSULTANT

*Specialist expertise in driving business growth and prosperity*

Insightful, self-directed business professional, acknowledged for strengths in devising progressive, strategic solutions that underscore business and franchise prosperity, effectively penetrate new markets and reach new customers. A spirited and influential leader and team member; expert in analyzing options, sourcing viable solutions, and winning buy-in from all key stakeholders.

## OPERATIONS | FRANCHISE DEVELOPMENT | MEDIATION

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### VALUE OFFERED

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|----------------------------------|--|-------------------------------|
| → Profit and Loss Responsibility | → Staff/Franchisee Training,           | → Strategic Alliance Building |
| → Marketing/Sales Campaigns      | Mentoring and Coaching                 | → Business Strategizing       |
| → Project Lifecycle Management   | → Cost Control Strategies              | → Change Management           |
| → Customer Relationship Building | → Operational Planning and Improvement | → National/Regional Sales     |
| → Event Management               | → Inventory Management                 | → Marketing Directions        |
| → Organizational Restructures    | → Asset & Liability Management         | → Efficiency Improvements     |
| → Business Branding/Awareness    | → Advertising Directions               | → Operations Management       |
|                                  |  | → Policy Formulation          |
|                                  |  | → Strategic Visions           |

*Technology:* Microsoft Office, MYOB Account Edge, WordPerfect, Photoshop and Acrobat

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### FACTS AND FIGURES

- Transformed small business from \$20K annually into a multi-franchise operation**
- Turned around struggling franchisee operation that from loss to 23% quarterly growth**
- Reduced debt exposure through process revamp that cut raw material costs by 300% and wages by 50%**
- Delivered no-cost strategy that avoided expensive shopping centre displays**
- Created new product range that doubled staff numbers to administer orders**
- Devised discount coupon attributed to 36% of all sales**

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### EDUCATION & TRAINING

**Mediation Training:** Accredited Sole Mediator | Franchise Dispute Resolution Mediator, The Help Group

**Franchise Field Services Workshop,** Franchise Advisory Centre

**Certificate Level I, II, and III Ambulance Officer,** Ambulance Service of New Jersey

**Diploma Applied Science (Nursing),** The State University of New Jersey

Extensive training completed through the Ambulance Service of NSW including the Introduction to Emergency Management Course. Franchise training included Development of Franchise Systems, Franchise Field Services Workshops, and Mediation.



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## EXPERIENCE NARRATIVE

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BEAUTIFUL BABIES PTY LTD, Boston, MA

1999–Present

### **Managing Director**

*Company: Home-based franchise system distributing flat-pack mats, boxes, and picture frames to national franchise network.*

The “spark” of an idea to capitalize on the “proud relatives” market by creating, manufacturing and distributing children’s framed memorabilia, prompted the growth of a business enterprise, transitioning successfully from Greenfield start-up to a franchise operation with 36 sites. The franchise concept was simple—appeal to stay-at-home entrepreneurs keen to strike home/life balance by promoting good quality products to a market with disposable cash.

Initially, the challenges were daunting. Establishing the business infrastructure, securing capital investment funds and steering brand awareness through advertising campaigns, exhibitions, a website and marketing collateral seemed overwhelming. Yet with a well-devised strategy in place, the franchise network grew by 300%—the catalyst being constant and helpful franchise support and education.

- Transformed small part-time home business of \$20K annually into a national franchise network.
- Slashed raw material costs by 300% and cut wages by 50% in just two months via deal with framing supplier to assume control of frame manufacturing.
- Pioneered a business review system to inspect each franchise annually. On-site visits included exploration of new sales and marketing techniques, market penetration strategies, and optimized service delivery.
- Mentored struggling franchisee—boosting sales by 23% per quarter. Scrutinized operations in-depth and established methods to capture attention via displays in high-flow store precincts.
- Instigated discount coupon inclusion attributed to 36% of sales. Distributed coupon in “The Bounty Bag” a presentation of brochures, education and pertinent materials provided to new mothers by hospitals.
- Joined forces with marketing company to develop a marketing “toolbox” that equipped franchisees with letter templates, blueprint for approaching customers, up-selling “how to” scripts and more.
- Conceived rewards and recognition program, acknowledging top-performances in communiqués. Free supplies, weekend “getaways”, gift packs, cash and prize rewards were considered instrumental in 15% increase in franchisee sales, and a 50% boost in franchisee inquiries.
- Increased franchise sales in 2002 by 100%. Reduced franchisee initial outlays in framing equipment through head office manufacturing—freeing franchisees to focus on sales and marketing.

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## OTHER EXPERIENCE

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BOSTON AMBULANCE SERVICE, Boston, MA

1992–Present

### **Ambulance Officer Level III/Coordination Officer**

Elevated quality, compliance and safety levels by providing comprehensive training to probationary ambulance officers and remained calm despite the pressures of handling emergency calls. Distinguished for expertly planning and coordinating safety response services at major events.

DEPARTMENT OF FAMILY & COMMUNITY SERVICES, Boston, MA

1989–1992

### **Senior Youth Worker**

DEAN MERCHANT PTY LTD, Boston, MA

1987–1989

### **Purchasing Officer/Trainee Quantity Surveyor**



## Rationale

Doug Jobs was pinning all his hopes for a new future on a small, home-based business that he had run part-time from his garage while continuing to go to work every day as a Senior Ambulance Officer.

Doug had achieved success in his part-time business, transitioning from the “spark of an idea” into a franchise operation that allowed him the opportunity to leave his secure job with the Boston Ambulance Service, sell the franchise operation, and use the experience he had gained to help start-up enterprises get off the ground, or transition into a franchise operation.

His original résumé failed to highlight his experience as it focused primarily on his position as an Ambulance Officer—a role that he had held since the early nineties, while his part-time role was largely hidden.

The strategy was simple. Focus every piece of information on franchise management and minimize the ambulance role and previous engagements. Doug had acquired a rich and extensive knowledge of business through eight years of running a business from his garage and that is what I focused on—from the banner headline that announced where he intended to focus to a business-centric keyword section that set the scene on page one to announce the theme of what was to follow.

Following the keyword section came a bold, in-your-face section simply called “Facts and Figures” that clearly stated Doug’s achievements but concealed the small, part-time nature of the business. Using percentages helped disguise the small “numbers” surrounding the operation.

Education finished up page two—strategically placed to reinforce his extensive training in franchising and continuing to position him as an expert.

Doug’s experiences as a small business manager who transitioned to a successful franchise manager took the vast majority of the page—intentionally—so that previous experience in non-related industries was minimized.

Doug’s résumé had been transformed. From full-time Ambulance Officer and part-time franchise manager, Doug was ready to compete on the stage with people of equal stature and experience as he entered this new phase of his career.

