

IN Summary

Teacher Copy

## GUIDELINES FOR WRITING A RESUME

### THERE IS NO ONE IDEAL RESUME FORMAT

1. Most employers only look at a resume for 10 seconds, so you must capture employer's interest. A resume must be neat and easy to read. It is a written reflection of who you are, so use it to make a good impression.
2. One page is best; two pages are acceptable. Anything longer than that means you are saying too much. Remember, the employer does not have a lot of time to sit and read your resume. Be sure the important details are there and easy to understand.
3. Use quality paper 8 1/2" x 11". Proofread it carefully. It annoys employers to find spelling and grammatical errors. Be sure there are no marks, stains, spills, eraser marks or white-out on it. If you make a mistake, do another one. (This is where a computer can be a great assistance to you.)
4. Keep all margins even and look at the layout you are using. There should be lots of space to make the resume attractive and easy to read. If it looks cramped and crowded it will not appeal to the employer who is reading it.
5. ALWAYS have it typed. Never print a resume by hand.
6. Always keep a copy of your resume. You will need to keep revising it as you add to your school and work experience. When you make copies of your resume, be sure these copies are of good quality. Do not use copies with smudges on them.
7. Use headings, underlining and spacing to make your resume attractive, and to make it easy to find information on it. Give it a professional look.
8. Using point form will help you to keep the information brief and to the point. This makes it easier for the employer to find the information.
9. Optional: Enclosure.

# In Summary

## RÉSUMÉ DO'S AND DON'TS

1. *Do* key your résumé. Prepare it on a computer or word processor if possible, so you can update it readily or change it somewhat to fit each job application situation.
2. *Don't* use fancy gimmicks such as coloured paper, exotic lettering, or illustrations. Good-quality white paper of a standard letter size is preferable, and the résumé should be set up in an easy-to-read, attractive manner.
3. *Don't* put a date on your résumé.
4. *Do* keep your résumé short; two pages should be enough.
5. *Do* put your career objective near the beginning of your résumé, but remember that it must fit with the job for which you're applying.
6. *Do* keep descriptions short and space them properly. List information in point form.
7. *Do* use lots of action verbs, such as "supervised," "organized," "developed."
8. *Do* emphasize your skills and accomplishments but don't exaggerate them or give misleading information. If prospective employers uncover even the smallest "errors," they might doubt the truth of your entire résumé.
9. *Don't* include salary requirements. Prospective employers might be unfavourably influenced by figures that are either too high or too low. If an ad asks for expected salary, research what the job usually pays (and make sure that this is enough for you to live on) and state an appropriate amount in your covering letter.
10. *Do* ensure that your résumé is neat and error-free. Have someone check it for grammar and spelling and ask that person to give you his or her general impression.
11. *Do* make photocopies of your résumé so you'll always have some on hand.
12. *Don't* include your list of references. If you're asked to provide references with your résumé, list them in your covering letter.
13. *Don't* include your photograph. If you're applying for a position for which a prospective employer has a *legal* reason for asking for a photograph, attach it to your covering letter. Human rights legislation protects job applicants from discrimination based on gender, race, or age, facts that could be revealed by a photograph.
14. *Don't* mail your résumé to a prospective employer without a covering letter.
15. *Do* carry your résumé in an envelope or briefcase to avoid getting it dirty or wrinkled.

## **How to Write a resume that generates results.**

Writing a great resume does not necessarily mean you should follow the rules you hear through the grapevine. It does not have to be one page or follow a specific resume format. Every resume is a one-of-a-kind marketing communication. It should be appropriate to your situation and do exactly what you want it to do.

### **THE NUMBER ONE PURPOSE OF A RESUME**

The resume is a tool with one specific purpose: to win an interview. A resume is an advertisement, nothing more, nothing less.

A great resume doesn't just tell them what you have done but makes the same assertion that all good ads do: **If you buy this product, you will get these specific, direct benefits.** It presents you in the best light. It convinces the employer that you have what it takes to be successful in this new position or career.

It is so pleasing to the eye that the reader is enticed to pick it up and read it. It "whets the appetite," stimulates interest in meeting you and learning more about you. It inspires the prospective employer to pick up the phone and ask you to come in for an interview.

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### **WHAT IT ISN'T**

It is a mistake to think of your resume as a history of your past, as a personal statement or as some sort of self expression. Sure, most of the content of any resume is focused on your job history. But write from the intention to create interest, to persuade the employer to call you. If you write with that goal, your final product will be very different than if you write to inform or catalog your job history.

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## **Part 2 - HOW TO KNOCK THE SOCKS OFF A PROSPECTIVE Employer**

Research shows that only one interview is granted for every 200 resumes received by the average employer. Research also tells us that your resume will be quickly scanned, rather than read. **Ten to 20 seconds is all the time you have to persuade a prospective employer to read further.** As a result, the top half of the first page of your resume will either make you or break you. By the time they have read the first few lines, you have either caught their interest, or your resume has failed. That is why we say that your resume is an ad. You hope it will have the same result as a well-written ad: to get the reader to respond.

## **FOCUS ON THE EMPLOYER'S NEEDS, NOT YOURS**

Imagine that you are the person doing the hiring. Usually, the person who makes the hiring decision is also the person who is responsible for the bottom line productivity of the project or group you hope to join. This is a person who cares deeply how well the job will be done. You need to write your resume to appeal directly to them.

Ask yourself: What would make someone the perfect candidate? What does the employer really want? What special abilities would this person have? What would set a truly exceptional candidate apart from a merely good one?

If you are seeking a job in a field you know well, you probably already know what would make someone a superior candidate. If you are not sure, you can gather hints from the help-wanted ad you are answering, from asking other people who work in the same company or the same field. You could even call the prospective employer and ask them what they want. Don't make wild guesses unless you have to. It is very important to do this step well. If you are not addressing their real needs, they will not respond to your resume.

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### **PLAN FIRST (Brainstorm, Web)**

Focus your writing efforts. Get clear what the employer is looking for and what you have to offer before you begin your resume. Write your answers to the above mentioned question, "What would make someone the perfect candidate?" on notebook paper, one answer per page. Prioritize the sheets of paper, based on which qualities or abilities you think would be most important to the person doing the hiring.

Then, starting with the top priority page, fill the rest of that page, or as much of it as you can, with brainstorming about why you are the person who best fulfills the employer's needs. Write down everything you have ever done that demonstrates that you fit perfectly with what is wanted and needed by the prospective employer.

The whole idea is to loosen up your thinking enough so that you will be able to see some new connections between what you have done and what the employer is looking for. You need not confine yourself to work-related accomplishments. Use your entire life as the palette to paint with. If Sunday school or your former gang are the only places you have had a chance to demonstrate your special gift for teaching and leadership, fine. The point is to cover all possible ways of thinking about and communicating what you do well. What are the talents you bring to the market place? What do you have to offer the prospective employer?

If you are making a career change or are a young person and new to the job market, you are going to have to be especially creative in getting across what

makes you stand out. **These brainstorming pages will be the raw material from which you craft your resume.** One important part of the planning process is to decide which resume format fits your needs best. Don't automatically assume that a traditional format will work best for you. More about that later.

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## **A GREAT RESUME HAS TWO SECTIONS**

In the first, you make assertions about your abilities, qualities and achievements. You write powerful, but honest, advertising copy that makes the reader immediately perk up and realize that you are someone special.

The second section, the evidence section, is where you back up your assertions with evidence that you actually did what you said you did. This is where you list and describe the jobs you have held, your education, etc. This is all the stuff you are obliged to include.

The juice is in the assertions section. When a prospective employer finishes reading your resume, you want them to immediately reach for the phone to invite you in to interview.

You start by naming your intended job. This may be in a separate "Objective" section, or may be folded into the second section, the "Summary." If you are making a change to a new field, or are a young person not fully established in a career, start with a separate "Objective" section.

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## **THE OBJECTIVE**

Ideally, your resume should be pointed toward conveying why you are the perfect candidate for one specific job or job title. Good advertising is directed toward a very specific target audience.

