


# Resume: Building Blocks & Best Practices

## Resume Writing

Writing the “perfect” resume is not an exact science. There are indisputable laws (e.g. always be truthful), but ultimately it’s a strategic process.

The goal of the resume is to HOOK a reader’s interest, start a conversation, and get an interview.

**Resume is NOT:** a biography; fine-detailed work history; full conversation; chance to reveal your goals and motivations; about how well or creatively you write.



**The resume is for the Hiring Manager / Recruiter, NOT you. It’s a business document with RELEVANT talking-points matching you to the jobs you seek. It needs to be concise, clear, and focused**

We strongly encourage you start with the TEMPLATE Contemporary Resume or TEMPLATE Classic Resume that provides specific instruction and allows you to visualize how your content will be seen when your resume process is completed.

Next we go into greater detail on HOW to Build a Resume!



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## State Your Case - Resume Building Block 1 (of 3) Header & Summary



See “*TEMPLATE Resume*”, if you’re just getting started with your resume

### PART 1 - Resume Headers

When creating a resume header, consider your audience’s interests and needs.



**NAME:** Needs to be official and familiar to your network. Make sure you consistently use the same name on all job search and branding documents and sites so you can be found!

- **Maiden Names or Name Changes:** A job search is not a recommended time to start using a different name. Either wait until starting a new position or use both names e.g. Mary Allen Jones.
- **Use your middle name or nickname?** Here are some options: J. Taylor Smith or Jonathan (John) Smith.
- **Ensure Recruiters can match up your initials** e.g. if Elizabeth Tate goes by Maggie, use E. Maggie Tate.

### Certifications & Degrees, In Header Section

#### ACRONYMS

- Certifications and Educational degrees shown in the Header should also be included under the respective sections (e.g. Education, Certifications).
- In the resume body (e.g. Education section), repeat the Acronym AND spell out its meaning.

#### EDUCATIONAL DEGREES

- Include if industry and role norms, as is common within Education, Medical, and Research industries and roles e.g. PhD, MD, RN, etc.
- MBA next to one’s name is used subjectively. If the degree is a ‘norm’ in your industry or role, exclude. If exceptional, you might include.
- If your degree is prestigious and/or a differentiator in your field or role, then you might include.



#### CERTIFICATIONS

- Use if common in your fields such as IT/Systems Admin (CCNP, MCSA, etc.), Finance (CPA, CMA, etc.)...
- Certifications, next to your name should be CURRENT. Expired or inactive certifications can still be included in another section of the resume, but wouldn’t appear in the header.



- **PHONE**

- **Number:** Employers only want one (1) phone number, where it is best to reach you.
- **Voicemail:** Record a professional message (like work message); use your voice and state your name.
- **Avoid:** System default greetings. “You have reached 555-555-5555...” can be perceived as indifference.
- **Avoid:** Ring back tones, ‘funny’ or ‘cute’ messages, callers getting a busy signal, a full voicemail box.

- **ADDRESS:** For privacy, street-level address may be excluded, but always include a City, State or City, Province.

- In larger geographic areas, it's acceptable to use the metro area (e.g. Greater Toronto, ON or San Francisco Bay Area, CA).



**Want to relocate or ‘open to relocation’ and wondering what to use?**

For simplicity and cost savings, employers often prefer to hire locally. However...

- **If relocation is the norm or not atypical** (for the field, industry, role, level, company) and/or your qualifications are in high-demand, use your current location.
- **If a future/target location is used**, be ready to explain your situation, be available for an interview on short notice, and not rely on relocation money. And, if hired, your relocation and start date need to work well for both you and the employer.

- **LINKEDIN URL:** Include your customized LinkedIn URL as it’s important to help employers and recruiters find your online profile quickly.

- See [www.RightEverywhere.com](http://www.RightEverywhere.com) > PERSONAL BRANDING > (search for) LinkedIn for best practices and how to customize a URL.

- **EMAIL:** Include a professional email address. Ideally, this would include your first and last name e.g. [joe.right@gmail.com](mailto:joe.right@gmail.com).

