

# RESUME ESSENTIALS

The purpose of your resume is that of a **SELF-MARKETING TOOL** which conveys your **skills, experience, achievements** and **potential** for a specific objective. It is one tool in your belt to help get you to the next step.

## THE BASICS

### HIGHLIGHTS:

- Your professional title or “brand”
- The type and scope of the positions you have held
- The level of your responsibilities
- What skills you have developed
- Your specific accomplishments

### RESUME TYPES:

- **CHRONOLOGICAL:** Focuses on employment history / Lists positions in reverse chronological / Most widely-used format
- **FUNCTIONAL:** Emphasizes skills, competencies and expertise rather than employers and dates / recent graduates / Used if objective is very different from experience / Used if you are re-entering the job market after a long gap
- **COMBINATION:** Effective for career changers / industry change

### FORMATTING:

- 1-2 pgs / 10-15 years relevant or recent experience
- Maximize white space for visual appeal - 1” margins
- Readable font styles/size - *Arial /Calibri/Times New Roman*

James Applicant  
17017 Home Blvd. • Edmond, OR 00222 • (555) 555-1212 • james.applicant@email.com

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OVERVIEW

Energetic and motivating leader with a proven ability to effectively manage both staff and long and short-term projects. A self-starter and strong independent worker who excels at analyzing products and procedures in order to generate new ideas that improve efficiency and production quality.

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PROFESSIONAL EXPERIENCE

COMFORT, INC., Edmond, OR  
MANAGER (2014-Present)

Manage daily operations of a \$1 million foam insulation company.

- Train and supervise work crews in more efficient product installation techniques resulting in reduced material waste by 20 percent and labor hours by 43 percent.
- Instrumental in developing sales team's knowledge in the areas of building science and energy conservation in order to provide customers with the information to successfully plan for, and utilize, spray foam insulation.

MILITARY BASE, Edmond, OR  
DATA NETWORK MANAGER (2012-2014)

Managed command and control data network used to generate video representation of geographic area surrounding the ship. The team consisted of 38 individuals from four departments.

- Production Control Officer - Coordinated the efforts of 135 personnel utilizing 37,000 man hours. Completed 520 jobs totaling over \$4 million during a 13-month refurbishment period.
- Assistant Command Duty Officer - Directed daily routine utilizing a duty section of 600 personnel from 12 different departments.

MILITARY BASE, Edmond, OR  
INSTRUCTOR PILOT (2008-2012)

Administered, coordinated, and supervised flight and academic training for the United States flight training program that encompassed over 200 instructors and 600 students in five units.

- Coordinated and supervised four Flight Commanders to ensure that pilot completion rates met quarterly and annual goals.
- Managed and scheduled 11 instructor pilots and 38 flight students to complete primary and intermediate level flight training.

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EDUCATION

AUBURN UNIVERSITY, MBA in Finance, 2018  
UNIVERSITY OF COSTA RICA, Bachelor of Arts in Business Economics, 2004  
Aviator - Advanced Flight Training, United States Flight Patrol

## SELL YOURSELF: WORK EXPERIENCE . . . RESPONSIBILITIES VS. ACCOMPLISHMENTS

- Follow and define the job/position titles on the resume
- Describe the scope of the job or position, the day to day duties of the job
- A short summary of the job description

### RESPONSIBILITIES

- Follow the responsibility statements on the resume
- Describe specific work on projects, solutions to problems, individual or team initiatives, value added, etc.
- Consist of a statement of action followed by a statement of results
- Results are always quantified (best) or use words to describe the benefits or impact

### ACCOMPLISHMENTS

### INSIDER TIPS

- Never Use a “One Size Fits All” Resume
- Use concise writing / ensure tenses match
- Make sure your resume is easy to read and scan
- Check spelling and grammar
- Focus on the skills and experience that are recent and relevant to your desired role
- Avoid stating the obvious
- Watch industry lingo / put in “layman’s” terms
- Spell out acronyms the first time using

- Quantify your achievements by using numbers, percentages, time frames, and dollars
- Leave off your address for out of state roles
- Don't add dates to education (*after 5 – 7 yrs*)
- Address all gaps in work history / include volunteer work
- Be aware of what hobbies / volunteer work / interests are communicating
- Don't write “References Available Upon Request”
- Save your resume as a PDF

# BE THEIR BRAND

In today's job market, it has become increasingly important to **CUSTOMIZE** your resume. Why? Many employers use software called **APPLICANT TRACKING SYSTEMS (ATS)** to filter resumes based on the requirements of the role. If you want to pass this initial electronic screen, your professional resume needs to be tailored for a specific position. In addition, several recent studies have indicated that the person who reviews your resume — assuming you make it past the bots — will spend **SIX SECONDS** looking at your resume before deciding whether or not you are qualified for the opportunity.

## INVESTIGATE

Review the organization's **WEBSITE / SOCIAL MEDIA SITES**

- *What sites will you visit?*
  
- **KEY INSIGHTS** into the organization / brand / culture:

Review the **JOB DESCRIPTION** for the role you are applying for - pay special attention to the job title used, the duties and responsibilities, the job requirements, and location of the position

- *What keywords / phrases are used?*
  
- *Are there specific requirements I do / don't fit?*

## TALK THEIR "TALK"

Based on your investigation . . .

- *What keywords / "language" can be used to customize your resume?*
  
- *How can you better illustrate your understanding of and fit for organization through your resume?*
  
- *What experience / knowledge / skills / abilities do you need to highlight?*
  
- *If you are missing any specific experience / knowledge / skills, how will you illustrate your ability to do / learn what is needed?*

## SUBLIMINAL MESSAGING

Review your resume

- *Put yourself in the shoes of the recruiter / hiring manager . . . what do you notice when you scan the resume . . .*

Consider:

- *Placement of items on the page*
- *Words used*
- *Experience and accomplishments highlighted*

- *As the recruiter / hiring manager . . . Would you want to interview this candidate? If not, what may need adjustment to entice you to?*

# YOUR SOCIAL MEDIA "RESUME"

## NOTHING EVER GOES AWAY ONCE IT'S POSTED ONLINE

The way you manage your online presence does say something about you, such as your level of professionalism. Google yourself and see what pops up. Does what you see represent you? Is that the message that you want to send to your future employers? If you were the employer, would you invite this applicant to come in for an interview?

**UNDERSTAND:** It's important to monitor your social networks carefully (Facebook, Twitter, Instagram, YouTube, Pinterest, Tumblr, LinkedIn or any other social networks that you are currently using or you have owned in the past).

- *What platforms do you presently used? Which do you no longer?*
- *Who has access to what? Can a potential employer see what you post / posted?*
- *What does your social media presence say about you? Who do you "follow"? What do you "like"? What have you tweeted about previous employers?*



**ALIGN:** Congruency creates the trust that is essential for people to believe your brand.

- *Do you have opportunities to create greater alignment in your social media "resume"?*
- *Might a potential employer be "turned off" by any provocative/inappropriate content, posts about drugs/alcohol, or comments that could be perceived as discriminatory?*
- *What might you need to do to create alignment? (i.e. create personal vs. professional accounts)*



**HELP NOT HINDER:** Social networks can be beneficial in the hiring process. If used properly and professionally, it could potentially attract employers and get you an interview. Some of the reasons employers (they could choose more than one reasons) want to hire applicants after checking out their social media include the following:

- The applicant's personality fits with the company culture
- Background information supported their professional qualifications for the job
- The candidate showed a professional image
- The candidate is well-rounded
- Demonstrated great communication skills
- *Ask a few friends / colleagues to investigate you on social media and ensure your presence compliments your resume vs. undermines it.*