Targeting your resume requires that you be absolutely clear about your career direction--or at least that you appear to be clear. The way to demonstrate your clarity of direction or apparent clarity is to have the first major topic of your resume be your OBJECTIVE.

Let's look at a real world example. Suppose the owner of a small software company puts an ad in the paper seeking an experienced software sales person. A week later they have received 500 resumes. The applicants have a bewildering variety of backgrounds. The employer has no way of knowing whether any of them are really interested in selling software.

They remember all the jobs they applied for that they didn't really want. They know that many of the resumes they received are from people who are just using a shotgun approach, casting their seed to the winds. Then they come across a resume in the pile that starts with the following:

**"OBJECTIVE - a software sales position in an organization seeking an extraordinary record of generating new accounts, exceeding sales targets and enthusiastic customer relations.**

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This wakes them up. They are immediately interested. This first sentence conveys some very important and powerful messages: "I want exactly the job you are offering. I am a superior candidate because I recognize the qualities that are most important to you, and I have them. I want to make a contribution to your company." This works well because the employer is smart enough to know that someone who wants to do exactly what they are offering will be much more likely to succeed than someone who doesn't. And that person will probably be a lot more pleasant to work with as well.

Secondly, this candidate has done a good job of establishing why they are the perfect candidate in their first sentence. They have thought about what qualities would make a candidate stand out. They have started communicating that they are that person immediately. What's more, they are communicating from the point of view of making a contribution to the employer.

! !  
They are not writing from a self-centered point of view. Even when people are savvy enough to have an objective, they often make the mistake of saying something like, "a position where I can hone my skill as a scissors sharpener." or something similar. **The employer is interested in hiring you for what you can do for them, not for fulfilling your private goals and agenda.**


**Here's how to write your objective.** First of all, decide on a specific job title for your objective. Go back to your list of answers to the question "How can I demonstrate that I am the perfect candidate?" What are the two or three qualities, abilities or achievements that would make a candidate stand out as truly exceptional for that specific job?

The person in the above example recognized that the prospective employer, being a small, growing software company, would be very interested in candidates with an ability to generate new accounts. So they made that the very first point they got across in their resume.

Be sure the objective is to the point. Do not use fluffy phrases that are obvious or do not mean anything, such as: "allowing the ability to enhance potential and utilize experience in new challenges." An objective may be broad and still somewhat undefined in some cases, such as: "a mid-level management position in the hospitality or entertainment industry."

**Remember, your resume will only get a few seconds attention, at best!** You have to generate interest right away, in the first sentence they lay their eyes on. Having an objective statement that really sizzles is highly effective. And it's simple to do. One format is:

**OBJECTIVE: An xxx position in an organization where yyy and zzz would be needed (or, in an organization seeking yyy and zzz).**

Xxx is the name of the position you are applying for. Yyy and zzz are the most compelling qualities, abilities or achievements that will really make you stand out above the crowd of applicants. Your previous research to find out what is most important to the employer will provide the information to fill in yyy and zzz. 

**If you are applying for several different positions, you should adapt your resume to each one.** There is nothing wrong with having several different resumes, each with a different objective, each specifically crafted for a different type of position. You may even want to change some parts of your resume for each job you apply for. Have an objective that is perfectly matched with the job you are applying for. Remember, you are writing advertising copy, not your life story.

If you are making a career change or have a limited work history, you want the employer to immediately focus on where you are going, rather than where you have been. If you are looking for another job in your present field, it is more important to stress your qualities, achievements and abilities first.

#### **A few examples of separate "Objective" sections:**

- Vice president of marketing in an organization where a strong track record of expanding market share and internet savvy is needed.
- Senior staff position with a bank that offers the opportunity to use my expertise in commercial real estate lending and strategic management.
- An entry-level position in the hospitality industry where a background in advertising and public relations would be needed.
- A position teaching English as a second language where a special ability to motivate and communicate effectively with students would be needed.
- Divemaster in an organization where an extensive knowledge of Carribean sea life and a record of leaving customers feeling they have had a once-in-a-lifetime experience is needed.

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## **THE SUMMARY**

The "Summary" or "Summary of Qualifications" consists of several **concise** statements that focus the reader's attention on the most important qualities, achievements and abilities you have to offer. Those qualities should be the most compelling **demonstrations of why they should hire you instead of the other candidates.** It gives you a brief opportunity to telegraph a few of your

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most sterling qualities. It is your one and only chance to attract and hold their attention, to get across what is most important, and to entice the employer to keep reading.

This is the spiciest part of the resume. **This may be the only section fully read by the employer, so it should be very strong and convincing.** The "Summary" is the one place to include professional characteristics (extremely energetic, a gift for solving complex problems in a fast-paced environment, a natural salesman, exceptional interpersonal skills, committed to excellence, etc.) which may be helpful in winning the interview. **Gear every word in the "Summary" to your targeted goal.**

How to write a "Summary"? Go back to your lists that answer the question, What would make someone the ideal candidate? Look for the qualities the employer will care about most. Then look at what you wrote about why you are the perfect person to fill their need. Pick the stuff that best demonstrates why they should hire you. Assemble it into your "Summary" section.

**The most common ingredients of a well-written "Summary" are as follows.** Of course, you would not use all these ingredients in one "Summary." Use the ones that highlight you best.

- A short phrase describing your profession
- Followed by a statement of broad or specialized expertise
- Followed by two or three additional statements related to any of the following:
  - breadth or depth of skills
  - unique mix of skills
  - range of environments in which you have experience
  - a special or well-documented accomplishment
  - a history of awards, promotions, or superior performance commendations
- One or more professional or appropriate personal characteristics
- A sentence describing professional objective or interest.

Notice that the examples below show how to include your objective in the "Summary" section. If you are making a career change, **your "Summary" section should show how what you have done in the past prepares you to do what you seek to do in the future.** If you are a young person new to the job market, your "Summary" will be based more on ability than experience.

**A few examples of "Summary" sections:**

- **Highly motivated, creative and versatile** real estate executive with seven years of experience in property acquisition, development and construction, as well as the management of large apartment complexes. **Especially skilled at building effective, productive working relationships with clients and staff.** Excellent management,



negotiation and public relations skills. **Seeking a challenging management position in the real estate field that offers extensive contact with the public.**

**(an example of an objective statement within a summary!!)**

- Performing artist with a rich baritone voice and unusual range, specializing in classical, spiritual, gospel and rap music. Featured soloist for two nationally televised events. Accomplished pianist. Extensive performance experience includes television, concert tours and club acts. Available for commercial recording and live performances.

## **SKILLS AND ACCOMPLISHMENTS**

In this final part of the assertions section of your resume, you go into more detail. You are still writing to sell yourself to the reader, not to inform them. Basically, you do exactly what you did in the previous section, except that you go into more detail.

In the summary, you focused on your most special highlights. Now you tell the rest of the best of your story. **Let them know what results you produced, what happened as a result of your efforts, what you are especially gifted or experienced at doing.** Flesh out the most important highlights in your summary.

You are still writing to do what every good advertisement does, communicating the following: if you buy this product, you will get these direct benefits. **If it doesn't contribute to furthering this communication, don't bother to say it.** Remember, not too much detail. Preserve a bit of mystery. Don't tell them everything. (Save for interview)

Sometimes the "Skills and Accomplishments" sections is a separate section. In a chronological resume, it becomes the first few phrases of the descriptions of the various jobs you have held. We will cover that in a few minutes, when we discuss the different types of resumes. When it is a separate section, it can have several possible titles, depending on your situation:

- SKILLS AND ACCOMPLISHMENTS
- ACCOMPLISHMENTS
- SUMMARY OF ACCOMPLISHMENTS
- SELECTED ACCOMPLISHMENTS
- RECENT ACCOMPLISHMENTS
- AREAS OF ACCOMPLISHMENT AND EXPERIENCE
- AREAS OF EXPERTISE
- CAREER HIGHLIGHTS
- PROFESSIONAL HIGHLIGHTS
- ADDITIONAL SKILLS AND ACCOMPLISHMENTS

There are a number of different ways to structure "Skills and Accomplishments" sections. In all of these styles, put your skills and accomplishments in order of importance for the desired career goal. If you have many skills, the last skill paragraph might be called "Additional Skills."