- Right or wrong, AOL is perceived as “old fashioned” and it’s recommended to setup and use another email for a job search.



**Want to make sure your name and contact information show up?**

Then don't use Insert > Header within MS Word for *your 1st page header section*. *This area is often not read by ATS (Application Tracking Systems).*

## PART 2 – Summary Statements & Branding

### Summary Section

In 5-10 seconds, your resume needs to HOOK an employer, so they keep reading. You'll HOOK them by focusing on their interests and business needs, and stating what YOU can DO for THEM. They might not read ANYTHING else.

**Your resume is for THEM**, not you! Before meeting with Human Resources or a hiring manager, your resume must successfully pass through an Application Tracking System (ATS). As 100+ resumes may get submitted for a job, ATS quickly electronically screens resumes for Keywords (selected words and phrases) that indicate YOU have the right qualifications for the posted job. Only then, will your resume move forward and be reviewed by a person.



No Keyword Match = NO Interview

**STATE YOUR CASE:** Highlight your skills, strengths, and experience of most interest and value to employers and their business needs and demands.

Be bold and confident! You will back up your statements with evidence of your claims in your Professional Experience section, through your Accomplishment Statements.

What to include?

- Target Position, Experience, Strengths, and Interests.
- Perform Keyword research to ensure you've identified the critical skills employers seek and the terminology of your target job market - not that of your past company(s).



**BEWARE:** Extreme exaggeration and / or lying are deadly errors. Keep to solid facts.



**See** "KEYWORDS: What are mine?" document

Page 2 should have your header information at top of the page.

**NAME**

[jcright@gmail.com](mailto:jcright@gmail.com)

**PAGE TWO**

### Summary includes 3 Core Elements

1. **Branding Statement** – Professional and/or Functional Title & Level + main value and/or contribution you bring to an organization
2. **Hard Skills** – Specific areas of expertise in your field and function (incorporating your Keywords!)
3. **Soft Skills** - Personal strengths and attributes relevant to target. What makes you good at what you do?



For more help with Branding, see [www.RightEverywhere.com](http://www.RightEverywhere.com) > Resources > Personal Branding

#### **BRANDING STATEMENT | PROFESSIONAL OR FUNCTIONAL TITLE OR LEVEL Industries (Optional) & Value | Contribution** (for what you're known; how you impact organizations)

State your case. Explain and back up your branding statement. Include additional information that would be important for the reader to know. Naturally he/she would want to know your expertise in your field/function, your **Hard Skills**. Again, this is your specific expertise/knowledge in your field/function. **Information noted in this area MUST be supported in your Professional Experience to prove your brand statements.**

Remember to address your **Soft Skills**—any additional strengths, experience & attributes that make you successful in the type of role you are targeting. Use short, digestible paragraphs. And keep your summary to 6 lines or less.

- List Key Competencies
- Here In This Section
- This Format Is Great For
- Even-Numbered Lists



Create Your Summary Using this 3-Part Outline

#### 1. **Branding Statement**

- **Example:** *Versatile Sales Manager*

*Turn-around Underperforming Markets | Regain Lost Market Share | Drive Revenue Growth*

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#### 2. **Hard Skills**

- **Example:** *Product Marketing | Territory Management | Client Retention | Talent Management | Driving Revenue*

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#### 3. **Soft Skills**

- **Example:** Engage & Motivate Teams, Maintain Communications across complex cross-matrixed environments. Create win-win solutions that drive repeat business. Leverages consultative and transactional approaches with both Enterprise-level and small business customers.

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Only include those skills and technologies critical for **your role**.

