



Heritage Place
439 South Union St., Bldg 2, Ste. 106
Lawrence, MA 01843

192 Merrimack Street
Haverhill, MA 01830

(978) 722-7000

RÉSUMÉ WORKSHEET

Including
RÉSUMÉ SAMPLES

Name: _____

Address: _____

City/Town: _____

State: _____ Zip Code: _____

Phone: _____

Mobile Phone: _____

Email Address: _____

ValleyWorks Career Center
Recommends Updating Your
Résumé Quarterly

What is a résumé?

Your résumé is your primary marketing tool. The purpose of a résumé is to get an interview. Employers request résumés as a structured method to prescreen job candidates for the required skills, experience and abilities needed for a specific job opening.

An effective résumé focuses on the wants and needs of the employer. The goal of your résumé is to tell the employer how your experience, knowledge, abilities and skills meet the specific needs of the job opening.

Do I really need a résumé?

The answer is simple – YES! If you do not have a résumé, you may not get an interview. Without a résumé, the employers at a Job Fair or other recruitment event may not be willing to speak with you about your skills and work experience.

Your résumé will compete with other résumés. In round one of the screening process, employers scan your résumé and compare your qualifications with the qualifications for the job opening. To compete for an interview, your résumé needs to include, at a minimum, your skills, past work history, and your education. For an interview in a highly competitive industry or higher level position, your résumé will need to focus on your accomplishments, highlight your strengths, include a format appropriate for the position, and emphasize what you can do for the employer.

Are you sending a résumé to employers and not getting interviews? Look carefully at your résumé. If you do not get the interview, your résumé is not doing its job.

What type of résumé do you need?

The answer to that question depends on the type of work you are seeking. Everyone needs a basic résumé that includes current skills, past work history, and your education. If you do not have a résumé start with a basic résumé and ask your Employment Specialist or a Customer Service Representative for additional information on the workshop schedule and workshop recommendations to meet your needs.

If you need help with your résumé attend a workshop. Our workshops and/or premium services can help with a résumé to address your specific needs or those challenging circumstances such as limited work experience, changing careers, veterans – converting military experience into civilian terms, ex-offenders, too many jobs, gaps in employment history, contract or short-term assignments, returning to the workforce after raising a family, other unique situations, or presenting your skills to find a new second career after retirement or job loss.

Do's for a résumé

- Do include your name, address, phone number, & email address on your résumé
- Do make sure your résumé is error free – no typographical, spelling or grammatical errors
- Do list your skills, qualifications, and accomplishments in a primary position on your résumé
- Do target your résumé by including all skills and qualifications that are relevant to the position
- Do select an appropriate format that includes a clean, professional appearance and an easy to read font
- Do make sure your résumé is brief, well organized, and focused on the position for which you are applying

Do not's for a résumé

- Don't include a date; you should put a date on your cover letter, not your résumé
- Don't include personal pronouns such as "I" in your résumé
- Don't include abbreviations in the body of your résumé
- Don't include availability (Wait until the interview or job offer to discuss this point)
- Don't include personal information such as height, weight, social security number, driver's license number, race, religion, marital status or political affiliation
- Don't include miscellaneous details such as salary requirements, salary desired, supervisor's name and title, marital status, number of children, hobbies or sports interests

RÉSUMÉ WORKSHEET

The purpose of this worksheet is to help you gather and write down the information needed to create and type your résumé.

This worksheet is required if you plan to attend any ValleyWorks Career Center Résumé - related workshop **or** if you are seeking assistance with your résumé from staff at a ValleyWorks Career Center location.

Let us begin to assemble the basic information needed in your résumé. Please fill in all of the blanks within the worksheet. Be sure the information is **accurate**. You will use this information to develop or enhance your résumé. Take the time to look up anything you are not sure of: dates, locations, proper titles, or the correct spelling, etc.

Desired Salary (amount you want to earn per/ hour, week, month): _____

Position or type of work you are seeking: _____

Industry in which you are seeking work: _____

Skills:

List any skills you have that help you do this type of work:

Review old job descriptions or look up your job title on O*NET at <http://online.onetcenter.org> if you need help to identify your skills.

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Transferable Skills*:

List any skills you have developed in school or in other positions that may help you in a new position.

