



Telstra

Developing Your Resume and Getting Market Ready



Right
Management®

ManpowerGroup

Business & Talent. Aligned.™

Business & Talent. Aligned.™



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Introduction

Your resume is not just a summary of your career history. It is a marketing tool; a sales brochure that positions you for the work you want to do and highlights why a hiring manager should select you for interview. If pitched well, it can be a very powerful tool.

A targeted resume is based on a clear understanding of who you are, what you offer and where you are going professionally. For a resume to be effective, it needs to communicate this information clearly and in a way that is relevant to the reader. Ensuring you have a targeted summary and achievement-based work history, underpinned by strong supporting evidence, you will be positioned well to progress to the next stage within the recruitment & selection process.

This workbook is intended as an interactive workbook that you can update during your workshop or in the future. It contains templates, checklists and information that will support you in developing a targeted resume to assist in securing your next role.

Additional Workshops

This workshop is one of a series of workshops designed to assist you in becoming Market Ready. Additional workshops available include:

1. Understanding the Job Market
2. Building Your Professional Community and Networking
3. Preparing for Interviews
4. Self-Employment
5. Becoming Retirement Ready

Please consider these workshops for more information on any aspect of your job search.

Resume Development

Building a Targeted Resume

Key segment	What does it look like?
Heading	Identifying information – name, telephone, mobile, email address, LinkedIn URL
Summary	
State Your Case How do you want people to see you in the future? What specialist knowledge do you have? What are your strengths? How have you added value in previous roles?	1-3 paragraph summary of your experience that positions you going forward and shows 'what makes you different'. (i.e. your personal value proposition)
Professional Experience	
Support Your Case Demonstrate your strengths, contributions, experience and achievements from the last 10-15 years. Use the information to support your future focus.	Organised reverse chronologically (year by year starting with your most recent role) OR functionally (areas of expertise). In this section always use achievements to demonstrate strengths.
Optional Categories of Information	
Further Support <ul style="list-style-type: none"> • Education • Professional Affiliations • Professional Development • Technical Skills • Licences and Certificates 	Education List the highest level attained, first. If it is a degree, include your major only when relevant. Professional Affiliations Relevant professional memberships or affiliations listed, abbreviation spelled out, leadership positions noted. Others May include: professional development, training, technical skills (may place between Summary and Professional Experience if seeking a hands-on technical role), licences and certificates, awards, volunteer or community activities (if relevant).

Sample Resumes

CHRONOLOGICAL - IT

Phone
Email
LinkedIn

Name
SURNAME

PROFILE

Net Developer with a proven background in Full-stack development, and implementation for major clients including Coles. Experienced with DevOps operation through CI/CD including, development, testing and documentation. Extensive experience in C#, .Net Core, and Azure

Self-motivated and an effective problem solver with the ability to work under pressure in fast paced, challenging environments. A strong appreciation of business imperatives gained through tertiary qualifications including Master of Commerce.

TECHNICAL SKILLS

CLOUD PLATFORM / NETWORK	Azure, AWS Lambada, NoSQL, MongoDB
LANGUAGES	C#, Java, Node.js, Javascript, Typescript
FRONT END	Anuglar, React, Vue.js, JQuery, HTML, CSS 6
CI/CD	Cucumber, Jenkins, Bamboo, Docker, Microservices, Web API's
FRAMEWORKS	Netcore, Springboot, Groovy

PROFESSIONAL EXPERIENCE

RIGHT SOFTWARE

Developer (Inform Application)

Month-Year

- Developed client specific Development and integration needs, written in .Net Core and uses Azure and NoSQL Databases. Would use Angular on the Front-end.
- Involved in all phases of design and implementation of consumer authorization application from its inception, using event driven micro services architecture. (.Net core, C#, Angular, MongoDB, AWS Lambda)
- Implemented a local MongoDB test environment to assist in developer testing of the application
- Investigated into legacy authorization system for existing applications and reduced page load time across regions from twelve seconds to four seconds.
- Participated in code reviews and performed the testing of implemented features

SOFTWARE SOLUTIONS

Software Developer/Analyst Programmer

Month–Year

Developed, tested and implemented three business applications in Financial Management and Inventory Management Systems.