**ADMINISTRATIVE PROFESSIONAL**

**Manage support functions & projects to improve operational efficiency**

Provide administrative support to executives and business units. Flexible and adaptable, balancing ever-changing priorities and fluctuating workload. Utilize strong organizational, planning, and communication skills to ensure deadlines are met. Trusted with highly confidential information. **Advanced Computer Skills including proficiency in MS Outlook, Word, Excel, and PowerPoint.**

**Project Coordination | Event & Conference Planning | Scheduling & Travel Arrangements | Expense Reporting | Calendar Management | Notary Public**

**RESOURCEFUL EVENT PLANNER**

**Minimize costs while delivering quality events with high customer satisfaction**

Leverage communication, planning, and organizational skills to execute all details of events from set-up to tear down. Research and identify creative options for limited budgets. Incorporate technology into event promotions.

Cultivate and establish long-term vendor relationships. Meet tight deadlines, without compromising quality, by collaborating with stakeholders and using problem-solving, and negotiation strengths. Calm under pressure.

**Trade Shows, Fundraisers & Banquets | Corporate Meetings & Seminars  
Vendor & Volunteer Management | Event Marketing & Promotion**

**SALES & MARKETING LEADER**

**Drive new businesses & sustained growth**

Identify and spearhead multi-million-dollar IT contracts with Fortune 500 accounts. Specialize in executing Strategic Sales Processes, outsourcing engagements, and service marketing programs. Translate in-depth knowledge of clients' priorities, challenges, and requirements into win/win opportunities and high Net Promoter Scores (NPS). Known for motivating and inclusive leadership style and for building high-performing sales and account management teams.

**Sales & Business Development | P&L Management | Process Improvement | Contract Negotiations  
Marketing Strategy & Execution | Key Account Management & Retention | Talent Development**

**SOFTWARE ENGINEER**

**Enhance systems with innovative features & improvements**

Adeptly design applications supporting internal and external transactional processes. Expert in all facets of software development life cycle (SDLC) from analysis and design through development, implementation, documentation, and user training. Deliver full-scale IT solutions by partnering with non-technical audiences and utilizing problem-solving and communication skills.

- Object-Oriented Design & Programming
- Product Conception & Specification
- Data Model & Database Programming
- Leading IT Project Teams
- Agile Methodologies
- Troubleshooting Root Cause Issues

**Technical Skills**

**Languages:** SQL, PL/SQL, Java, JavaScript, HTML5, CSS3, Python, Perl, C++, C, XML, UML  
**RDBMS:** MS SQL Server, IBM DB2, Oracle, MySQL, MS Access  
**Web Technologies:** .NET Framework SDK, ASP.NET, Active Server Pages (ASP), ADO.NET, XML, JavaScript, VBScript, HTML, XHTML, DHTML, CSS, ADO, MTS  
**Platforms:** Cloud & On-Premises, Linux, AIX, Windows, UNIX, PaaS (Platform as a Service), Softlayer IaaS (Infrastructure as a Service)



For hands-on users of technology **Technical Skills** is an extension of your Hard Skills. Employers don't want to hunt for crucial information. Add section, prior to Experience.

## “Prove Your Case” – Resume Building Block 2 (of 3)

**Professional Experience & Effective Accomplishment Statements** demonstrate and PROVE the claims made in your Summary/Branding. Here you’ll share where and how you used your skills, strengths, and contributions. Your Accomplishment Statements make your believable.

### Professional Experience

Focus on what’s of greatest interest to a reader. Typically, the most recent 10-15 years of your experience.

The resume serves as your Sales Brochure – it’s not meant to contain all work details and history. See Joe’s Ageless Resume, for an example of how to present earlier career experience.

### Necessary Elements

PROFESSIONAL EXPERIENCE		
COMPANY NAME	LOCATION	YEARS AT COMPANY
NEWNAME CORPORATION (previously OLDNAME INC),	Anytown, Anywhere	2012 – 20XX
JOB TITLE, DEPARTMENT	YEARS IN POSITION	
Senior Manager, Installation Services	2013 – 20XX	
Managed \$80M revenue plan and 400+ associates. Oversaw delivery of 1,300 installations weekly and cable and rigging services for retail and financial clients. Subject Matter Expert (SME) for Low Cost Region development. Reduced premiums 40% and drove \$200K savings by creating and implementing international self-service model that		



Break each job into 2 parts, a **Job Scope Statement** & **Accomplishment Statements**.