- | | | | |
|-------------------------------------|--|--|---|
| <input type="checkbox"/> Filed | <input type="checkbox"/> Handled Cash | <input type="checkbox"/> Collected Money | <input type="checkbox"/> Set Up Equipment |
| <input type="checkbox"/> Supervised | <input type="checkbox"/> Gathered Data | <input type="checkbox"/> Made Deliveries | <input type="checkbox"/> Met Deadlines |

_____	_____
_____	_____
_____	_____
_____	_____

*Transferable skills are skills you learned or used in another position or job that may help you in your next job or career.

Personal Attributes or Characteristics: These may be important to an employer. Think about the traits you may have that an employer would find desirable.

Check those that apply and be sure to add to the list. You may wish to use these attributes or characteristics as you develop a summary statement.

Work well with others

Dependable

Honest

Friendly

Enthusiastic

Independent Thinker

Computer Skills or Other Technical Skills: Technology skills at least basic computer skills are used in jobs at all levels in today's workplace and may be important to an employer. If you need to learn basic computer skills, improve or upgrade your computer skills, review the Valleyworks Career Center Events Calendar for computer related workshops. You can also seek assistance from the staff at a Valleyworks Career Center to sign up for our computer training workshops, use our Self-Paced Learning Lab or Resource Room to learn new skills or update your current skills.

Check the computer skills you have and be sure to your computer skills in your résumé.

MS Word

MS Access

QuickBooks

MS Excel

PowerPoint

Email

Outlook

Other Skills: Everyone has skills. Review job openings and list any other skills you have that may be important to an employer. **List any other skills that might help you on a job.**

Review old job descriptions and performance evaluations, ask friends, co-workers, teachers or look up your job title on O*NET at <http://online.onetcenter.org> if you need help to identify your skills.

Work Experience: Employers are interested in the type of work you are doing or have done and the name of the company where you worked, when you worked for that company, and often the industry in which you gained your experience can be important. Résumés that do not include this information may be screened out without an interview.

You may wish to list only your last four (4) jobs or your work history for the last 10 to 15 years. If you need additional space, use additional paper.

Your most recent work experience should be listed first!

Position, Title or Job you did: _____

Company Name: _____

City/State (location where you worked): _____

Dates Employed From: _____ To: _____
Year (When job started) (When job ended) **Year**

List the main duties you performed and the responsibilities you had in this position.

List at least two accomplishments and the business results of each accomplishment. A business result is how you improved or impacted the business, such as you saved money, increased revenue, increased sales, improved production, increased safety, or other business improvement as a direct result of your work.

Earlier work experience

Position, Title or Job you did: _____

Company Name: _____

City/State (location where you worked): _____

Dates Employed From: _____ To: _____
Year (When job started) (When job ended) **Year**

List the main duties you performed and the responsibilities you had in this position.

List at least two accomplishments and the business results of each accomplishment. A business result is how you improved or impacted the business, such as you saved money, increased revenue, increased sales, improved production, increased safety, or other business improvement as a direct result of your work.

Earlier work experience

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Company Name: _____

City/State (location where you worked): _____

Dates Employed From: _____ To: _____
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City/State (location where you worked): _____

Dates Employed From: _____ To: _____
Year (When job started) (When job ended) Year

List the main duties you performed and the responsibilities you had in this position.

List at least two accomplishments and the business results of each accomplishment. A business result is how you improved or impacted the business, such as you saved money, increased revenue, increased sales, improved production, increased safety, or other business improvement as a direct result of your work.

Education:

College or Vocational Training/Education

Degree/Certificate Completed: _____

Name of School:_____ City/State:_____

Major:_____

Graduated (list year, if in the last 3 years): _____ Class Standing/GPA:_____

Honors, Awards, Achievements or Activities:_____

High School

High School Diploma Yes No GED Graduated (list year, if in the last 3 years):_____

Name of School:_____ City/State:_____

Honors, Awards, Achievements or Activities:_____

Other Training:

List any vocational training, on-the-job training, military training, or other formal training:

Name of Training School:_____

City/State:_____

Courses taken: _____ Dates From: _____ To:_____

Current Licenses or Certificates held: _____

List any vocational training, on-the-job training, military training, or other formal training:

Name of Training School:_____

City/State:_____

Courses taken: _____ Dates From: _____ To:_____

Current Licenses or Certificates held: _____

Other Training:

List any vocational training, on-the-job training, military training, or other formal training:

Name of Training School: _____

City/State: _____

Courses taken: _____ Dates From: _____ To: _____

Current Licenses or Certificates held: _____

List any vocational training, on-the-job training, military training, or other formal training:

Name of Training School: _____

City/State: _____

Courses taken: _____ Dates From: _____ To: _____

Current Licenses or Certificates held: _____

Volunteer Activities, Boards, Service Organizations or Achievements:

List your most important achievements to date: _____

References:

Your references should be work-related. Prepare a reference page with the name, title, address and phone number of at least three people (these should be people whom you have worked with and are willing to speak about the quality of your work and your skills; or a teacher or landlord who are willing to speak about your character and your skills). **Family members should not be used as references.** Do not include anyone's name as a reference that you have not checked with first, or anyone who will not give you a good reference!

Name (Mr. Mrs. Ms. Dr.): _____

Job Title: _____

Company Address: _____

City/State: _____ Zip: _____

Phone # Day: _____

Phone # Evening or Mobile: _____

Email Address: _____

Name (Mr. Mrs. Ms. Dr.): _____

Job Title: _____

Company Address: _____

City/State: _____ Zip: _____

Phone # Day: _____

Phone # Evening or Mobile: _____

Email Address: _____

Name (Mr. Mrs. Ms. Dr.): _____

Job Title: _____

Company Address: _____

City/State: _____ Zip: _____

Phone # Day: _____

Phone # Evening or Mobile: _____

Email Address: _____

SAMPLE
BASIC RÉSUMÉ

Fred Brown

111 Main Street
Lawrence, MA 01843
978.722.1234
fredbrown@yahoo.com

Skills

Follows Safety Standards
Maintains Clean Worksite
Cost Control
Painting
Tile Setting
Using Power Tools

Woodworking
Estimating
Customer Relations
Material Handling
Solving Problems
Landscaping

Math Skills
Maintenance & Repair
Good Communicator
Supply Ordering
Basic Supervision
Snow Removal

Work Experience

Construction Worker ABC Construction Co., Haverhill, MA	1998 – 2009
Laborer Preferred House Products, Chicago, IL	1992 – 1998
Lead Carpenter Pulte Homes of Florida, Winter Garden, FL	1987 – 1989

Education

Basic Computer Skills Training – Sponsored by the State of Illinois
Certificate in Building Trade Skills – Sponsored by the State of Illinois
GED Adult Basic Education Program – Sponsored by the State of Illinois

Computer Skills

Proficient in Microsoft Word, Excel, and PowerPoint, Scheduler® and using the Internet

IF YOU DON'T GET THE INTERVIEW, YOUR RÉSUMÉ IS NOT DOING ITS JOB

Have you ever thought of your résumé as a personal marketing tool? If not, maybe it's time you do. Your résumé should be designed to excite potential employers by highlighting your most valuable skills and achievements. Get started by using our valuable tips.

USE NUMBERS

- Quantify your achievements by using facts and figures that demonstrate results, such as dollars saved, number of accounts managed or a number of people supervised.
- Spell out numbers under 10 (one, two, three...nine) and use the numerical form for 10 (11,12,13...) and higher.

KEEP IT SIMPLE

- Make certain the job title you use is easily understandable by your reader (i.e., Tax Accountant vs. Accounting Specialist III) or provide a one line explanation of your role.
- Do not use unfamiliar vocabulary, select familiar words.
- Use bullet points with short phrases.

FOLLOW THE RIGHT FORM

- Instead of complete sentences, you may use short action phrases to list your accomplishments.
- Avoid repeating the same action verb.
- **Do not use personal pronouns.**
- When describing a current position, use the present tense and use the past tense when describing a past employment.
- Keep the length to one or two pages.
- Update your résumé every three months, even if you are not actively looking for a job.
- Show your work experience for the last 10-15 years.