**Here are a few ways you could structure your "Skills and Accomplishments" section:**

1. A listing of skills or accomplishments or a combination of both, with bullets

Example:

**SELECTED SKILLS AND ACCOMPLISHMENTS**

- o Raised \$1900 in 21 days in canvassing and advocacy on environmental, health and consumer issues.
- o Conducted research for four Professors at the University of New Brunswick
- o Coordinated Board of Directors and Community Advisory Board of community mental health center. Later commended as "the best thing that ever happened to that job."

2. A listing of major skill headings with accomplishments under each. The accomplishments can be a bulleted list or in paragraph form. The material under the headings should include mention of accomplishments which prove each skill.

Example:

**SELECTED ACCOMPLISHMENTS**

*National Training Project / Conference Management.*

Director of "Outreach on Hunger," a national public education/training project funded by USAID, foundations and all the major church denomination. Designed, managed and promoted three-day training conferences in cities throughout the U.S. Planned and managed 32 nationwide training seminars and a five-day annual conference for university vice-presidents and business executives.

*Program Design: Universities.*

Invited by Duke University President Terry Sanford to develop new directions and programs for the University's Office of Summer Educational Programs, first Director of Duke's "Pre-college Program," first editor of "Summer at Duke." Designed and successfully proposed a center for the study of creativity at The George Washington University.

3. A list of bulleted accomplishments or skill paragraphs under each job (in a chronological resume).

Example:

### **Director of Sales and Marketing**

DELAWARE TRADE INTERNATIONAL, INC. Wilmington, DE

- Promoted from Sales Representative within one year of joining company to Director of Sales and Marketing. Responsible for international sales of raw materials, as well as printing and graphic arts equipment. Oversaw five sales managers. Was in charge of direct sales and marketing in 17 countries throughout Europe and the Middle East.
- Recruited, trained and managed sales staff. Developed marketing strategy, prepared sales projections and established quotas. Selected and contracted with overseas sub-agents to achieve international market penetration.
- Negotiated and finalized long-term contractual agreements with suppliers on behalf of clients. Oversaw all aspects of transactions, including letters of credit, international financing, preparation of import/export documentation, and shipping/freight forwarding.
- Planned and administered sales and marketing budget, and maintained sole profit/loss responsibility. Within first year, doubled company's revenues, and produced \$7-9 million in annual sales during the next eight years.

## **BASIC RESUME FORMATS**

There are three basic types of resumes: Chronological, Functional, and "combined" Chronological - Functional.

### **CHRONOLOGICAL**

The chronological resume is the more traditional structure for a resume. The Experience section is the focus of the resume; each job is described in some detail, and there is no major section of skills or accomplishments at the beginning of the resume. This structure is primarily used when you are staying in the same profession. It is also used in certain fields such as law and academia. **It is recommended that the chronological resume always have an "Objective" or "Summary," to focus the reader.**

## FUNCTIONAL

The functional resume highlights your major skills and accomplishments from the very beginning. It helps the reader see clearly what you can do for them, rather than having to read through the job descriptions to find out. It helps target the resume into a new direction or field, by lifting up from all past jobs the key skills and qualifications to help prove you will be successful in this new direction or field. Actual company names and positions are in a subordinate position, with no description under each. The functional resume is a must for career changers, but is very appropriate for generalists, for those with spotty or divergent careers, for those with a wide range of skills in their given profession, for students, for military officers, for homemakers returning to the job market, and for those who want to make slight shifts in their career direction.

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## COMBINED

A combined resume includes elements of both the chronological and functional formats. It may be a shorter chronology of job descriptions preceded by a short "Skills and Accomplishments" section (or with a longer Summary including a skills list or a list of "qualifications"); or, it may be a standard functional resume with the accomplishments under headings of different jobs held.

There are obvious advantages to this combined approach: It maximizes the advantages of both kinds of resumes, avoiding potential negative effects of either type. One disadvantage is that it tends to be a longer resume. Another is that it can be repetitious: Accomplishments and skills may have to be repeated in both the "functional" section and the "chronological" job descriptions.

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## Part 3 - THE EVIDENCE SECTION - HOW TO PRESENT YOUR WORK HISTORY, EDUCATION, ETC.

Most resumes are not much more than a collection of "evidence," various facts about your past. By evidence, we mean all the mandatory information you must include on your resume: work history with descriptions, dates, education, affiliations, list of software mastered, etc. If you put this toward the top of your resume, anyone reading it will feel like they are reading an income tax form. Let's face it, this stuff is boring no matter how extraordinary you are. All this evidence is best placed in the second half of the resume. Put the hot stuff in the beginning, and all this less exciting information afterward.

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The decisions you make on what information to emphasize and what to de-emphasize should be based on considering every word of your resume to be an important part of the assertions section. The evidence includes some or all of the following:

## EXPERIENCE

List jobs in reverse chronological order. Don't go into detail on the jobs early in your career; focus on the most recent and/or relevant jobs. (Summarize a number of the earliest jobs in one line or very short paragraph, or list only the bare facts with no position description.) Decide which is, overall, more impressive - your job titles or the names of the firms you worked for - then consistently begin with the more impressive of the two, perhaps using boldface type.

You may want to describe the firm in a phrase in parentheses if this will impress the reader. Put dates in italics at the end of the job, to de-emphasize them; don't include months, unless the job was held less than a year. Include military service, internships, and major volunteer roles if desired; **because the section is labeled "Experience." It does not mean that you were paid.**

Other headings: "Professional History," "Professional Experience"--not "Employment" or "Work History," both of which sound more lower-level.

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## EDUCATION

List education in reverse chronological order, degrees or licenses first, followed by certificates and advanced training. Set degrees apart so they are easily seen. Put in boldface whatever will be most impressive. Don't include any details about college except your major and distinctions or awards you have won, unless you are still in college or just recently graduated. Include grade-point average only if over 3.4. List selected course work if this will help convince the reader of your qualifications for the targeted job.

Other headings might be "Education and Training," "Education and Licenses," "Legal Education / Undergraduate Education" (for attorneys).

## AWARDS

If the only awards received were in school, put these under the Education section. Mention what the award was for if you can (or just "for outstanding accomplishment" or "outstanding performance"). This section is almost a must, if you have received awards. If you have received commendations or praise from some very senior source, you could call this section, "Awards and Commendations." In that case, go ahead and quote the source.

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## CIVIC / COMMUNITY LEADERSHIP

This is good to include if the leadership roles or accomplishments are related to the job target and can show skills acquired, for example, a loan officer hoping to become a financial investment counselor who was Financial Manager of a

community organization charged with investing its funds. Any Board of Directors membership or "chairmanship" would be good to include. Be careful with political affiliations, as they could be a plus or minus with an employer or company.

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## PERSONAL INTERESTS

*Only include if it relates to the job!*

**Advantages:** Personal interests can indicate a skill or area or knowledge that is related to the goal, such as photography for someone in public relations, or carpentry and wood-working for someone in construction management. This section can show well-roundedness, good physical health, or knowledge of a subject related to the goal. It can also create common ground or spark conversation in an interview.

**Disadvantages:** Personal interests are usually irrelevant to the job goal and purpose of the resume, and they may be meaningless or an interview turn-off ("TV and Reading," "Fund raising for the Hell's Angels").

You probably should not include a personal interests section. Your reason for including it is most likely that you want to tell them about you. But, as you know, this is an ad. If this section would powerfully move the employer to understand why you would be the best candidate, include it; otherwise, forget about it.

May also be called "Interests and Hobbies," or just "Interests."

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## REFERENCES

You may put "References available upon request" at the end of your resume, if you wish. This is a standard close (centered at bottom in italics), but is not necessary: It is usually assumed. Do not include actual names of references. You can bring a separate sheet of references to the interview, to be given to the employer upon request.