- Concept, architectural design and development of a Document Parser application for definition of document structure and extraction of information from printed and emailed documents as a Micro Service (C#, .Netcore, AngularJS, AWS, Docker, Jenkins)
- Design and development of bank data feeds from multiple banks with improvements to existing bank data feeds to significantly reduce error rates and improve data integrity and implementation of a behavioral driven test suite (.Netcore, Spring, MySQL, AWS, Groovy, Hibernate, GIT)
- UI implementation for the external feeds module (AngularJS, JQuery, HTML, CSS)
- Research and implementation of a new scheduling service for the bank data feeds (.Net, MySQL, MongoDB)

CERTIFICATION

AZURE CERTIFIED PROFESSIONAL FOR INTERNET APPLICATIONS

- Azure Certification 2017

EDUCATION

- Master of Commerce University of Melbourne
- Diploma in Computer Applications RMIT

CHRONOLOGICAL - Call Centre Team Leader

Name Surname

Home: (00) 0000 0000
 Mobile: 0000 000 000
myemail@myemail.com.au
 Linked In: xxxxxxxxxxxxxx

CAREER SUMMARY

Call Centre Team Leader with proven ability to manage teams of 180+ people in the telecommunications industry to meet and exceed both local and off shore customer service expectation. Extensive coaching and mentoring capability as demonstrated through the achievement of 25% plus team performance improvement aligned with internal and external stakeholder service strategies.

A keen eye for analysing products and procedures then generating new ideas to improve solutions and efficiencies as proven with the design and implementation of six plus significant interventions.

KEY STRENGTHS

- Strong customer focus with ability to develop and grow service capability to meet business demands
- Goal-Orientated with ability to design and implement initiatives to improve business capability
- Experienced in managing off-shoring business interventions to drive efficiency initiatives
- Ability to communicate across culturally diverse stakeholders as a result of subject matter expertise
- Capability to manage the complete employee lifecycle with focus on staff continuity and retention
- Recognised as a subject matter expert in quality assurance to address off shoring requirements and SLAs

PROFESSIONAL EXPERIENCE

OPTUS COMMUNICATIONS

MONTH/YEAR – MONTH/YEAR

Optus Communications is an Australian Telecommunications provider of mobile, telephony and Internet services with a focus on excellence in customer service delivery.

Performance Leader

MONTH/YEAR – MONTH/YEAR

Drove call centre performance of 180+ agents to exceed targets and deliver exceptional customer service by reviewing performance efficiencies, quality and reworks through analysing data, quality listening and implementing process changes and tailored coaching plans.

KEY ACHIEVEMENTS

- Motivated and led the centre to achieve the highest level of performance within the national division within 6 months of role commencement, improving Agents meeting all KPI's from 67% to 92% - a 25% increase in performance.
- Supported Frontline team leaders in the performance management of individuals by actively contributing to the identification of 'Skill v Will' issues and development of initiatives to address outcomes, resulting in either improved performance or termination of employment.
- Provided policy advice and guidance to frontline managers on performance and behavioural related matters, leading to the successful management of over 15 issues including bullying, inappropriate use of email/internet, sexual harassment and leave policy abuse.
- Managed the recruitment process of 70 new hires and ensured the effective management of their speed to competency throughout probation periods resulting in 45% retention success against industry specific standard of 28%.
- Identified the need to develop individual leadership capability and designed and executed a 12 month program for aspiring team leaders within the centre resulting in the successful transition of over 50 individuals into team leader positions.
- Played key role in projects led by Lean Six Sigma Black Belts, developing a business case including a ROI to demonstrate why support level increases were required to achieve higher customer satisfaction levels and reduced repeat calls, with process changes successfully implemented.
- Participated in National quarterly strategy planning, setting direction for the division, then holding dual responsibility with Centre Manager on strategy delivery, resulting in significant improvements in key areas including customer experience, up-sell campaigns and repeat call reduction

Team Leader (IT support)

MONTH/YEAR – MONTH/YEAR

Guided, energised and inspired a team of 15 Internet Technical Support agents, leading performance to ensure targets were met or exceeded, leading by example and driving the values of ownership and teamwork with focus on exceptional customer experience.

KEY ACHIEVEMENTS

- Designed and implemented a new quality process into the Tier II technical support team after identifying room for improvement in customer service levels resulting in a 12% improvement in customer service, reduced rework and efficiencies in call handling.
- Led a centre-wide project focused on improving the engagement of the centre's employees and simplifying day-to-day processes, effectively achieving an increase of 4 points in staff engagement within the centre following Annual Staff engagement survey.
- Reduced time taken to issue customer refunds and decreased the rework created by identifying a way to improve the process leading to a new company wide intervention being implemented and resulting in revenue savings plus a 15% improvement in turnaround time.