MAKE IT LOOK GOOD

- Use standard 8.5 X 11-inch paper.
- Soft colors such as white or beige are recommended, especially for scanning and copying purposes. Consider using high quality bond paper for a nice printed appearance.
- Don't forget to include matching envelopes.
- Typeface should be easy to read (Times New Roman, Arial, and Tahoma). Avoid the fancy script-like fonts. Use black ink.
- Font-size should be 10 -12 points.
- Highlight section headers with boldface type.
- Be consistent by single spacing for individual sentences and double spacing between sections.
- Make sure your margins are consistent for the top, bottom, left and right. A one inch margin is recommended.
- When printing your résumé, use high quality paper with a watermark, be sure the watermark is right side up and facing the same direction of the printing once printed. Hold your paper up to the light and you'll typically see the brand of paper. The watermark and the printing should be facing the same direction. You may need to experiment with your printer to be sure the watermark is right side up.
- Consider mailing your résumé in a 9 X 12 inch envelope to avoid folding your résumé.

WHERE TO FIND ADDITIONAL ASSISTANCE TO IMPROVE YOUR RÉSUMÉ

If you have completed this worksheet and are wondering what to do next, here are a few suggestions:

ATTEND A WORKSHOP

ValleyWorks Career Center has many options to assist you. You can attend one or all of our workshops about résumés. Review the workshop descriptions online at www.valleyworks.cc, pick up a Workshop and Events Calendar, or ask a staff person to help you select the best workshop to meet your needs.

If you are new to résumé writing or have not written a résumé in many years and need help with a résumé you may want to attend one or all of the workshops on résumés.

- **Résumé Basics** Workshop is designed to help anyone who has completed a résumé worksheet, create a basic one page résumé. During the workshop you will use a MS Word template to draft a basic one page résumé and draft a reference page. You can use the basic one page résumé to contact potential employers. Depending on the type of job you are seeking, the draft can also be a foundation document you take to the next level to create a more competitive résumé.
- **Résumé Writing Beyond Basics** Workshop is designed to help anyone with a typed résumé completed during a Résumé Basics Workshop or on your own, update or improve the résumé. The goal is making your résumé more competitive and fine tuning your résumé. A wise man once said “*there is not a résumé on paper that could not be improved*”. In this workshop you identify how to highlight your skills and experience, select the best format for your selected job search focus, compose a summary statement, develop accomplishment statements and enhance your résumé overall to compete in today’s marketplace. This workshop includes tips on handling unique career transition situations.
- A **Résumé Critique** is designed to provide one-on-one feedback on your résumé. It offers feedback and suggestions you can make to enhance your résumé. **This is a fee based service. The fee for the service is \$30.00.** If interested in this service, contact the front desk to set an appointment, provide a copy of the résumé to be critiqued, and pay the fee to secure an appointment.

Résumé Software

- **RésuméMaker®** The RésuméMaker Software is available on selected computers in our Resource Room and in our Self-Paced Learning Services Lab. This software helps you create a résumé using the tools many professional Résumé Writers use to create résumés, or draft a résumé using RésuméMaker software in a guided session with an instructor. RésuméMaker software provides help with phases and formats to target specific jobs, and specific industries. You can enhance an old résumé using an electronic file to avoid retyping the résumé, as well as create a new résumé or quickly change the look of a résumé. This powerful software can also help with cover letters, prepare for an interview or salary negotiation, and search for job opportunities.
- **WinWay®** The WinWay Software is available in our Self-Paced Learning Services Lab. This software helps you create a résumé, cover letters, prepare for an interview and search for job opportunities.

USE OUR RESOURCE ROOM

- **RésuméMaker®** Software is available on selected computers in our Resource Room. Check with the Resource Room Desk to get started using this software. The software will guide you through the steps to create a résumé, save the résumé to your electronic storage device, print it, and help you create unique cover letters to mail, email or fax with your résumé to possible employers.
- Selected computers in our Resource Room are equipped with Internet access and the résumé resources on the Internet are almost limitless. Our computers have MS Word to help you draft and complete a résumé on your own, if you prefer to do so.