### PROFESSIONAL EXPERIENCE

NEWNAME CORPORATION (previously OLDNAME INC), Anytown, Anywhere

Senior Manager, Installation Services 2013 – 20XX

Managed \$80M revenue plan and 400+ associates. Oversaw delivery of 1,300 installations weekly and cable and rigging services for retail and financial clients. Subject Matter Expert (SME) for Low Cost Region development.

- Reduced premiums 40% and drove \$200K savings by creating and implementing international self-service model that secured vendor resources.
- Decreased deployment and service times 25% by developing and implementing supply chain improvement plan, training teams, and standardizing deployment procedures.

#### JOB SCOPE

Defines role and responsibilities.  
Each statement begins with an action verb

#### ACCOMPLISHMENTS

Examples of how and when you used your strengths and expertise, providing proof of what you stated in your Summary

\*\* Each bullet must include an **Action + a Result**

## Why have Job Scope and Accomplishments?

### JOB SCOPE

- There's no such thing as a standard job title!
- Employers are trying to figure out if you fit in their company. What role? What level?

### ACCOMPLISHMENTS

- Make your Summary Statement believable!
- Show you did more than the minimum.
- Demonstrate what you mean by 'problem solver' or 'results-oriented' or 'strong communication skills'.
- Differentiate you from others with similar titles.



**EVERYONE has Accomplishments!**  
Are you thinking, *"I just did my job, what else do they want to know?"*

Employers find the hiring processes frustrating too. They look at 5 resumes with similar job titles and experience and try to figure out differences. Make things easier for them and you, by highlighting examples.

**First Step – Jog your Memory:** Accomplishments include your work on Special Projects, Challenging Situations, Team Goals, or Individual Goals. They include what you helped avoid (e.g. an audit; losing a client)

Recalling details and situations is necessary. Otherwise, it's like writing a book, but skipping the research.

What's important is focusing on YOUR work, job, and situation(s). Be sure to include accomplishments that are RELEVANT to your role in the business.

- **REVIEW:** old resumes, saved performance reviews, calendars or documents (showing your efforts)
- **IDENTIFY:** goals of your position(s), awards, official or unofficial accolades, feelings of pride
- **COLLABORATE:** gather input, recollections, and perspective from others
- **BRAINSTORM:** review the questions below and 'think on paper'



Incorporate **Keywords** used within your Summary Section!



### Feeling Stuck?

Common roadblocks to completion:  
**1)** Negatively comparing yourself to others; **2)** Thinking "no one is interested in..." or "I shouldn't have to..." **3)** Expecting a great product, without work.



## Brainstorming Questions to come up with Accomplishments

### ? **What...**

- problem did you identify or solve? (Why needed? Results?)
- new procedures or systems did you identify, create, or implement (Why? Benefit?)
- products, programs, or ideas, did you suggest or roll out? (Why? Results?)
- did you do for the first time at your company? (Why? Results?)
- new business, customer(s), or markets growth, did you add? (What? How?)
- handle with fewer resources or in shorter time? (Why? Outcome?)

### ? **When did you...**

- earn recognition or receive an award(s)? (Why earned?)
- special projects did you lead or work on (How did you contribute? Results?)
- manage a difficult or unusual situation? (Which one?)
- job objectives or KPIs (key performance indicators) – did you meet or exceed?

### ? **How did you...**

- streamline or improve a process? (Which one? How much?)
- reduce errors? (Which ones? How much?)
- increase revenue or market share or impact the bottom-line? (What?; How much?)
- improve productivity? (Benefit? How much?)
- save money or reduce costs? (What? How significant?)



### Guidelines for Accomplishments


- **Aim for 1 accomplishment, for each year**, in a position. (*Earlier roles will have fewer, unless those roles are specifically relevant to your Target Position*).
- **Focus on your ACTIONS**, the skills you applied, so employers see your contributions (e.g. analyzed, summarized, created, etc.)
- **Avoid starting with a passive or vague term** (e.g. duties included, responsible for, worked with, assisted with, collaborated with)
- **Write in past tense**
- **Include 1-2 lines** of text (maximum length is 3 lines)
- **Quantify results**, whenever possible.

