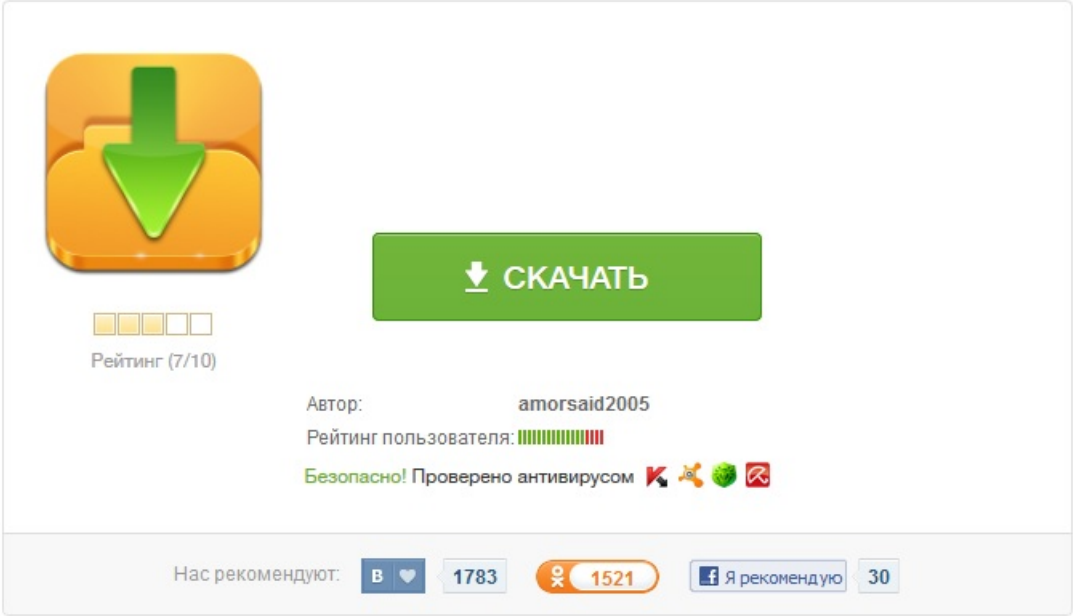резюме директора по продажам образец