RÉSUMÉ

SAMPLES

BASIC RÉSUMÉ

BASIC RÉSUMÉ WITH SUMMARY

CHRONOLOGICAL RÉSUMÉ

COMBINATION RÉSUMÉ

FUNCTIONAL RÉSUMÉ

SAMPLE
BASIC RÉSUMÉ

Jamie Garza

2101 Main Street
Lawrence, MA 01843
978.722.1234
jamiegarza@yahoo.com

Skills

Assist Patients
Kind and Caring
Deliver Medication
Prepare/Serve Food

Feed, Bathe, Dress Patients
Move Patients Safely
Record Vital Signs
Clean Examination Rooms

Change Linens
Complete Reports
Collect Specimens
Basic Supervision

Work Experience

Certified Nurse Aide (CNA) 2000 – 2009
ABC Nursing Home, Medford, MA

Cleaning Assistant 1992 – 1998
Brown House for Seniors, Chicago, IL

Education and Training

Nurse Aide Certification - CNA, American Red Cross
Lawrence, MA

High School Diploma, Lawrence High School,
Lawrence, MA

SAMPLE
BASIC RÉSUMÉ
(First Job No Work Experience)

Fredrick “Freddy” Brown

111 Main Street
Lawrence, MA 01843
978.722.1234
freddybrown@yahoo.com

Skills

Follows Safety Standards	Woodworking	Math Skills
Maintains Clean Worksite	Customer Relations	Good Communicator
Painting	Material Handling	Cost Control
Tile Setting	Solving Problems	Basic Supervision
Using Power Tools	Landscaping	Snow Removal

Computer Skills

Proficient with Microsoft Word, Excel, and PowerPoint, Internet, Email, and Scheduler®

Education

High School Diploma, Lawrence High School, Lawrence, MA 2007 graduate

Experience

Carpenter in Training 2006 – 2009

Worked one weekend a month with a Master Carpenter - John Smith
Performing all assigned work and cleaning worksites. Lawrence, MA

In-School Construction & Woodwork Classes 2008 – 2009

Lawrence High School, Building & Shop Program
Internship with CCC Construction Co., Haverhill, MA

Laborer (after school & weekends) 2006 – 2007

Framing, painting, setting tile and cleaning work areas; worked
with Sam Brown (Uncle), who was building a new home. Lawrence, MA

Achievements

Habitat Young Builder's - Building Team: 2007, 2008, 2009; Team Captain - 2009

SAMPLE
BASIC RÉSUMÉ WITH SUMMARY

Ruth Smith

100 East 22nd Street
Chicago, IL 60616
Home 312-555-0000
rsmith@pretend-email.com

Summary

- Identify growth opportunities and profitability margins
- Oversee team of 10 sales representatives
- Conduct presentations to upper level management regarding various marketing opportunities and new product development
- Named “Sales Manager of the Year” in 1999 for generating the highest amount of new business increasing total revenue by 15%

Skills

Sales Development	Recruiting	Developed Training Programs
Hired & Trained New Staff	Management	Customer Relations
Performance Management	Marketing	New Product Development

Work Experience

Regional Sales Manager Best Brand Foods, Chicago, IL	1998 – Present
Accounts Manager Preferred Paper Products, Chicago, IL	1992 – 1998
Sales Manager - Home Fashions Bachman’s, Atlanta, GA	1987 – 1990

Education

Bachelor of Arts Degree – General Studies
Georgia Tech, Atlanta, GA

SAMPLE
CHRONOLOGICAL RÉSUMÉ

Ruth Smith

100 East 22nd Street
Chicago, IL 60616
Home 312-555-0000
rsmith@pretend-email.com

Work Experience

Regional Sales Manager 1998 – 2008
Best Brand Foods, Chicago, IL

- Developed “Sales Tool Kit” for marketing team and continued to teach quarterly workshops for all new associates
- Identified growth opportunities and profitability margins
- Oversaw team of 10 sales representatives
- Conducted presentations to upper level management regarding various marketing opportunities and new product development
- Named “Sales Manager of the Year” in 1999 for generating the highest amount of new business that increased revenue by 15%

Accounts Manager 1992 – 1998
Preferred Paper Products, Chicago, IL

- Established account relations and demonstrated exceptional business development success
- Achieved highest sales record of the company, selling product to 250 retail accounts
- Built long term, successful customer relationships
- Implemented four major training programs within several company departments