**Accomplishment FORMULA:**

Accomplishments need 2 key elements: **ACTIONS** and **RESULTS**

**Action + Result** or **Result + Action**



 **ACTIONS** showcase your strengths & expertise

 **RESULTS** showcase on the impact/contribution you can make

*Example #1*

**ACTION (what you did)** = Designed and implemented preventative maintenance program which...

+

**RESULT (outcome)** = reduced equipment downtime by 20% and significantly increased order processing.

Designed and implemented preventative maintenance program which reduced equipment downtime by 20% and significantly increased order processing.

*Example #2*

**RESULT (outcome)** = Saved \$5K annually on office supplies by...

+

**ACTION (what you did)** = negotiating with outside supply companies

Saved \$5K annually on office supplies by negotiating with outside supply companies.

## Accomplishment Statements – Editing Examples

### 1 Each statement needs an **ACTION** + a **RESULT**

Supervised temporary and permanent employees.

**Problem:** Missing RESULT. Action is day-to-day duty



**Solution:**  
Add Result

**Better**

Reduced temporary labor expenses 30% by supervising staff.

**Better**

Reduced temporary labor expenses 30% by implementing cross-training and adjusting staff scheduling.



**Solution:**  
Add specific Actions

### 2 Break complex projects into smaller parts.

Designed high-quality training for Onboarding, Sales, Service, and Quality Assurance and delivered to new hires and vendors which increased Sales' close rates from 30% to 60% and retention from 65% to 95%.

**Problem:** One complex Accomplishment Statement and no other Accomplishments under job.

**Better**

- Designed and delivered Onboarding, Sales, Application Systems, Customer Service, and Quality Assurance (QA) training that streamlined new hire acclimation and increased retention from 65 to 95%.
- Improved ongoing training, assessments, and created sales training collateral, resulting in doubling sales close rate in call center from 30% to 60%.



**Solution:**  
Break large projects into pieces.

### 3 Can't quantify or don't have any 'numbers'.

Facilitated training that improved retention.

**Problem:** Vague statements don't stand out.

**Better**

Facilitated training for 200+ new hires, within Call Center with 500+ staff supporting \$20M services business; resulted in improved retention.



**Solution:**

Include situational details.

- Ask, why was this so challenging?
- Check online for details about business size and other facts.
- Brainstorm with colleagues.

**Better:**

Improved retention by facilitating new hire training in Call Center with 500+ staff; creating 'family' environment, increasing feeling of connection, and bridging communication and information gaps.



**Solution:**

Speak to value or impact of your work.

### 4 Wordiness & consolidating statements.

Successfully developed and implemented a new improvement plan for all the supply chain teams in the organization. Responsible for providing team member training and standardizing the procedures for all of the deployments. This plan reduced deployment and service times by approximately 25%.

**Better:**

Decreased deployment and service times 25% by developing and implementing supply chain improvement plan, training teams and standardizing deployment procedures.



**Solution:**

Use minimum words to convey the same meaning

- Remove words already assumed (e.g. successfully, approximately, in the organization)
- Define or remove duplicative terms (e.g. new improvement, all teams)

## Use Strong Action Verbs by Skill Area

### Managed | Executed

anticipated	applied	assessed	authorized	budgeted
conducted	controlled	coordinated	cured	defined
determined	directed	disbursed	dispatched	established
executed	expedited	guided	implemented	influenced
initiated	inspired	integrated	led	managed
molded	negotiated	orchestrated	overhauled	planned
provided	resolved	revised	solved	staged
streamlined	updated			