SME India (10months)

MONTH/YEAR – MONTH/YEAR

As subject matter expert (SME), launched the Optus Quality process for three products offshore in both Mumbai and Delhi, accrediting all offshore quality staff with the Optus philosophy and customer experience expectations, ensuring consistency of service delivery between on and offshore call centres.

KEY ACHIEVEMENTS

- Successfully launched quality program in two sites, imparting expertise product and process knowledge to India's centre SME's which led to the achievement of customer satisfaction results by numerous offshore agents, ultimately exceeding subsequent onshore quality delivery.
- Played a key role in the review of training after first launch, providing valuable input to the Learning and Development teams on potential improvements, resulting in enhanced training being delivered to future launches.

Quality Assurance Advisor

MONTH/YEAR – MONTH/YEAR

Managed call quality process within a customer service centre through call monitoring, facilitating consistency meetings and preparing and delivering training modules to successfully improve the customer's experience.

KEY ACHIEVEMENTS

- Successfully facilitated the customer experience component of induction training across 9 new teams, and played a key role in coaching individuals in developing the required customer service skills.
- Executed the quality process migration into a database, liaising with key stakeholders to successfully embed this significant change within the call centre under time expectation and within budget.

EDUCATION & PROFESSIONAL QUALIFICATIONS

DATE - Professional Diploma in Human Resources	AHRI
DATE - Certificate IV in Human Resources	AHRI
DATE - Certificate III in Business (Frontline Management)	AIM
DATE - Bachelor of Arts (Legal Studies)	Flinders University

PROFESSIONAL DEVELOPMENT & TRAINING

AIM:

- Discrimination, Harassment & Bullying Awareness
- Managing Performance and Development Reviews
- Coaching for Enhanced Business Results

Optus Learning Centre:

- Anti-Competitive Conduct / Consumer Protection / Trade Practices / Information Security

PROFESSIONAL MEMBERSHIPS

Member of the Australian Human Resources Institute (MAHRI)

CHRONOLOGICAL - Marketing Executive

Name SURNAME

Phone

Email

LinkedIn

CAREER SUMMARY

A strategic Marketing Executive with extensive experience in leading retail and consumer organisations including the marketing of toys with Mattel, financial services with Commonwealth Bank and petroleum retailing with Shell.

Track record of success in building business strategies and marketing plans to meet brand, sales and profit targets and galvanising teams to deliver superior results, often within tight time frames and limited budgets.

Strengths include:

- Strategic brand management focused on developing brand values, brand portfolio management and development, brand positioning in the market, marketing communication and brand support at consumer level
- Managing the product development cycle from market analysis, opportunity identification and concept development right through to product launch and evaluation of performance
- Managing strategic relationships with suppliers, retailers and trade clients to achieve profitable long-term partnerships and maximise market opportunities
- Negotiating and influencing to realise strategic objectives
- Market focused analytical decision making

PROFESSIONAL EXPERIENCE

COMMONWEALTH BANK

Month/Year – Month/Year

Australian based multinational banking and financial services organisation with total assets of \$900 billion and annual profits of \$9 billion.

Marketing Manager

Developed and implemented marketing strategies and campaigns to deliver brand, sales and profit targets for consumer lending and deposit portfolios. Led large and complex projects involving cross-functional teams key internal stakeholder teams plus advertising agency and mail house.

Budget: \$15M - **Turnover:** \$110M (funds on deposit and loan) - **Direct Reports:** 4 - **Indirect Reports:** 30

Key Achievements:

- Despite scarce advertising dollars transformed bank's approach to home loan advertising and introduced a continuity-based television advertising campaign that improved brand recall and preference. In addition, increased home loan intention-to-trial by customers and potentials.

- Led a project team of 12 to understand Australian and International deposits market then developed a strategic framework which successfully reversed the bank's long term decline in retail deposit funds while delivering quick wins worth \$5.7 million to bottom line.
- Led team of 30 internal and external agencies to communicate to 2.4M bank customers and staff significant changes to company's transaction accounts. Delivered this highly complex, people and technology intensive program in 3.5 months against 6, saving \$750,00 against a \$2.7M budget.
- Within 8 weeks of joining Commonwealth, prepared and delivered the 2004/05 Marketing Plan for the Consumer business which was on track to realise the year-end financial objectives.