Sales Manager, Home Fashions 1987 – 1990
Bachman’s, Atlanta, GA

- Managed the daily activities of a multi-million dollar home fashions business
- Increased sales by 45 percent for three consecutive quarters
- Designed training needs assessments and training material
- Recruited, selected and retained 15 dependable customer-focused sales associates

Education

Bachelor of Arts Degree – General Studies
Georgia Tech, Atlanta, GA

SAMPLE CHRONOLOGICAL RÉSUMÉ
With Summary & Accomplishment Statements

Alvin Gomez

980 Swanson St
Lawrence, MA 12345

978-555-5555
agomez@emailaddress.net

Summary

Experienced and creative marketing professional with extensive knowledge of corporate communication protocol; possess a unique sense of innovation and resourcefulness with proven expertise in devising original solutions to complex problems. Excellent research and analytical skills, investigates alternatives, thoroughly focusing on all relevant details. Strong sales, marketing and customer service orientation. Work effectively with employees at all levels; excellent retention of information, known for a strong work ethic, hardworking, and dependable.

Professional Experience

Group Production Manager

Galway Studio, Boston, MA

2000 - 2009

World's largest production studio in terms of equipment and employees

- Contributed significantly to account base through aggressive sales and marketing techniques; contacts developed through prior ownership of production art studio resulting in exceeding revenue expectations by 33%
- Prepared cost and time estimates on a timely basis
- Interacted with clients in concept development and throughout various production phases, delivered top quality products and improved client satisfaction ratings
- Oversaw project operations from start to finish ensuring adherence to deadlines
- Worked with production and design staff in an extremely fast-paced environment to produce comps, layouts and camera-ready art, resulting in quality products & cost reductions

Owner and President

Gomez Graphics, LTD, Lawrence, MA

1990 - 2000

Local production studio specializing in niche art production

- Initiated the start-up of an art production studio for advertising, developing it into a business clearing an average of \$200,000 annually through strong abilities in sales and client service
- Located a facility, negotiated a lease space, researched and purchased equipment, hired and trained support staff of one to five
- Interacted with clients to devise optimal design and production solutions ensuring jobs were executed on budget and on schedule

Education

Completed two years of fine arts education, Concord College, Concord, CT
High School Diploma, Durham High School, Durham, CT

SAMPLE
TWO PAGE COMBINATION RÉSUMÉ

Louise Johnson

101 North Main Street
Methuen, MA 12345
978-555-5555
ljohnson@emailaddress.com

An administrator with an established record of increasingly responsible decision making in all phases of office and personnel management. Highly skilled in the development and implementation of operational strategies that promote sound business practices. One strategy resulted in a 10% cost of labor over prior year while improving service to four major accounts in 2009.

Areas of Expertise

Office Management
Budget Administration

Customer Service
Staff Recruitment

Training and Development
Bookkeeping/Billing

Qualification Highlights

- Outstanding ability to work with community, governmental and professional groups
- Effective in budgeting and long-range planning
- Proficient in prioritizing, delegating and motivating
- Extensive experience in developing programs from concept to ongoing operation
- Exceptional skill in personnel supervision and training program coordination

Relevant Experience and Skills

Management and Administration

- Supervised the daily operation of 23-person agency including office administration, staffing, training, general accounting and client contracts, to ensure weekly goals were met
- Designed and implemented Database program to assist in tracking clients of home delivered services, to ensure client satisfaction and on-time daily product delivery
- Prepared and administrated \$500,000 annual operating budget maintaining all budget targets
- Analyzed statistical data and compiled weekly, monthly and annual projection reports, used data to improve organizational performance and lower costs
- Performed bookkeeping functions: Accounts Payable/Receivable, Bank Reconciliation, Sales Tax Payments, Customer Billing/Invoicing

Organizing and Coordinating

- Initiated itemized bidding specification process; evaluated bids and presented recommendations and lowered overall costs 5%
- Conducted feasibility study to centralize operations resulting in projected savings of \$20,000 annually
- Coordinated and developed in-service staff training programs saving 2% while improving customer service

Marketing and Public Relations

- Conducted high-energy cold calling campaign, opening new sales territory for a start-up business, increased new accounts 7% in the first 30 days
- Developed ideas for creating new business, prioritized work projects and implemented follow-up procedures resulting in more efficient and profitable work flow