### Developed | Planned

achieved	adapted	assembled	built	conceived
consolidated	constructed	contracted	crafted	created
designed	devised	engineered	fashioned	formulated
generated	imagined	improved	innovated	inquired
inspected	invented	mapped	modeled	nursed
performed	prioritized	programmed	reengineered	reproduced
sculpted	shaped	sketched	structured	styled
synthesized	visualized			

### Detailed | Analyzed

adjusted	administered	allocated	appraised	arranged
calculated	checked	communicated	compared	compiled
confirmed	diagnosed	documented	estimated	evaluated
examined	facilitated	forecasted	gathered	grouped
identified	interpreted	investigated	maintained	organized
projected	reconciled	recorded	reevaluated	researched
reviewed	surveyed	tabulated	troubleshoot	verified

### Interpreted | Communicated

advised	briefed	clarified	composed	consulted
conveyed	counseled	delivered	demonstrated	drafted
drew	explained	expressed	framed	graphed
hosted	illustrated	informed	instructed	interviewed
lectured	observed	persuaded	presented	promoted
published	recognized	reported	spoke	summarized
trained	translated	translated	wrote	

## Sample Results for Accomplishment Statements

There are many different kinds of results. Results differ based on your role, function, and level. What was important to your manager(s)?

*Scan below and see if you have an “aha” or recognize something you’ve heard before.*

Enhanced Profitability	Reduced Turnover	Ensured Safety
Increased Sales	Reduced Capital Investment	Improved Methods
Reduced Costs	Improved Quality	Upgraded Plans
Increased Earnings	Increased Return on Investment	Increase Customer Satisfaction
Increased Productivity	Conceived New Products	Improved Accuracy
Reduced Rejects	Developed New Products	Shortened Lead Time
Raised Efficiencies	Eliminated Unnecessary Procedures	Reduced Downtime
Improved Morale	Reduced Energy Requirement	Saved Time
Increased Awareness	Improved Training	Automated Systems
Increased Inventory Turns	Improved Customer Relations	Expanded Product Line
Reduced A/R Days Out	Enhanced Operations	Designed Equipment
Improved Corporate Image	Minimized Liability	Reduced Errors

## “Enhance your Case” – Resume Building Block 3 (of 3)

### Resume Headers & Other Resume Sections

Everything on your resume should support how and why you’re qualified for your Target position. What else should they know about you? What you include, and how you include it, depends on your experience, level, industry, field, and future goals. Always ask yourself, “Does *this truly enhance my case?*”

Consider these categories to enhance your case:

Education	Awards	Professional Affiliations
Certifications	Community Leadership	Presentations
Technical Skills	Volunteer Experience	Training
Professional Development	Speaking Engagements	Patents
Foreign Language Fluency	Training Facilitated	Publications

### Education

- Start with degree name. Then include area of study (if relevant), institution name, and location.
- Omit graduation date, unless you have a specific reason to include it.
- Omit GPA. May include if... you’re a recent graduate (within last 3 years) and have an exceptional GPA.
- Multiple degrees? Start with highest-level achieved.
- Acronyms: Include both an acronym and the full name e.g. Bachelor of Science (BS), as recruiters or ATS may search for either ‘Bachelor of Science’ or ‘BS’, but not necessarily both.
- Section Placement: Education goes after Experience Section of resume. May include BEFORE Experience if:
  - Recent Graduate (within last 5 years).
  - Targeting jobs in Sciences and/or Research at Academic and Scientific Institutions.

**EDUCATION**

**Master of Business Administration (MBA), Operations Management, University Name, Anytown, Anywhere**  
**Bachelor of Science (BS), Finance, University Name, Anytown, Anywhere**

**EDUCATION**

Pursuing **Master of Business Administrations (MBA), Operations Management,**  
 University Name, Anytown, Anywhere,  
 Expected graduation: Dec 20XX

**Bachelor of Science (BS), Finance, University Name, Anytown, Anywhere**

Show ‘in process’ education and

**EDUCATION**

Coursework towards bachelor’s degree, Accounting,  
 University Name, Anytown, Anywhere

**Or**

Completed 60 hours towards Bachelor of Arts (BA), Accounting, University Name, Anytown, Anywhere

Take credit for what you’ve done!  
 Options for displaying an incomplete

## CERTIFICATIONS & LICENSES

- Include relevant credentials. Double check acronym wording and spelling
- Inactive or expired – use qualifier such as “formerly held” or “inactive status”
- In-process work – include with qualifier e.g. “Studying for Professional in Human Resources (PHR) certification, expected testing, October, 20XX”



### NOTE

Less can be more! 4-6 items will usually be more powerful than a list of 25.