MATTEL PTY LTD

Month/Year - Month/Year

US based multinational with US\$5B turnover, manufacturer and marketer of toys and well-known brands including Barbie, Hot Wheels, Matchbox, Scrabble and Fisher-Price. AU subsidiary turnover AUD\$140M +.

Marketing Manager – Preschool & Boys Toys

Managed bottom-line performance and marketing across Australia (AU) and New Zealand (NZ) for portfolio of brands including Fisher-Price, Sesame Street, Hot Wheels, Matchbox and Winnie the Pooh, committing to maximising category profitability and growing business by a minimum 8% PA.

Budget: \$7.5M - Turnover: \$50M - Direct Reports: 3

Key Achievements:

- Developed three-year strategic plan for infant and preschool business that led to a 25% increase in Fisher-Price brand sales and a 5.5% increase in % contribution in 2007 and sustained this in 2008.
- Capitalised on the success of direct marketing to mums experienced by Fisher-Price in US by re-engineering marketing communications program to incorporate direct marketing in AU and launching a local Fisher-Price web site.
- Led a team and managed media relations and communication for 3 product recalls involving nursery equipment for babies and outdoor play equipment for toddlers that resulted in positive PR and enhanced company reputation. Acknowledged with congratulations from consumers on approach taken.
- Transformed Hot Wheels from an operating loss against \$2M turnover to operating profit with over \$5.5M in sales within 2 years by re-positioning price and image, securing retailer commitment, expanding shelf space and investing in advertising including 3 year sponsorship of AU F1 Grand Prix.
- Accepted a lead role in integrating the Matchbox and Tyco RC business into the Mattel Australia operation after the Mattel and Tyco merger by ensuring that appropriate systems, training and support were in place to facilitate a smooth transition and that inventory was well managed.

SHELL CO AUSTRALIA

Month/Year - Month/Year

Multi-national Energy Company with a wide range of petroleum, retail and alternate energy based businesses.

Marketing Officer – Commercial Transport

Month/Year - Month/Year

Managed Shell marketing to the commercial transport sector.

Key Achievements:

- Created, launched and managed a loyalty program targeted at truck drivers and achieved first objective of 1,500 members within 6 months.
- Undertook a detailed research project to verify Shell's 5-year growth projections for diesel fuel demand by the commercial transport sector that enabled appropriate network development.

Senior Projects Officer – Retail

Month/Year – Month/Year

As a member of Brand Support and Retail Projects Team undertook a range of project-based marketing activities and oversaw the development of one team member.

Key Achievements:

- Project managed implementation of frozen drinks into Shell Select network and selected Shell service stations. Brought \$2M program in on budget and early with minimal disruption to Franchisees.
- Project managed \$6M security upgrade across 1,000+ service stations by scoping size of works and working with engineering and purchasing to tender security needs and appoint supplier to undertake upgrades. Team received Divisional Manager commendation for Retail, Engineering and Purchasing.

QUALIFICATIONS

- Master of Business (Marketing), University of Melbourne
- Certificate of 2nd Placing in Masters of Business (Marketing)
- Assessing Marketing Performance, Top Masters Student
- Marketing Strategy, Top Masters Student

PROFESSIONAL DEVELOPMENT

- Ultimate Step, Waite Group
- Leadership Development Program, Mt Eliza Business School
- Handling the Media, Roberts Trelford Consulting
- Presenting with Impact, Rogen International
- Teams, The First Twelve Weeks, Tony Richards

FUNCTIONAL - Marketing Executive

Name Surname

Phone:
Email:
LinkedIn:

SUMMARY

A strategic Marketing Executive with extensive experience in leading retail and consumer organisations including the marketing of toys with Mattel, financial services with Commonwealth Bank and petroleum retailing with Shell.

Track record of success in building business strategies and marketing plans to meet brand, sales and profit targets and galvanising teams to deliver superior results, often within tight time frames and limited budgets.