SAMPLE
TWO PAGE COMBINATION RÉSUMÉ (page 2)

Louise Johnson

ljohnson@emailaddress.com

978-555-5555

page 2

Employment History

Office Manager/Sales Representative

Starr Graphics, Inc., Lawrence, MA

2000 - 2009

Project Director

Essex County Office for Aging, Wilmington, MA

1995 - 2000

Manager and Public Relations Coordinator

McDonald's Restaurant, Andover, MA

1990 - 1995

Education/Career Development

Bachelor of Science, Business Administration, University of Tulsa, Tulsa, OK
Various Management and Supervisory Training Seminars

Community Activities

Past President, Massachusetts Association on Aging
Past Vice-President, Essex County Board of Education

SAMPLE
TWO PAGE COMBINATION RÉSUMÉ

Rachel Mathers

100 East 22nd Street
Chicago, IL 60616
312-555-0000
rmathers@pretend-email.com

Qualifications

- Experience in brand development practices for high-profile international brands
- Solid strategic planning abilities and a track record of securing market share in new markets
- Demonstrate record of increasing sales by up to 60%

Employment History

Director of Global Marketing 1999 – 2009
Advantage Corporation, Chicago, IL

Brand Development

- Oversaw \$500M international marketing program for appeal marketer; global sales grew \$75M within one year, increased number of countries selling company's product by 18
- Launched multi-million dollar marketing campaign for new apparel brand, generating \$60M in sales within three months
- Devised advertising plan that built company's brand awareness, and increased company's domestic market share by 50% within a year

Strategic Planning

- Created growth plan to increase revenues and markets; accounted for increased distribution and production costs; plan has helped increase sales 120% since its implementation
- Created strategy and successfully launched test brand, new business forecasted to earn \$250,000 in two test stores; test brand was successfully rolled out to 430 stores; forecasted to produce over \$35 million in sales the first year

Director of Sales & Marketing 1996 – 1999
Capstone, Inc., Chicago, IL

Brand Development

- Implemented \$100M advertising and promotion programs for household products manufacturer; sales grew 25% within a year
- Oversaw development of company's first-ever website in 1997; ensured that site addressed both end user-retailer needs and company objectives

Sales

- Created sales incentive plan for 12-person national sales staff, growth exceeded plan and grew the number of retail accounts 16% percent within a year
- Increased sales revenue 12%, met plan; received a Recognition Award from an International Source Committee for a 10% increase in import business

SAMPLE
TWO PAGE COMBINATION RÉSUMÉ (page 2)

Rachel Mathers
100 East 22nd Street
Chicago, IL 60616
312-555-000
rmathers@pretend-email.com

page 2

Employment History (continued)

Marketing Manager 1993 – 1996
Tompkins Consulting, Chicago, IL

Brand Development

- Oversaw \$15M business-to-business advertising and marketing program for accounting and consulting firm; grew revenue 18% and number of clients increased 14% in first year, sustained year on year growth
- Devised advertising plan, built brand awareness and increased new item domestic market share by 30% within a four month period

Strategic Planning

- Created long-range marketing that detailed company's steps to begin marketing to core audience via mainstream media advertising, sponsorships and other appropriate consumer-audience vehicles
- Created growth plan to increase revenues and markets; increased revenue 62%

Accounting Supervisor 1990 – 1993
Hilary Mack & Partners, Chicago, IL

Brand Development

- Oversaw numerous consumer-product accounts for advertising agency; accounts totaled \$160M
- Created corporate marketing department, managed all aspects of corporate branding
- Participated in creation of "pitch" strategies for new business opportunities; between 1990 and 1993; agency secured eight new clients totaling \$200M in billings

Education

Master's of Business Administration Degree
University of California at Los Angeles

Bachelor of Arts in International Studies Degree
University of Colorado at Boulder

Awards & Publications

1987/88 Beatrix Wright Award for Academic Excellence
"Thriving in a Global Economy", published in *The CBIZ Journal* 1986
Member, Delta Phi Theta, National Society of Foreign Studies