## PROFESSIONAL DEVELOPMENT

- Include relevant Training, Coursework, etc. that was internally facilitated and/or external (vendor) sessions.
- If you took computer classes and are using those skills, include here and/or in Technical Skills section. Keep in mind employers are especially interested in how you can apply skills.
- Include any ‘in process’ activities.

## CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

Six Sigma Black Belt Certification, International Association for Six Sigma Certification (IASSC)  
 Project Management Certificate, Project Management Institute (PMI)  
 Leadership Development Program, XYZ Corporation  
 Successful Negotiating Techniques  
 ISO Audit Training

List content in order of importance to your Target.



**If space is an issue, categories can be combined.**

## Technical Skills

### Where should I include Technical Skills?

- Technically-focused roles, requiring specific and critical skills – include on Page 1, immediately after Summary (before Professional Experience) in a Technical Skills or Technical Knowledge category,
- Non-Technical focus roles - category can be added on page 2 after Education.



### RightTIP

Remove outdated technology (that companies no longer use)

### Which technical skills should I include?

Skills and tools important in your field/function and industry, for your Target role. Refer to the job description/ad.

*For Example:*



**IT Professional**

## TECHNICAL SKILLS

**Prioritize order based on value to Targeted job.**

Operating Systems

Windows (including Mobile), UNIX, Linux

Quality Systems & Methodologies

RUP, SDLC, RRR, KLOCWORKS, Use Cases, PERT Charts, Rational UML

Programming Languages

C++, Perl, Visual Basic, .Net, SQL, XML, Java, J2EE, SQL, SAP

Tools

Visio, MS Project, ClearCase, DDTs, Quest, Platform Builder, Oracle, WSan, Test Central, Quick Test Pro, Load Runner, Test Director



### Manufacturing and/or Maintenance Professionals

**Performance Welding:** MIG, TIB, ARC

**Machine Shop & Fabrication Equipment:** Mill, Lathe, Drill Press, and Plasma Cutter



### Financial Analytics Professional

**Technical & Analytics Skills:** Advanced Excel - pivot tables, graphs; Statistical Modeling

### Awards

- Include Awards individually, not cumulatively. Instead of “Earned 5 Top Player Awards” write “Earned Top Player Award, PQR Division, for exceeding XYZ project goals by 15%”
- Include year award won, if recent
- Awards commonly included as results of actions in your accomplishments, under the company/role where you earned it.

### AWARDS & HONORS

**Hero Award**, ABC Company, for exceeding XYZ project savings goals by 10%

**President’s Club**, PQR Company, for ranking in top 5% of Sales Professional

### Community Involvement & Volunteer Experience

Consider if and how the information is helpful to your target audience and professionally relevant. If you are running out of room on your resume, your professional experience usually takes precedence.

- **Community Leadership or Community Involvement** – if targeting a not-for-profit employer, it can show you have similar interest or values.
- **Career Change?** – Show where and how you gained specific experience for a new role. If targeting a role as a Website Developer and your only experience is in a volunteer role, include here! “Developed Website that...”

### COMMUNITY ACTIVITIES

**Project Leader**, Habitat for Humanity

**Volunteer Coordinator**, Emergency Preparedness, Red Cross

### Foreign Languages

- Include level of proficiency e.g. “conversational Spanish, fluent Romanian, bilingual Mandarin Chinese.”