STRENGTHS INCLUDE:

- Strategic brand management focussed on developing brand values, brand portfolio management and development, brand positioning in the market, marketing communication and brand support at consumer level
- Managing the product development cycle from market analysis, opportunity identification and concept development right through to product launch and evaluation of performance
- Managing strategic relationships with suppliers, retailers and trade clients to achieve profitable long-term partnerships and maximise market opportunities
- Negotiating and influencing to realise strategic objectives
- Market focussed analytical decision making

CAREER ACHIEVEMENTS

MARKETING STRATEGY

- Led a project team of 12 to understand Australian and International deposits market then developed a strategic framework which successfully reversed the bank's long-term decline in retail deposit funds while delivering quick wins worth \$5.7 million to bottom line.
- Developed three-year strategic plan for infant and preschool business that led to a 25% increase in Fisher-Price brand sales and a 5.5% increase in % contribution in 2007 and sustained this in 2008.
- Accepted a lead role in integrating the Matchbox and Tyco RC business into the Mattel Australia operation after the Mattel and Tyco merger by ensuring that appropriate systems, training and support were in place to facilitate a smooth transition and that inventory was well managed.

BRAND MANAGEMENT

- Despite scarce advertising dollars transformed bank's approach to home loan advertising and introduced a continuity-based television advertising campaign that improved brand recall and preference. In addition, increased home loan intention-to-trial by customers and potentials.
- Transformed Hot Wheels from an operating loss against \$2M turnover to operating profit with over \$5.5M in sales within 2 years by re-positioning price and image, securing retailer commitment, expanding shelf space and investing in advertising including 3-year sponsorship of AU F1 Grand Prix.

MARKETING COMMUNICATIONS

- Led team of 30 internal and external agencies to communicate to 2.4M bank customers and staff significant changes to company's transaction accounts. Delivered this highly complex, people and technology intensive program in 3.5 months against 6, saving \$750,00 against a \$2.7M budget.
- Capitalised on the success of direct marketing to mums experienced by Fisher-Price in US by re-engineering marketing communications program to incorporate direct marketing in AU and launching a local Fisher-Price web site.

LEADERSHIP

- Managed teams of up to 12 marketing professionals. In addition, led project teams of up to 30 resources and marketing budgets up to \$20 million.
- Led a team and managed media relations and communication for 3 product recalls involving nursery equipment for babies and outdoor play equipment for toddlers that resulted in positive PR and enhanced company reputation. Acknowledged with congratulations from consumers on approach taken.
- Led team of Marketing Managers to develop and implement a 60-day plan. Focused the team on a key deliverable of presenting the next year's product line and strategies to the sales team and retail buyers in a consistent and high impact manner that delivered sales team and retailer commitments.

PROJECT MANAGEMENT

- Project managed \$6M security upgrade across 1,000+ service stations by scoping size of works and working with engineering and purchasing to tender security needs and appoint supplier to undertake upgrades. Team received Divisional Manager commendation for Retail, Engineering and Purchasing.
- Project managed implementation of frozen drinks into Shell Select network and selected Shell service stations. Brought \$2M program in on budget and early with minimal disruption to Franchisees.

PROFESSIONAL EXPERIENCE

Commonwealth Bank

Month/Year - Month/Year

MARKETING MANAGER

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Budget: \$15M

Turnover: \$110M (funds on deposit and loan)

Direct Reports: 4

Indirect Reports: 30

Mattel Pty Ltd

20XX- 20XX

MARKETING MANAGER - PRESCHOOL & BOYS TOYS

Managed bottom-line performance and marketing across Australia (AU) and New Zealand (NZ) for portfolio of brands including Fisher-Price, Sesame Street, Hot Wheels, Matchbox and Winnie the Pooh, committing to maximising category profitability and growing business by a minimum 8% PA.

Budget: \$7.5M - Turnover: \$50M - Direct Reports: 3

Shell Co Australia

20XX - 20XX

MARKETING OFFICER - COMMERCIAL TRANSPORT

20xx - 20xx

Managed Shell marketing to the commercial transport sector.

SENIOR PROJECTS OFFICER - RETAIL

20xx - 20xx

As a member of Brand Support and Retail Projects Team undertook a range of project-based marketing activities and oversaw the development of one team member.