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## Part 4 - A FEW GUIDELINES FOR A BETTER PRESENTATION

**The resume is visually enticing**, a work of art. Simple clean structure. Very easy to read. Symmetrical. Balanced. Uncrowded. As much white space between sections of writing as possible; sections of writing that are no longer than six lines, and shorter if possible.

**There is uniformity and consistency in the use of italics, capital letters, bullets, boldface, and underlining.** Absolute parallelism in design decisions. For example, if a period is at the end of one job's dates, a period should be at the end of all jobs' dates; if one degree is in boldface, all degrees should be in boldface.

As mentioned above, the resume's first impression is most important. It should be exceptionally visually appealing, to be inviting to the reader. Remember to think of the resume as an advertisement.

✓ **There are absolutely no errors.** No typographical errors. No spelling errors. No grammar, syntax, or punctuation errors. No errors of fact.

✓ **All the basic, expected information is included.** A resume must have the following key information: your name, address, phone number, and your email address at the top of the first page, a listing of jobs held, in reverse chronological order, educational degrees including the highest degree received, in reverse chronological order. Additional, targeted information will of course accompany this. Much of the information people commonly put on a resume can be omitted, but these basics are mandatory.

✓ **Jobs listed include a title, the name of the firm, the city and province of the firm, and the years.** Jobs earlier in a career can be summarized, or omitted if prior to the highest degree, and extra part-time jobs can be omitted. If no educational degrees have been completed, it is still expected to include some mention of education (professional study or training, partial study toward a degree, etc.) acquired after high school.

✓ **It is targeted.** A resume should be targeted to your goal, to the ideal next step in your career. First you should get clear what your job goal is, what the ideal position or positions would be. Then you should figure out what key skills, areas of expertise or body of experience the employer will be looking for in the candidate. Gear the resume structure and content around this target, proving these key qualifications. If you have no clear goal, take the skills (or knowledge) you most enjoy or would like to use or develop in your next career step and build the resume around those.

✓ **Strengths are highlighted / weaknesses de-emphasized.** Focus on whatever is strongest and most impressive. Make careful and strategic choices as to how to organize, order, and convey your skills and background. Consider: whether to include the information at all, placement in overall structure of the resume, location on the page itself or within a section, ordering of information, more impressive ways of phrasing the information, use of design elements (such as boldface to highlight, italics to minimize, ample surrounding space to draw the eye to certain things).

✓ **It has focus.** A resume needs an initial focus to help the reader understand immediately. Don't make the reader go through the whole resume to figure out what your profession is and what you can do. Think of the resume as an essay with a title and a summative opening sentence. An initial focus may be as simple as the name of your profession ("Commercial Real Estate Agent," "Resume Writer") centered under the name and address; it may be in the form of an Objective; it may be in the form of a Summary Statement or, better, a Summary Statement beginning with a phrase identifying your profession.

**Use power words.** For every skill, accomplishment, or job described, use the most active impressive verb you can think of (which is also accurate). Begin the sentence with this verb, except when you must vary the sentence structure to avoid repetitious writing.

**Show you are results-oriented.** Wherever possible, prove that you have the desired qualifications through clear strong statement of accomplishments, rather than a statement of potentials, talents, or responsibilities. Indicate results of work done, and quantify these accomplishment whenever appropriate. For example: "Initiated and directed complete automation of the Personnel Department, resulting in time-cost savings of over 25%." Additionally, preface skill and experience statements with the adjectives "proven" and "demonstrated" to create this results-orientation.

**Writing is concise and to the point.** Keep sentences as short and direct as possible. Eliminate any extraneous information and any repetitions. Don't use three examples when one will suffice. Say what you want to say in the most direct way possible, rather than trying to impress with bigger words or more complex sentences. For example: "coordinated eight city-wide fund-raising events, raising 250% more than expected goal" rather than "was involved in the coordination of six fund-raising dinners and two fund-raising walkathons which attracted participants throughout St. Louis and were so extremely successful that they raised \$5,000 (well beyond the \$2,000 goal)."

**Vary long sentences (if these are really necessary) with short punchy sentences.** Use phrases rather than full sentences when phrases are possible, and start sentences with verbs, eliminating pronouns ("I", "he" or "she"). Vary words: Don't repeat a "power" verb or adjective in the same paragraph. Use commas to clarify meaning and make reading easier. Remain consistent in writing decisions such as use of abbreviations and capitalizations.

**Make it look great.** Use a laser printer or an ink jet printer that produces high-quality results. A laser is best because the ink won't run if it gets wet. It should look typeset. Do not compromise. If you do, your resume will look pathetic next to ones that have a perfect appearance. Use a standard conservative typeface (font) in 11 or 12 point. Don't make them squint to read it. Use off-white, ivory or bright white 8 1/2 x 11-inch paper, in the highest quality affordable. If you are applying for a senior-level position, use Crane's 100% rag paper and make sure the water-mark is facing the right way. Use absolutely clean paper without smudges, without staples and with a generous border. Don't have your resume look like you squeezed too much on the page.

**Shorter is usually better.** Everyone freely gives advice on resume length. Most of these self-declared experts say a resume should always be one page. That makes no more sense than it does to say an ad or a poem should automatically be one page. Your resume can be 500 pages long if you can keep the reader's undivided attention and interest that long, and at the same time create a psychological excitement that leads prospective employers to pick up the phone and call you when they finish your weighty tome. Don't blindly follow




rules! Do what works. Sometimes it is appropriate to have a three pager. But unless your life has been filled with a wide assortment of extraordinary achievements, make it shorter. One page is best if you can cram it all into one page. Most Fortune 500 C.E.O.s have a one- or two-page resume. It could be said that, the larger your accomplishments, the easier to communicate them in few words. Look to others in your profession to see if there is an established agreement about resume length in your field. The only useful rule is to not write one more word than you need to get them to pick up the phone and call you. Don't bore them with the details. Leave them wanting more. Remember, this is an ad to market you, not your life history.

**Watch your verb tense.** Use either the first person ("I") or the third person ("he," "she") point of view, but use whichever you choose consistently. Verb tenses are based on accurate reporting: If the accomplishment is completed, it should be past tense. If the task is still underway, it should be present tense. If the skill has been used in the past and will continue to be used, use present tense ("conduct presentations on member recruitment to professional and trade associations"). A way of "smoothing out" transitions is to use the past continuous ("have conducted more than 20 presentations...").

**Break it up.** A good rule is to have no more than six lines of writing in any one writing "block" or paragraph (summary, skill section, accomplishment statement, job description, etc.). If any more than this is necessary, start a new section or a new paragraph.

**Experience before education...usually.** Experience sections should come first, before education, in most every case. This is because you have more qualifications developed from your experience than from your education. The exceptions would be 1) if you have just received or are completing a degree in a new professional field, if this new degree study proves stronger qualifications than does your work experience, 2) if you are a lawyer, with the peculiar professional tradition of listing your law degrees first, 3) if you are an undergraduate student, or 4) if you have just completed a particularly impressive degree from a particularly impressive school, even if you are staying in the same field, for example, an MBA from Harvard.

 **Telephone number that will be answered.** Be sure the phone number on the resume will, without exception, be answered by a person or an answering machine Monday through Friday 8-5pm. You do not want to lose the prize interview merely because there was no answer to your phone, and the caller gave up. Include the area code of the telephone number. If you don't have an answering machine, get one. Include e-mail and fax numbers, if you have them.

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## A FEW MORE TIPS

Try not to include anything on the resume that could turn the employer off, anything that is controversial (political, etc.) or could be taken in a negative light.

Put the most important information on the first line of a writing "block" or paragraph. The first line is read the most.

Use bold caps for your name on page one. Put your name at the top of page two on a two-page resume. Put section headings, skill headings, titles or companies (if impressive), degrees, and school name (if impressive), in boldface.

Spell out numbers under and including ten; use the numerical form for numbers over and including 11 (as a general rule), unless they are the first words in a sentence. Spell out abbreviations unless they are unquestionably obvious.

