

## Resume Fundamentals

### The Resume

Your resume is a marketing document that needs to be targeted to specific market. You are selling a brand called “you”. You have something special to offer, which should be presented on paper in an informative and compelling manner. The ultimate purpose of your resume is to spark enough interest to get an interview with the company of your choice.

Your first step is to identify a target list of job prospects. Once you’ve done that, make sure that your resume speaks directly to the hiring manager at those prospects. Put yourself in the shoes of the hiring manager. What is the hiring manager looking for in a candidate’s resume?

A strong resume is focused, leading the reader in a clear direction. The most effective way to visualize the resume is to see it as a newspaper story. In a newspaper story, the facts are “stacked” at the beginning. As the story unfolds, the facts become increasingly less numerous, and the text is progressively less detailed.

### Resume Types

The **chronological resume** is most effective at telling a story of steady, logical, and linear progression from college to the present. This format builds your narrative by focusing the majority of its space on what you are doing today, supplementing that information with what you have attained up until now. It is also the easiest for your reader to follow, because it provides dates for each entry. In addition, it gives the reader a sense of your depth and breadth of experience.

The **functional resume** can be effective for those who have specialized in several different areas, or whose careers have advanced horizontally. The traditional career ladder, for which the chronological format is so well suited, runs counter to many of the current career trends. As organizations strive to flatten their structures, more and more people are expected to move horizontally, across functions, instead of vertically, or up functions. The functional resume is a good format for the “generalist.” The functional resume can also be an effective choice when making a career transition.

### Resume Elements

There is no one right way to craft a resume. Individual circumstances may dictate some type of hybrid in format or content. In general, the elements listed below will produce a resume that is effective in selling you to the potential “buyer”.

Create a “headlines” area on your resume by including the following three sections:

- Summary
- Bulleted qualifications
- Significant Accomplishments.

The reader should be convinced by the end of the headlines section that you can do the job because you have the required skills and experiences. Each section can be easily tweaked for specific job opportunities.

## I. Summary/Professional Profile

This is the 30,000 feet view of you. It can be used as 30 second sales pitch or expanded into a two minute elevator pitch. A summary should include these facts:

- Profession (Product Manager, Research Analyst, Investment Banker)
- Years of experience
- Industries (Banking, Auto Manufacturing, Health Care Management, Technology). Include any international, start-up, or other unusual industry related fact here.
- Skills and Competencies. List three or four very high level words or phrases that capture all you can do (“corporate to corporate acquisition financings and restructuring troubled credits”; “grow brands, develop strategies, and execute packaging and promotional tactics.”)
- One strength or something about you that is important to state. (Bilingual, CPA, Served on Presidential Commission to...)

### Summary/Professional Profile Examples:

- ✓ Capital markets executive with 20 years of syndicated/corporate lending experience for paper, packaging, forest products, business and environmental services, and technology companies. Regarded as integral player by senior investment banking colleagues in business development and fee generation. Extensive experience in corporate to corporate acquisition financings and restructuring troubled credits.
- ✓ Consumer Packaged Goods (CPG) marketing professional with more than 10 years experience managing cross-functional teams to grow brands, develop strategies, and execute packaging and promotional tactics. Extensive leadership positions in small, mid-size and large organizations. Marketing experience includes CPG in addition to manufacturing, international marketing, and real estate capital markets. Proven ability to quickly adapt to other industries and institutions.

## 2. Qualifications/Area of Expertise

This portion of your resume should include a bulleted list of experiences, skills, and credentials that are essential to the desired position. Items to be included can be found in the individual job description. This section satisfies several resume related issues, including:

- ✓ **Keyword searches.** Many large organizations use a software package to manage the recruitment process. Resumes may be scanned for certain keywords. Using a list of qualifications is an easy way to ensure that your resume is selected. Also, a bulleted list makes it easy to adjust your resume for a specific opportunity.
- ✓ **HR Assistants.** HR Assistants are also given a keyword search to use in sorting through received resumes. This makes it easier for an assistant to determine whether you should be included in the selected resumes.
- ✓ **Skimming.** Meets the preferred needs that some readers have for skimming for top line information.

## Areas of Expertise Examples

- Structuring & Negotiating Credit
- Accounting & Corporate Finance
- C-Level Client Management
- Contract Negotiations & Review
- Financial & Business Due Diligence
- Out-of-court Restructuring

### 3. Significant Accomplishments

Provide two or three accomplishments that prove to the hiring manager that you can do the job you are applying for. These accomplishments can be from any point in your career. Your accomplishment bullets are what will set you apart from your peers in the eyes of recruiters.

Use a **PAR** framework to present accomplishment:

**Problem** – What was the situation that the accomplishment fixed?

**Actions** – What specific steps did you take to achieve this accomplishment?

**Results** – What were the results to the business. Quantify or qualify this.

**Example:** *Grew stable Xxxxx Cake brand 8% in 24 months through innovative product design. Increased promotional activity on brand while maintaining limited budget. Marketed brand to core target audience through the use of couponing, sponsorships and event sampling.*

### 4. Professional History

Your professional history will document your work experience. This should follow the format below.

**Company Name, City, State**

year—year

*One sentence description of Organization*

*Job Title*

*One or two sentences about purpose of job function; why the job exists, how it contributes to the success of the organization.*

- *Accomplishment 1*
- *Accomplishment 2*
- *Accomplishment 3*

## Sample Professional History

**XXXX GROUP WORLDWIDE, City, Minnesota**

2005 – 2008

Element Electronics Division – An innovative, globally sourced, multi-category consumer electronics brand

*Director of National Accounts, Operations and New Business Development*

Led a domestic and China based sourcing, operations, marketing , and logistics team to identify, qualify and bring to market multiple consumer electronics products. Developed and refined the business model and operational procedures required to ensure the seamless and timely delivery of products to multiple retail channels.

- Cultivated multiple sales channels with national retailers – Circuit City, Sears, K-Mart, Wal-Mart, Best Buy.
- Negotiated and executed license and procurement agreements with C-level executives at multiple Asian factories and U.S. retailers to support a direct import business model.
- Partnered with Polaroid Corporation to develop a two-tiered, step-up market positioning strategy.
- Developed and executed an extensive brand strategy including website impression, product packaging and pricing.
- Designed the financial lockbox strategy streamlining and automating a three-party payment structure.

### EDUCATION

**Vanderbilt University, Nashville, TN**

Graduation Year

Masters of Business Administration, Marketing Concentration

**Undergraduate University, City, State**

Graduation Year

Degree

### PROFESSIONAL AFFILIATIONS

- American Marketing Association
- Financial Executives Networking Group

### OTHER

- Anything else that you would like to include that has a professional connection
- Do not list personal interests or other personal information
- Do not include “References available upon request”