QUALIFICATIONS

MASTER OF BUSINESS (MARKETING), UNIVERSITY OF MELBOURNE

DATE

- Certificate of 2nd Placing in Master of Business (Marketing)
- Assessing Marketing Performance, Top Masters Student
- Marketing Strategy, Top Masters Student

PROFESSIONAL DEVELOPMENT

- | | |
|----------------------------------|-----------------------------|
| • Ultimate Step | Waite Group |
| • Leadership Development Program | Mt Eliza Business School |
| • Handling the Media | Roberts Trelford Consulting |
| • Presenting with Impact | Rogen International |
| • Teams, The First Twelve Weeks | Tony Richardson |

CHRONOLOGICAL ONE PAGE - Marketing Executive

Name Surname

Phone

Email

LinkedIn

Summary

A strategic Marketing Executive with extensive experience in leading retail and consumer organisations including the marketing of toys, financial services and petroleum retailing.

Track record of success in building business strategies and marketing plans to meet brand, sales and profit targets and galvanising teams to deliver superior results, often within tight time frames and limited budgets.

Strengths include:

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- Managing strategic relationships with suppliers, retailers and trade clients to achieve profitable long-term partnerships and maximise market opportunities
- Negotiating and influencing to realise strategic objectives
- Market focused analytical decision making

Career Highlights

- In an environment of scarce advertising dollars and minimal brand support, transformed a major Bank's approach to home loan advertising and introduced a continuity-based television advertising campaign that delivered improved brand recall and preference.
- Project managed and led a team of 30 people that communicated to 2.4 million customer's significant changes to a leading bank's transaction accounts. This was achieved with \$750,000 in savings identified out of the \$2.7 million budget.
- Developed the three-year strategic plan for the infant and preschool toy business that led to a 25% increase in brand.
- Transformed a flagship product's market performance from making an operating loss against a turnover of \$2 million to an operating profit with over \$5.5 million in sales over a two-year period.
- Developed an award winning and long running rural advertising campaign for a major petrochemical company that created a consistent image of the business and its' distributors across rural Australia.

Education

Master of Business (Marketing)

Melbourne University

Building a Targeted Resume Summary

You can draw on information from your Discovery Workbook and your Birkman® Report to help you in writing your resume.

How might you **brand** yourself? (e.g. seasoned marketing executive, experienced receptionist, professional commercial analyst).

Outline some of your hard skills?

Outline some of your soft skills?

What impact have you made?

Write your Career Summary:

Reflecting on Achievements

By thinking about the things you have achieved during your life and career, you can begin to get an idea of the skills you have that you might want to use at work in the future. Achievements are activities that have given you pleasure, fulfilment and a feeling of pride and success. They can be large or small in scope, routine or extraordinary, frequent or once only, work related or personal. Review the following list to help jog your memory about your achievements and skills.

Have you:

- Accomplished more with the same/fewer resources? (How? Results?)
- Received award/s, special recognition, etc. (What? Why?)
- Increased efficiency? (How? Results?)
- Solved difficult problem/s? (How? Results?)
- Accomplished something for the first time? (What? Result?)
- Developed, created, designed or invented something? (What? Why important?)
- Prepared original papers, reports and articles? (What? Why important?)
- Managed work group, department? (Who? How many? Results?)
- Saved the company money? (How? How much?)
- Supervised, managed or trained employees? (Where? How many? Results?)
- Increased sales? (How? By how much?)
- Been promoted or upgraded? (When? Why important?)
- Increased production? (How? Results?)
- Identified problem/s others did not see? (What? Results?)
- Developed or implemented a new system or procedure? (What? Benefit?)
- Reduced downtime? (How? How much? Result?)
- Established safety record? (What? Result?)
- Managed budget? (How much? Result?)
- Repaired equipment? (Which? Result?)
- Met company standards under unusual/difficult circumstances? (What? How?)

Action Verbs

Management

Administered	Directed	Organised
Advised	Established	Originated
Allocated	Evaluated	Participated
Analysed	Examined	Prepared
Appraised	Expedited	Proposed
Approved	Formulated	Recommended
Assured	Guided	Represented
Attended	Implemented	Resolved
Authorised	Initiated	Reviewed
Created	Integrated	Selected
Delegated	Interpreted	Supervised
Designed	Investigated	Surveyed
Determined	Managed	Trained
Developed	Observed	Verified
Devised		

Development/Planning/Executing

Achieved	Established	Organised
Analysed	Evaluated	Planned
Arranged	Examined	Presented
Assigned	Expedited	Prioritised
Communicated	Explained	Programmed
Conducted	Formulated	Recommended
Contracted	Guided	Reported
Defined	Hired	Reviewed
Delegated	Instructed	Scheduled
Described	Interviewed	Supervised
Developed	Listed	Trained
Directed	Maintained	Trouble-shot
Disbursed	Managed	Utilised
Documented	Negotiated	