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## **WHAT NOT TO PUT ON A RESUME**

- The word "Resume" at the top of the resume
- Fluffy rambling "objective" statements
- Salary information
- Full addresses of former employers
- Reasons for leaving jobs
- A "Personal" section, or personal statistics (except in special cases)
- Names of supervisors
- References

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## **ACCURACY/ HONESTY/STRETCHING THE TRUTH**

Make sure that you can back up what you say. Keep the claims you make within the range of your own integrity. There is nothing wrong with pumping things up in your resume so you communicate who you are and what you can do at your very best. Did you ever see an ad that didn't pump up the features they hope will convince you to buy? In fact, you are being foolish if you seek to convey a careful, balanced portrayal of yourself. You want to knock their socks off!

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## **QUESTIONS A PRO WOULD ASK YOU**

What key qualifications will the employer be looking for?

What qualifications will be most important to them that you possess?

Which of these are your greatest strengths?

What are the highlights of your career to date that should be emphasized?

What should be de-emphasized?

What things about you and your background make you stand out?

What are your strongest areas of skill and expertise? Knowledge? Experience?

What are some other skills you possess--perhaps more auxiliary skills?

What are characteristics you possess that make you a strong candidate? (Things like "innovative, hard-working, strong interpersonal skills, ability to handle multiple projects simultaneously under tight deadlines")

What are the three or four things you feel have been your greatest accomplishments?

What was produced as a result of your greatest accomplishments?

Can you quantify the results you produced in numerical or other specific terms?

What were the two or three accomplishments of that particular job?

What were the key skills you used in that job? What did you do in each of those skill areas?

What sorts of results are particularly impressive to people in your field?

What results have you produced in these areas?

What are the "buzz words" that people in your field expect you to use in lieu of a secret club handshake, which should be included in your resume?

## Identify Your Skills (<http://www.workforcelink.com/newworkforce/assess.htm>)

**"Being able to properly identify and communicate the skills that you've gained either through work experience or educational endeavors is "THE" key to getting hired."**

\*\*\*\*\*

Take a few minutes and read this page. It will make it easier for you to identify, categorize and market your skills.

- Identifying Your Skills
- Sample Job Descriptions
- Sample Skills from Degree Plans
- Putting it all Together

There are **three** basic categories of skills.

1. Job-specific skills relate to the skills that you use with a **specific** job and would not use with any other job. They usually relate to how you handled data, people, things, and ideas.
2. Transferable skills Transferable skills may be used in many occupations, regardless of the type of work. They are soft skills that you can transfer from one type of work to another without much training from the employer.
3. Self-management skills tell the employer whether or not your personality fits the personality of the company, the bosses, and the co-workers. Many employers would rather hire an inexperienced worker with good self-management skills than an experienced worker who might cause problems.

### Skills from Job Descriptions

Your skills may come from some previous work experience. To help you identify some of these skills, we have provided access to 450+ job descriptions. Copy and Paste to your Skill's Section on your Resume page those skills in the job descriptions which you have actually acquired and used.

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### Putting It All Together "The Super Sales Pitch"

As each product on the marketplace has its own distinct packaging and selling points designed to catch the consumer's eye, job seekers must also design a package and key selling points to interest the interviewer. You've got to show them what you have to offer. The packaging consists of both the first impression you create when you walk in the door in regards to dress and appearance, and the "selling points" (your list of job-related, transferable, and self-management skills) that you select to put you in the most favorable light with the interviewer. The best way to achieve this is to create a summary skills paragraph that will allow you to present your skills in a organized, concise manner. This exercise will show you how to construct such a paragraph. Note: This paragraph will allow you to answer several difficult interviewing questions by using all, or some, of the statements that you will include in the paragraph. Some of the interviewing questions to use this on are:

- Tell me about yourself.

- Why should I hire you ?
- What are your greatest strengths ?
- What can you offer this company ?

Creating this summary statement of your skills also lets you keep all of your conversations, either in person or by phone, concise, brief, and to the point. The worst thing you can do in talking with someone about a job is not communicating your skills properly and rambling. Note: Keep everything in your statement job-related. If you talk about anything that is not job-related you are wasting your time and the interviewer's time.

Information to be Included

1. State type of work wanted
2. Expand your job title
3. State total amount of experience
4. State where you got the experience
5. Create skill linkage  
(Numbers 6-9 are only used if you are a recent graduate and are using your education as qualifying experience.)
6. Specify post-high school education
7. State school name
8. Specify GPA (only if 3.0+)
9. Specify supporting course work
10. Specify 5-7 job related skills
11. Specify 3-7 transferable skills
12. Indicate your reliability
13. Specify 3-7 self-management skills
14. Indicate a level of loyalty
15. Give question back to interviewer

The following is a response model showing you several ways to phrase your sales pitch. This is only meant to give you an example. Putting it in your own words will make it sound more natural. Note: Keep the length to a maximum of two minutes. If you speak longer than that, the listener's attention span fades.

### Response Model

- I'm (interested in working as; excited about working as a; trained to work as a)
- I'd also consider other types of (related; comparable; similar) work.
- I have (years, months) of (actual, combined, related, similar) experience gained from my (paid work, previous employment, volunteer, educational, military, related life) experiences where
- I used (similar, related, comparable) skills.
- I have a (certificate, diploma, degree) in from school name.
- While at school name, I had a GPA average of (fill in blank)
- I've also taken classes in (fill in blank)
- I can (or know how to) list 5-7 job related skills
- I can also (specify 3-7 transferable skills).
- I can work (all shifts, nights, weekends, overtime) and I (can relocate, have reliable transportation).
- I consider myself a.(or think of myself as...) (specify 3-7 self-management skills ).
- I'm looking (for a career; for a company where loyalty is appreciated; a place where I can work with people who will help me grow in my new job; etc.)
- What else would you like to know about me or would you like me to give you examples of when I used my skills?

### Putting it all Together

Example:

"I'm interested in working as a Retail Manager. I'd also consider other types of related work. I have over four years experience gained from my paid work, volunteer and educational experiences where I've used similar skills. I've

earned an BS degree in Business Administration from Luckenbach University. While at Luckenbach, I had a 3.6 GPA. I've also taken marketing, customer service and computer operations courses. I understand and can apply marketing concepts to business models. I understand business relationships between the departments within a business and how they must work together in developing marketing plans. I can develop a marketing strategy with an effective advertising campaign. I can use current computer software, including word processing, spreadsheets, databases, and presentation graphics. I can also analyze problems, direct others, and cope with deadlines. I can work all shifts including weekends, holidays, and overtime (note: be realistic in this). I consider myself honest. I'm a self-starter, detail oriented, and a team player. I'm looking for a career with your company. What else would you like to know about me, or would you like me to give you examples of when I've used my skills?"

You get the idea - put it in your own words so that it will sound natural. Practice it a few times, and never be stuck for words again. Use bits and pieces in other of your answers to the interview questions. The more you repeat something, the more likely they are to remember.

## Job Related Skills

When identifying your job related skills, special emphasis must be given on how you handled data, people, things, and ideas.

- **Data:** This includes any type of factual information. Numbers of any sort (percentages, volume, area, frequency, measurements, lengths of time, monetary value, etc.). Data also includes: specifications, codes, surveys, drawing interpretations or any other type of research or data based information.
- **People:** There are two questions to ask yourself when evaluating your people skills.
  1. With what type of people were you involved (supervisors, customers, vendors, etc.)
  2. What do you do with, for, or to each of them ?
- **Things:** Every occupation uses some type of tool, machine, or piece of equipment. No tool or piece of equipment should go overlooked. Remember, people are paid to answer the phone, drive nails and dig up dirt with shovels.
- **Ideas:** This is the most overlooked part of peoples' evaluation of their own work and educational experience. It's also one that might be the most valuable. Ask yourself if you've ever come up with a good idea to make the job easier, more profitable, safer, etc.

Now take a few minutes and make a list of the job specific skills that you have used in your various jobs. Keep this list in your resume and add to it as you learn and use new skills.