Keywords: Advertising, branding, distribution, financial reports, international sales, management, market research, sales forecasting, staff planning, consumer product account (CPA) management, business development, business to business (B2B) sales, brand development, strategic planning, sales, P & L, marketing management

SAMPLE
FUNCTIONAL RÉSUMÉ

SARA SUPERSTEIN

123 Michigan Avenue
Chicago, IL 60610
312-555-0000
ssuperstein@pretend-email.com

SUMMARY & QUALIFICATIONS

- Developed comprehensive understanding of call center operations, specialized call routing, automated scheduling and service level standards.
- Led an annual four-hour training module for over 100 associates on “How to Communicate with Irate Callers”
- Ability to work in a fast-paced team environment as well as focus on individual projects with set deadlines
- Computer literate in Microsoft Office Applications

RELEVANT SKILLS

Customer Relations

- Implemented a quick response program, which increased customer satisfaction by 50% for three consecutive quarters
- Responded to over 200 phone and email requests on a daily basis with 95% accuracy
- Promoted to “team leader” after eight months

Training and Development

- Implemented a workflow management program to accurately track the completion of team projects
- Managed quarterly Customer Satisfaction Survey to obtain feedback from over 5,000 customers
- Led a team of four associates to develop and implement an employee motivation program for our department

Management

- Developed and implemented a budget process to reduce overtime and key expense lines improving employee spirits and increased bottom line profits 2%
- Executed a new employee bonus system and workflow process which ensured customer services, increased sales and reduced turnover

EDUCATION

Associate Degree in Human Relations
New City College, Chicago, IL

SAMPLE COMBINATION RÉSUMÉ
(Military Experience)

John G. Smith

100 East Green Street, Boston, MA 02015 617.555.0000 johngsmith@pretend-email.com

Experienced multi-disciplined manager and leader with proven success in diverse operational environments, both domestic and international. Expertise in training, contracting, logistics, program and project management, safety and security. Known as a problem solver who is skilled at implementing viable solutions to satisfy internal and external customers in \$100,000 or \$20 million plus situations.

Relevant Experience and Skills

Directed total operations of a \$20 million training complex, with eight acres of grounds and a \$200K budget for a government defense organization. Supervised a team of 51 training instructors, three administrative assistants, and a medical technician. Managed all facets of personnel supervision, resources, operational training, security, and safety. Coordinated the training 6,500 employees annually. Facilitated preparation of future organizational leaders. Achieved #1 ranking out of seven divisions for outstanding performance.

Led an organization providing training support, managed a robust customer service desk providing 24 hour logistical and transportation support. Drafted and edited a comprehensive presentation on student in-processing and out-processing. Personally conducted 150 training classes to over 7000 students on multiple topics; upgraded customer service response time by 60% despite mandated personnel reductions. Achieved 90% customer satisfaction, and reduced the number of student complaints by 27%.

Resurrected faltering safety program; developed and implemented safety programs and procedures to ensure compliance with company and regulatory agency guidance. Identified weak areas and implemented practical fixes. Authored checklist for self assessment and facility safety inspections. Incorporated state-of-the-art software to help manage and track injuries, statistics and trends. Injury rates fell by 22%. Reduced amount of administrative paperwork by 37% and reduced total reporting process by three days.

Planned and directed multi-year major construction project. Achieved significant cost and payroll savings while managing annual operating budgets exceeding \$35 million; delivered construction project on time and 0.01% under budget.

Designed and conducted complex logistical preparation for travel and meetings in three international locations for the senior executives and dignitary. Coordinated activities with multiple U.S. and international government officials, dignitaries and support agencies. Negotiated all airport and logistical requirements and scheduled around-the-clock security. Key decision maker regarding site location, safety, security, and media access to the political leaders. Negotiated with local hotels to provide transportation, food and lodging for 200 staff and support team. All planned travel and events were executed flawlessly with no security or safety incidents.

PROFESSIONAL EXPERIENCE

UNITED STATES ARMY, US Army Officer

1987 - Present

EDUCATION / TRAINING

Graduate - U.S. Army Command & General Staff College

Master of Business Administration - Babson College

Bachelor of Business Administration - Georgia State University

ADDITIONAL VALUE

Top Secret U.S. Government Security Clearance; Certified Contracting Officer and Senior Logistician