Leadership

Conducted	Inspired	Planned
Decided	Judged	Promoted
Defined	Led	Solved
Documented	Lectured	Spoke
Explained	Motivated	
Enlisted	Negotiated	

Numerical/Financial/Accounting/Financial Management

Appraised	Computed	Managed
Budgeted	Counted	Projected
Calculated	Estimated	Reviewed
Compiled	Examined	Tabulated

Analysed

Applied	Developed	Memorised
Arranged	Directed	Organised
Checked	Dispatched	Purchased
Collated	Executed	Recorded
Compiled	Expedited	Reviewed
Confirmed	Filed	Tabulated
Delivered	Implemented	Typed

Communication

Communicated	Documented	Presented
Compared	Edited	Proofread
Composed	Examined	Published
Created	Explained	Reported
Defined	Illustrated	Spoke
Demonstrated	Interpreted	Summarised
Described	Lectured	Translated
Developed	Listened	Wrote

Service "Help Desk"

Adjusted	Conveyed	Hosted
Administered	Directed	Planned
Assisted	Encouraged	Promoted
Attended	Explained	Provided
Cared	Guided	Restored
Communicated	Helped	

Innovation

Adapted	Forecasted	Invented
Applied	Formulated	Judged
Conceived	Generated	Perceived
Created	Graphed	Recognised
Demonstrated	Imagined	Updated
Developed	Improved	Visualised

Research/Investigation

Anticipated	Gathered	Planned
Assessed	Grouped	Recognised
Classified	Interviewed	Reevaluated
Defined	Inspected	Solved
Determined	Observed	Structured
Diagnosed	Organised	Surveyed
Examined	Perceived	Synthesised

Artistic Performance

Acted	Designed	Sculpted
Arranged	Drafted	Shaped
Assembled	Expressed	Showed
Built	Mapped	Sang
Composed	Orchestrated	Sketched
Created	Photographed	Staged
Directed	Recited	Styled
Demonstrated	Restored	Wrote

Achievements

Challenge	Action	Result

1.

Challenge	Action	Result

2.

Challenge	Action	Result

3.



Events Manager

Our client is a leading public sector agency, seeking a capable and passionate Events Manager to join their high performing team.

This newly created role will see you liaising with both internal and external stakeholders at a high level, as you manage and organise the busy events schedule.

You will be responsible for the organisational management of all events; managing schedules, coordinating itineraries, as well as putting together media releases and other communications material. You will have a proven track record in developing and executing multiple concurrent event or marketing and communications activities, across complex business environments. You will also be responsible for ensuring reporting and budget management is completed for all events and communicating this back to stakeholders. A strong communicator, you will have a positive, high energy approach and a highly organised nature.

To be successful, you will be qualified in event management and present with a minimum of 3 years' experience working in a similar events position within either a public sector or corporate environment. With a passion for events and the ability to perform under pressure to meet tight deadlines and think creatively, you will have a proven track record in event and conference management and have demonstrable skills managing complex events. You will possess excellent organisational and communication skills, strong MS office and database management skills and previous experience with conference/events software.

If you are known for your proactive, driven and committed approach, this is a fantastic opportunity to develop your event management capabilities in a fast paced and engaging environment.

For further information, please contact Joe Smith 1300 042 052. Alternatively, forward your application to Joe directly by using the 'apply now' link below.

Apply now

Cover Letter Sample

Telephone: 9999 9999
 Email: angelaroberts@onemail.com
 LinkedIn URL: 9999 9999

Date

Paul Johnson
 ABC Partners

Dear Mr Johnson

Re: Finance Manager, Seek [Date]

I read with interest your recent advertisement for a Finance Manager. I am an experienced Finance Leader with skills and experience that closely match your client's requirements. Below, I have outlined my qualifications and experience as they relate to the advertised criteria.

Your Requirements	My Experience and Qualifications
-------------------	----------------------------------

Qualifications

My qualifications include:

- CPA
- Bachelor of Accounting
- High level of proficiency in a number of accounting software programs including PeopleSoft
- Advanced Excel

Minimum 5 years experience in an Accounting role

My most recent role was Finance Manager for an Information Technology Services provider. Over a period of six years I led the Finance team in a range of finance and accounting functions including:

- Monthly/year end accounting including audit tax returns
- Tax and statutory accounting
- Preparing cash flows, balance sheets and covenants for monthly board report

Strong understanding of the financial audit process

My career includes three years in External Audit planning, conducting and coordinating financial audits and investigations for a number of clients. Additionally, the role involved reporting audit findings and recommendations to clients.