## Resume Rubric

Superior

		Value
<b>Focus</b>	Resume has a <b>ONE</b> sentence objective statement: Which uses the formula (A position where X, Y, & Z, would be required). Where X, Y, & Z, are the <b>top 3</b> skills required by the employer.	4
	The <b>Skills</b> and <b>Summary</b> sections contain the other 7 skills in sentence format using power words. <b>OR</b> if you choose to use a <b>Summary of Qualifications</b> or <b>Highlights of Qualifications</b> section it contains a summary of your qualifications or skills and abilities which are needed by the employer (the other 5-7 skills from your top ten list)	5
<b>Format</b>	The whole document is consistently formatted. All headings are in the same font, all content starts in the same manner and is consistently spaced. If your resume is 2 pages in length, then the ...2 appears on the first page And the 2 <sup>nd</sup> page is numbered.	3
	My Name, Address, Phone number, address, and Email address are present and correct.	2
	<b>Work Experience or Experience</b> section includes All relevant experience with dates and company names. This is the Proof section of the resume so all skills highlighted in the Assertion section (Objective and Summary) must appear here, preferably in short declarative sentences describing my abilities, accomplishments, and skills acquired from these experiences - using power words to sell yourself for the position.	4
<b>Mechanics</b>	Absolutely no spelling mistakes, no grammatical mistakes, and no formatting mistakes. It Looks Perfect!	2

**This is the assertion or Advertising section of the resume. You assert you have the special skills and abilities the employer is looking for.**

**This is the proof section of the resume. You must prove you have all the skills and abilities in your advertisement-from your experience.**

Total      / 20

**Note:**

Remember, Your resume is an all or nothing endeavour. You should expect nothing less than perfect for your resume. The employer will only interview the best candidates, so you need to make sure there is every reason to call you for an interview. This rubric only shows the superior class, because I will accept nothing less than the employer. We will work on this until we all achieve a successful superior resume!



# Sample Skill Sets & Action verbs

[http://www.quintcareers.com/action\\_skills.html](http://www.quintcareers.com/action_skills.html)

## Communication/People Skills

- ✦ Addressed
- ✦ Advertised
- ✦ Arbitrated
- ✦ Arranged
- ✦ Articulated
- ✦ Authored
- ✦ Clarified
- ✦ Collaborated
- ✦ Communicated
- ✦ Composed
- ✦ Condensed
- ✦ Conferred
- ✦ Consulted
- ✦ Contacted
- ✦ Conveyed
- ✦ Convinced
- ✦ Corresponded
- ✦ Debated
- ✦ Defined
- ✦ Developed
- ✦ Directed
- ✦ Discussed
- ✦ Drafted
- ✦ Edited
- ✦ Elicited
- ✦ Enlisted
- ✦ Explained
- ✦ Expressed
- ✦ Formulated
- ✦ Furnished
- ✦ Incorporated
- ✦ Influenced
- ✦ Interacted
- ✦ Interpreted
- ✦ Interviewed
- ✦ Involved
- ✦ Joined
- ✦ Judged
- ✦ Lectured
- ✦ Listened
- ✦ Marketed
- ✦ Mediated
- ✦ Moderated
- ✦ Negotiated
- ✦ Observed
- ✦ Outlined
- ✦ Participated
- ✦ Persuaded
- ✦ Presented
- ✦ Promoted
- ✦ Proposed
- ✦ Publicized
- ✦ Reconciled
- ✦ Recruited
- ✦ Referred
- ✦ Reinforced
- ✦ Reported
- ✦ Resolved
- ✦ Responded
- ✦ Solicited
- ✦ Specified
- ✦ Spoke
- ✦ Suggested
- ✦ Summarized
- ✦ Synthesized
- ✦ Translated
- ✦ Wrote

## Creative Skills

- ✦ Acted
- ✦ Adapted
- ✦ Began
- ✦ Combined
- ✦ Composed
- ✦ Conceptualized
- ✦ Condensed
- ✦ Created
- ✦ Customized
- ✦ Designed
- ✦ Developed
- ✦ Directed
- ✦ Displayed
- ✦ Drew
- ✦ Entertained
- ✦ Established
- ✦ Fashioned
- ✦ Formulated
- ✦ Founded
- ✦ Illustrated
- ✦ Initiated
- ✦ Instituted
- ✦ Integrated
- ✦ Introduced
- ✦ Invented
- ✦ Modeled
- ✦ Modified
- ✦ Originated
- ✦ Performed
- ✦ Photographed
- ✦ Planned
- ✦ Revised
- ✦ Revitalized
- ✦ Shaped
- ✦ Solved

## Data/Financial Skills

- ✦ Administered
- ✦ Adjusted
- ✦ Allocated
- ✦ Analyzed
- ✦ Appraised
- ✦ Assessed
- ✦ Audited
- ✦ Balanced
- ✦ Budgeted
- ✦ Calculated
- ✦ Computed
- ✦ Conserved
- ✦ Corrected
- ✦ Determined
- ✦ Developed
- ✦ Estimated
- ✦ Forecasted
- ✦ Managed
- ✦ Marketed
- ✦ Measured
- ✦ Netted
- ✦ Planned
- ✦ Prepared
- ✦ Programmed
- ✦ Projected
- ✦ Qualified
- ✦ Reconciled
- ✦ Reduced
- ✦ Researched
- ✦ Retrieved

## Helping Skills

- ✦ Adapted
- ✦ Advocated
- ✦ Aided
- ✦ Answered
- ✦ Arranged
- ✦ Assessed
- ✦ Assisted
- ✦ Clarified
- ✦ Coached
- ✦ Collaborated
- ✦ Contributed
- ✦ Cooperated
- ✦ Counseled
- ✦ Demonstrated
- ✦ Diagnosed
- ✦ Educated
- ✦ Encouraged
- ✦ Ensured
- ✦ Expedited
- ✦ Facilitated
- ✦ Familiarized
- ✦ Furthered
- ✦ Guided
- ✦ Helped
- ✦ Insured
- ✦ Intervened
- ✦ Motivated
- ✦ Prevented
- ✦ Provided
- ✦ Referred
- ✦ Rehabilitated
- ✦ Represented
- ✦ Resolved
- ✦ Simplified
- ✦ Supplied
- ✦ Supported
- ✦ Volunteered

## Management/Leadership Skills

- Administered
- Analyzed
- Appointed
- Approved
- Assigned
- Attained
- Authorized
- Chaired
- Considered
- Consolidated
- Contracted
- Controlled
- Converted
- Coordinated
- Decided
- Delegated
- Developed
- Directed
- Eliminated
- Emphasized
- Enforced
- Enhanced
- Established
- Executed
- Generated
- Handled
- Headed
- Hired
- Hosted
- Improved
- Incorporated
- Increased
- Initiated
- Inspected
- Instituted
- Led
- Managed
- Merged
- Motivated
- Navigated
- Organized
- Originated
- Overhauled
- Oversaw
- Planned
- Presided
- Prioritized
- Produced
- Recommended
- Reorganized
- Replaced
- Restored
- Reviewed
- Scheduled
- Secured
- Selected
- Streamlined
- Strengthened
- Supervised
- Terminated

## Organizational Skills

- Approved
- Arranged
- Catalogued
- Categorized
- Charted
- Classified
- Coded
- Collected
- Compiled
- Corrected
- Corresponded
- Distributed
- Executed
- Filed
- Generated
- Incorporated
- Inspected
- Logged
- Maintained
- Monitored
- Obtained
- Operated
- Ordered
- Organized
- Prepared
- Processed
- Provided
- Purchased
- Recorded
- Registered
- Reserved
- Responded
- Reviewed
- Routed
- Scheduled
- Screened
- Submitted
- Supplied
- Standardized
- Systematized
- Updated
- Validated
- Verified