### Personal Interests & Hobbies

- Exceptions might be made if they are directly related and enhance your case for your target role. For example:
  - Black Belt in Jujitsu (target is a Personal Security role); Golfer with a low handicap (target is a Sales role where hosting golf outings is expected); Marathon runner (targeting an Athletic Shoe manufacturer).

**Do not belong on your resume!**





## Resume Best Practices

- One (1) type of Target position
- Include what's most important to your Target.
- Note important details (NOT all details) i.e. If 65% of position is important to your Target, highlight that 65%.
- Accomplishments (examples of strengths) over extensive job responsibilities.
- Most current experience (and/or most relevant). Consolidate earlier jobs (10-15+ years ago); see 'Creating an Ageless Resume'.

**Length:** 2-pages, expected and ideal length.

### Why 2-pages?

Resumes are evaluated in 5-10 seconds! HOOK readers by telling 'What YOU can do FOR THEM?' using Keywords and content. It's "hit them over the head" messaging.

- Too long/detailed = exhausting, like a thick instruction manual, when you wanted a 'Quick Start' guide.
- Too short = uninteresting, like a fact sheet (names, dates, and titles) without a story.

### When is 1-page resume appropriate?

- For those with less than 5-7 years of experience.
- For selected niches.
- If targeting a "retirement" job NOT requiring everything you've done over your career, just relevant highlights.

### When are 2+ pages, appropriate?

- Higher Education; Research; consulting; some highly-technical roles; when offering a profession-relevant 'body of work' e.g. patents, publications, speaking engagements.



**EDITING TIPS** to use to keep resume within 2-pages.

- **Full thoughts** versus full sentences (use fewest words, to convey meaning)
- **Short paragraphs** (no more than 3 to 5 statements)
- **No pronouns.** Eliminate words like: I, me, my, mine, our, their, etc.
- **Use Numbers** - "Managed **8** projects." instead of "Managed **eight** projects." Readers eyes' scan and skip text, but are drawn to #'s
- **Numeral Abbreviations.** Use \$1M, not \$1,000,000 (nor "...one million dollars"). Use \$1K for "one thousand dollars."
- **Use Symbols.** For percentages (%) and dollars (\$).
- **Keywords.** Conduct market research for requirements and keywords, based on your target position.  
See "Resume Keywords?"

**VOICE:** You're the author. Write as if a silent 'I', is at the beginning:

- **DO** - 1<sup>st</sup> person: **Improved** (or **Improve**) accuracy of cash reporting...
- **DON'T** - 3<sup>rd</sup> person: *Improves* accuracy of cash reporting...

**TENSE:** Consistency is important throughout resume!

- **Professional Experience** - write in past tense (improved vs. improve).
- **Summary** - Write in present tense since your skills are pervasive, not necessarily tied to a specific job.



**Exception:** for current employment, put Job Scope (responsibilities paragraph) in present tense. However, put bulleted accomplishment statements in past tense.

## Font & Formats Options

**Options:** Word and TEXT. Word format is for human consumption. Text format is used for Applicant Tracking Systems (ATS). See the document (*see: Applicant Tracking Systems & Text Resumes*).

### Font Size:

- 10.5 point font - smallest recommended
- 12-point font - largest recommended
- Headers and Your Name - can be larger than 12-point, but not disproportionate

### Recommended Fonts:

Keep it simple! Accomplishments (the proof of your value) sell you, not fanciness.

**Sans Serif Fonts** – Considered optimal for online reading. They do not have small lines tailing from edges.

Calibri

Arial

Tahoma

**Serif Fonts** – have small lines tailing from edges, for separation into distinct units, such as:

Cambria

Times New Roman

## HYPERLINKS:

Embedded hyperlinks (such as web content or published work) can be used to boost credibility, reference work, provide information, and make things easier for your audience.

### Examples:

Resume Header: your email address, customized LinkedIn URL, personal websites



Professional Experience: names of companies, client names (if you were consulting), published articles



to boost credibility, reference

websites

## COMPANY LOGOS:

If included, be sure to remove these  before applying online through an ATS.

(*See: Applicant Tracking Systems & Text Resumes*).