Staff management experience

A key element of my most recent role was leadership of a team of six Finance staff. A key achievement during this time was developing capability within the team to meet the expanded accountabilities following the acquisition and integration of another business.

There are other areas of experience in my resume that I believe would be of interest to you. I would welcome the opportunity to meet with you personally to provide you with further details of my qualifications and professional skills.

Yours sincerely

Angela Roberts

Resume Review Checklist

Use this worksheet as a guide for ensuring that your resume is complete.

General Review:

Is your resume clear, professional and easy to read?

- ☐ Does all the information support your career objective?
- ☐ Is the reader's eye drawn immediately to the most important information?
- ☐ Have you eliminated or minimised any distracting information?
- ☐ Is your resume a true marketing tool or just a listing of your experience?
- ☐ Have you eliminated personal pronouns (I, me, my...)?
- ☐ Is past information expressed in past tense?
- ☐ Have you used white space effectively to make information easy to find?
- ☐ Is the length of your resume appropriate to your experience (generally 2-3 pages)?
- ☐ Is your font type consistent throughout the entire resume?
- ☐ Have you checked and rechecked spelling, punctuation, wording and accuracy?

Header:

Does your header include the following information?

- ☐ Name
- ☐ Phone numbers
- ☐ Email address (simple and appropriate)
- ☐ LinkedIn URL (if you have created a profile)

Summary:

Does your summary contain the following 4 elements?

- ☐ Functional title and level?
- ☐ Functional areas of expertise?
- ☐ Strengths, experience and attributes?
- ☐ Impact/contribution?
- ☐ Are your summary elements what employers are currently seeking for the type of position you are targeting (Did analyse current job ads/descriptions?)

Professional Experience:

- ☐ Have you listed your most recent experience first and then worked backwards?
- ☐ Did you indicate the total years with each company and specific years in each position if you held more than one position at a company?
- ☐ Have you detailed back 10-15 years? If you have detailed further back, does the additional experience make your case stronger?

Does your experience include the following?

- ☐ Company Name
- ☐ Years only
- ☐ Job Title
- ☐ Job Scope
- ☐ Achievements

Achievements:

- ☐ Is each achievement expressed in terms of ACTIONS and RESULTS?
- ☐ Is each element in your summary supported with at least one achievement?
- ☐ Did you provide, on average, at least one achievement per year of experience presented?
- ☐ Have you chosen strong action verbs and quantified your results?
- ☐ Are your achievements concise?

Education:

- ☐ Did you begin with your highest level of degree first?
- ☐ Have you included the University/College/Institution Name?

Professional development:

Certifications, Licences, Training

- ☐ Have you included any certificates, licences or training relevant to your target position?

Optional sections:

Affiliations, Associations, Memberships, Volunteer experience, Community activities, Awards

- ☐ Is each item relevant to your target position?

Referees

Referees are important throughout your search as they know your abilities and strengths and are willing and able to promote you to others. During the early stages of your search, they can help identify suitable opportunities and contacts for you. During the interview stage, they can provide a true and positive view of your capabilities.

You will most likely find that you need different referees for different work options. For example, if you are targeting people leadership roles you will need a group of referees such as your former boss and some direct reports who can attest to your strengths as a manager or leader. If you are also targeting individual contributor roles you will need an additional group of referees who can endorse your technical capabilities. This group may include a project manager, a peer and a supplier.

As a result, you need to put in place a panel of referees who know you well and can speak knowledgeably about your professional capabilities and personal attributes.

These may include:

- Former bosses
- Clients
- Suppliers
- Your direct reports
- Your peers
- Your manager's manager
- Managers of any projects you contributed to

Referee	Strengths they can attest to

LinkedIn®

You can only have one brand, so if you have a LinkedIn® profile and you are using LinkedIn® as part of your job search, ensure that there is alignment with your branding.

Consider the following:

- Clarify your brand & job search strategy
- Decide what brand you want to communicate on LinkedIn®
- Attend the 'Building Professional Community/ Networking' session for more detailed tips on using LinkedIn®
- A quick tip
 - Turn off activity broadcasts until finished

Notes