## Research Skills

- Analyzed
- Clarified
- Collected
- Compared
- Conducted
- Critiqued
- Detected
- Determined
- Diagnosed
- Evaluated
- Examined
- Experimented
- Explored
- Extracted
- Formulated
- Gathered
- Inspected
- Interviewed
- Invented
- Investigated
- Located
- Measured
- Organized
- Researched
- Reviewed
- Searched
- Solved
- Summarized
- Surveyed
- Systematized
- Tested

## Teaching Skills

- Adapted
- Advised
- Clarified
- Coached
- Communicated
- Conducted
- Coordinated
- Critiqued
- Developed
- Enabled
- Encouraged
- Evaluated
- Explained
- Facilitated
- Focused
- Guided
- Individualized
- Informed
- Instilled
- Instructed
- Motivated
- Persuaded
- Simulated
- Stimulated
- Taught
- Tested
- Trained
- Transmitted
- Tutored

## Technical Skills

- Adapted
- Applied
- Assembled
- Built
- Calculated
- Computed
- Conserved
- Constructed
- Converted
- Debugged
- Designed
- Determined
- Developed
- Engineered
- Fabricated
- Fortified
- Installed
- Maintained
- Operated
- Overhauled
- Printed
- Programmed
- Rectified
- Regulated
- Remodeled
- Repaired
- Replaced
- Restored
- Solved
- Specialized
- Standardized
- Studied
- Upgraded
- Utilized

## **Transferable Skills Sets for Job-Seekers**

Marketable job skills can be broken down into five basic categories -- skills sets -- that job-seekers can use in showing applicable skills from one job/career to the next.

**Communication: the skillful expression, transmission and interpretation of knowledge and ideas.**

- Speaking effectively
- Writing concisely
- Listening attentively
- Expressing ideas
- Facilitating group discussion
- Providing appropriate feedback
- Negotiating
- Perceiving nonverbal messages
- Persuading
- Reporting information
- Describing feelings
- Interviewing
- Editing

**Research and Planning: the search for specific knowledge and the ability to conceptualize future needs and solutions for meeting those needs.**

- Forecasting, predicting
- Creating ideas
- Identifying problems
- Imagining alternatives
- Identifying resources
- Gathering information
- Solving problems
- Setting goals
- Extracting important information
- Defining needs
- Analyzing
- Developing evaluation strategies

**Human Relations: the use of interpersonal skills for resolving conflict, relating to and helping people.**

- Developing rapport
- Being Sensitive
- Listening
- Conveying feelings
- Providing support for others
- Motivating
- Sharing credit
- Counseling
- Cooperating
- Delegating with respect
- Representing others
- Perceiving feelings, situations
- Asserting

**Organization, Management and Leadership: the ability to supervise, direct and guide individuals and groups in the completion of tasks and fulfillment of goals.**

- Initiating new ideas
- Handling details
- Coordinating tasks
- Managing groups
- Delegating responsibility
- Teaching
- Coaching
- Counseling
- Promoting change
- Selling ideas or products
- Decision making with others
- Managing conflict

**Work Survival: the day-to-day skills that assist in promoting effective production and work satisfaction.**

- Implementing decisions
- Cooperating
- Enforcing policies
- Being punctual
- Managing time
- Attending to detail
- Meeting goals
- Enlisting help
- Accepting responsibility
- Setting and meeting deadlines
- Organizing
- Making decisions



## Transferable Skills

Look at this list and pick the skills that you have used. In a sentence or two describe your use of the skill in more detail, then enter it in your Resume.

act/perform	copy information	gather information	mediate problems	raise money	size up situations
adapt to situations	correspond w/others	gather materials	meet the public	read reference books	sketch
advise people	create	generate	memorize information	recommend	socialize
analyze data	delegate	guide/lead	mentor others	record data	solve problems
anticipate problems	deliver	handle complaints	monitor progress	recruit people	sort
appraise service	demonstrate	handle equipment	motivate others	rectify	speak in public
arrange functions	design	handle money	move materials	reduce costs	study
assess situations	detect	illustrate	negotiate	refer people	supervise
audit records	determine	imagine solutions	nurse	rehabilitate people	supply
bargain/barter	develop	implement	nurture	remember information	support
be cost conscious	direct others	improve	observe	remove	survey
be responsible for	dispense information	improvise	obtain	repair	synthesize
budget money	distribute	inform people	operate equipment	replace	tabulate
build	do precision work	initiate actions	order goods/supplies	report information	take instructions
buy products/services	do public relations work	inspect products	organize data	research	tend equipment
calculate numbers	draft	install	organize people	resolve problems	test
chart information	drive	instruct	organize tasks	restore	think ahead
check for accuracy	edit	interpret data	own/operate business	retrieve information	think logically
classify information	encourage	interview people	paint	review	tolerate interruptions
collect money	endure long hours	invent	perceive needs	run meetings	track
communicate	enforce	inventory	perform routine work	schedule	train/teach
compute data	estimate	learn	persuade others	seek out	transcribe
conceptualize	evaluate	learn quickly	plan	select	transfer
conduct	examine	liaise	plant	sell	translate
construct buildings	exhibit	lift (moderate)	prepare materials	separate	travel
consult w/others	expand	listen	print	sequence	treat
contact others	expedite	locate information	process information	service customers	troubleshoot
contact w/others	explain	log information	process materials	service equipment	tutor
control costs	explore	make/create	produce	set goals/objectives	type
control people	file records	make decisions	program	set up equipment	understand
control situations	find information	make policy	promote	set up systems	unite people
converse w/others	fix/repair	manage a business	protect property	sew	update information
coordinate activities	follow directions	manage people	provide maintenance	shape	hand/eye coordination
cope w/deadlines	follow through	measure boundaries	question others	signal	use words correctly
verify	visit	visualize	volunteer	weigh	work quickly
write procedures	write promo material	write proposals	write reports	write technical work	

## Self Management Skills

Look at this list and pick the skills that you have used. In a sentence or two describe your use of the skill in more detail, then enter it in your Resume.

academic	active	accurate	inventive	intellectual	intelligent
adaptable	adventurous	affectionate	lighthearted	kind	leisurely
aggressive	alert	ambitious	loyal	likable	logical
artistic	assertive	attractive	meticulous	mature	methodical
bold	broad-minded	businesslike	modest	mild	moderate
calm	careful	cautious	open-minded	natural	obliging
charming	cheerful	clear-thinking	organized	opportunistic	optimistic
clever	competent	competitive	painstaking	original	outgoing
confident	conscientious	conservative	persevering	patient	poised
considerate	cool	cooperative	polite	practical	precise
courageous	creative	curious	progressive	pressure resistant	punctual
daring	deliberate	democratic	self-confident	sensible	sensitive
dependable	determined	dignified	serious	sharp-witted	sincere
discreet	dominant	eager	sociable	spontaneous	spunky
easygoing	efficient	emotional	stable	steady	strong
energetic	enterprising	enthusiastic	strong-minded	sympathetic	tactful
fair-minded	farsighted	firm	teachable	tenacious	thorough
flexible	forceful	formal	thoughtful	tolerant	tough
frank	friendly	generous	trusting	trustworthy	unaffected
gentle	good-natured	healthy	unassuming	understanding	unexcitable
helpful	honest	humorous	uninhibited	verbal	versatile
idealistic	imaginative	independent	warm	wholesome	wise
ingenious	industrious	informal	witty	zany	

# Malcolm Mulligan

**OBJECTIVE:** A teaching position where a demonstrated record of accomplishments in planning, leadership, accountability and enthusiasm for meeting expectations would be needed.

**SUMMARY:** Highly motivated, creative and versatile manager with demonstrated skills in business and personnel management, negotiation, and public relations with a talent for analyzing problems and developing solutions.

**SKILLS:** Demonstrated ability to attract, train, cultivate, motivate, promote and retain good people. A competent writer and public speaker and an accomplished builder of team spirit. I also have proven ability as a team player, using all available resources by constructing excellent working relations with all internal as well as external customers.

## EXPERIENCE:

2000– 2003                      Cendant Canada Ltd.                      Fredericton, NB  
**Operations Supervisor**

- Provided support for a team of between 27 and 45 individuals.
- Demonstrated commitment to the individual, the team and the company through cultivation of Cendant's core values and accountability for our sales targets.

1997– 2001                      All For U Realty Ltd.                      Fredericton, NB  
**Real Estate Sales**

- Proven ability to educate clients with a needs analysis to ensure the best purchase is made.
- Aggressively marketed private homes for sale to the general public.
- Designed, planned and wrote advertising campaign for start up of All For U Realty Ltd. Also managed the design of a web site.
- Created business templates and provided training for their use.

1991–1992                      Enviro Home Care                      Fredericton, NB  
**Manager and Regional Trainer**

- Managed the start up of a new Telemarketing sales business. Advertised and trained groups of up to 300 people throughout the Province.
- Trained, motivated, and retained all clerical, telemarketing and sales staff in the new office.

1988–1991                      Hanwel Do-it Center                      Fredericton, NB  
**Store Supervisor and Hardware Buyer**

- Successfully supervised large staff and maintained customer relations.
- Managed inventory control for over 20% of store merchandise.

## EDUCATION:

2003–2005                      University of New Brunswick                      Fredericton, NB  
■ B.Ed., Certificate V middle and High school. English and Social Studies.  
■ Dean's List Scholar, ASA scholarship. G.P.A. 3.8

1993–1997                      Saint Thomas University                      Fredericton, NB  
■ B.A., Political Science; Policy analysis.  
■ Dean's List Scholar, I.O.D.E. History Scholar, G.P.A. 3.8 / 4.3 major.

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Email: n38d5@unb.ca

# MALCOLM MULLIGAN

## OBJECTIVE

A supervisory position where a demonstrated record of accomplishments in planning, leadership, accountability and enthusiasm while exceeding sales targets and customer expectations would be needed.

## SUMMARY

Highly motivated, creative and versatile supervisor with demonstrated skills in business and personnel management, negotiation, and public relations with a talent for analyzing problems and developing solutions.

## SKILLS AND ACCOMPLISHMENTS

Demonstrated ability to attract, train, cultivate, motivate, promote and retain good people. A competent writer and public speaker and an accomplished builder of team spirit. I also have proven ability as a team player, using all available resources by constructing excellent working relations with all internal as well as external customers.

## EXPERIENCE

2005-present School districts 17 and 18 Fredericton and Oromocto, NB

### ***Supply Teacher***

- Responsible for all duties of the regular classroom teacher, including classroom management, lesson delivery, classroom, hall and outside duties.

2000-2003 Cendant Canada Ltd. Fredericton, NB

### ***Operations Supervisor***

- Directly responsible for supervising up to 40 individuals, and support for all reservation agents.
- Demonstrating commitment to the individual, the team and the company through cultivation of core values and accountability for sales targets.

1997-2001 All For U Realty Ltd. Fredericton, NB

### ***Real Estate Sales***

- Proven ability to educate clients with a needs analysis to ensure the best purchase is made.
- Aggressively marketed private homes for sale to the general public.

1991-1992 Enviro Home Care Ltd. Fredericton, NB

### ***Manager and Regional Trainer***

- Managed the start up of a new Direct sales business. Advertised and trained groups of up to 300 people throughout the Province.
- Trained, motivated, and retained all clerical, telemarketing and sales staff in the new office.

1988-1991 Hanwel Do-it Center Fredericton, NB

### ***Store Supervisor and Hardware Buyer***

- Successfully supervised large staff and maintained customer relations.
- Managed inventory control for over 20% of store merchandise.

## EDUCATION

1993-1997 Saint Thomas University Fredericton, NB

- B.A., Political Science; Policy analysis. G.P.A. 3.8 / 4.3

2003-2005 University of New Brunswick Fredericton, NB

- B.Ed., English and Social Studies. G.P.A. 3.8 / 4.3

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E-Mail: malcolmmulligan@rogers.com





## Resume Rubric Superior

		Value
<b>Focus</b>	Resume has an objective statement which is focused on the job applied for.	2
	The Objective is one sentence that is a focussed assertion (using power words) and the remainder of the resume is evidence that supports the assertion.	2
	The summary includes my objective as well as additional skills I have which the employer is looking for.	2
<b>Format</b>	Resume looks good. Is formatted consistently. All headings are in the same font and the same position on the page	1
	My name, Address, Phone number and email address are present and correct	1
	All previous and/or relevant work and other experience is included with dates and company or organization names. I have included short declarative sentences describing my abilities, accomplishments and skills acquired from these experiences - using power words to sell myself for the position available	1
<b>Mechanics</b>	The statement, summary, skills, experience, and education sections are all present, free of grammatical and spelling errors and use declarative statements and power words that highlight my skills that the employer is looking for.	1

**Note:**

Remember, Your resume is an all or nothing endeavour. You should expect nothing less than perfect for your resume. The employer will only interview the best candidates, so you need to make sure there is every reason to call you for an interview. This rubric only shows the superior class, because I will accept nothing less than the employer. We will work on this until we all achieve a successful superior resume!

Your Name  
Your Address  
City, Province  
Postal Code

Your Contact  
Information

Month, Day, Year (Date you are sending the letter)

Employer Name  
Employer Title  
Business Name  
Business Address  
City, Province, Postal Code

Employer Contact  
Information

Tips:  
Resumes and Cover Letters  
should be in standard business  
format.  
The formatting should be  
consistent for both, so ensure  
you use the same font, font  
size, the same margin size etc.

RE: (Position/Competition # if applicable)

Dear Mr. or Ms. (Person's last name only):

Salutation

**Introductory Paragraph:** State immediately the position you are pursuing and how you came to know of the opening. If you have a contact at the company, you can mention it here (with the contact's permission). Tell the employer why you are interested in the position in one or two sentences.

**Sell your skills paragraph:** Explain the skills, background, attributes and experience you have that will make you successful in the position. You do not have to have directly related experience, but think about the skills you have from all your experience and how those relate to the duties of the position you are applying for; show that you have a number of the skills they highlight in the job ad.

**Additional, value-adding skills paragraph:** Demonstrate that you have done some research about the company. Go to their website, read articles about them in the news or in journals, talk to other contacts from the organization. This research will show that you have taken time to think about this position and put some effort into this letter. Show how you have what it takes to contribute to their company based on what you learned in your research.

**Conclusion:** State that you would welcome an interview to further discuss the opportunity and repeat the telephone number where you can be reached. You could mention that you will contact them to see where they are in the process if you do not hear from them within a week after the deadline (but be sure to follow through if you state this). Finish by thanking them for their consideration of your application and express a desire to meet them sometime in the near future.

Sincerely,

Closing

Your Signature (Leave 4 lines for this)

Your printed name (typed)

## Cover Letter Rubric

Superior		Value
<b>Focus</b>	The first sentence or two states clearly who you are and why you are writing the letter - to apply for the position.	3
	The Second paragraph sells your preparation (Skills, Aptitude, Attitude, Experience, eagerness etc.) for the position - using power words and clear declarative sentences.	3
	The third paragraph summarizes your skills/experience and shows your research about the company and the position.	3
	Concluding Paragraph states your thanks, and asks for an interview, and may state what you will do to follow up.	3
<b>Format</b>	Cover Letter is no longer than 1 page, is formatted in standard business format, includes 2 addresses, a date, a competition # (if required), 4 paragraphs, and your signature. Letter is addressed to the correct person (not to whom it may concern). All Sentences are declarative and focused, makes use of power words to sell myself for the position.	5
<b>Mechanics</b>	The letter is free of grammatical and spelling errors and use declarative statements and power words that highlight my skills that the employer is looking for. Font size is 11 or 12.	3

**Total**    \_\_\_/20

**Note:**

Remember, Your cover letter is your first introduction. It must interest the employer immediately, and make them want to read your resume and contact you for an interview. You should expect nothing less than perfect for your cover letter. The employer will only interview the best candidates, so you need to make sure there is every reason to call you for an interview. This rubric only shows the superior class, because I will accept nothing less than the employer. We will work on this until we all achieve a successful superior cover letter!