



Megaron_Résumé

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Before You Begin

Here is what you will have to do:

1. Read carefully all information from http://www.megaronmba.com/Minha_Maratona/JUNHO.html
2. Download the Megaron Résumé Template. This **Word document** allows you to assemble a first draft.
3. Use the orientation and resources from this document to put together or improve your résumé.
4. Observe the guidance to format your résumé and the mistakes to avoid.
5. Check your résumé against the bad and good models provided.
6. Please do not simply copy our models; they are for reference only.
7. After you are done with your job, proofread it exhaustively.

A.) Formatting Your Résumé

These directions and tips can help you elaborate / improve your résumé.

- **Size:** the one-page résumé is required.
- **Font:** easy to read and should not take too much space. Suggestions: Arial, Century Gothic, Times New Roman, Verdana. Do not mix fonts. Desirable font size is 10 pt; slightly larger for titles.
- **Margins:** 1-inch side margins and slightly smaller top and bottom margins.
- **Language:** formal English. Keep sentences concise, e.g. omit articles.
- **Heading:** centralize your name, address, telephone number, and email.

Name: you can use a different and slightly larger font (14 or 16 pt) for your name

Address: use the original language, without translation: Avenida Brasil, not Brazil Avenue.

Telephone: provide a number where you can be easily found; don't write your office number if you do not want to be reached at work; instead, mention your mobile number.

E-mail: does your account offer enough inbox space? Will it not send ad com messages to the junk folder?

- **Bullets:** Use them to separate major sections, e.g. activities, accomplishments, positions; **if possible**, limit each bullet to one line of text. If you want to have an item associated to another item, add it as a sub-item, which must appear indented (com espaço) directly below the selected item.
Example:

Tax Consulting Manager

Client Relationship Management

- ❖ Evaluated and implemented federal and state tax-planning techniques for private clients that resulted in tax burden minimization of \$80MM.
- ❖ Advised on the set up of international investments in Brazil of amounts in excess of \$45MM.

- **Order:** Make sure you place information in the sequence below:

Education (Post and College): mention merits if any – dean's list, magna cum laude, top 2%, etc.

Experience: (from present to most recent position; list jobs in a descending order).

Accomplishments: 2 or 3 per position mentioned to reveal you as leader/ team player; quantify results achieved, subordinates helped, costs reduced, etc. Include honors, entrepreneurial actions, and professional licenses or certifications.

Additional Information: languages, personal interests, hobbies, community involvement, relevant volunteering, certifications, titles, prizes, trophies, medals, honors, GMAT score.

B.) Language Resources

1. Sample Action Verbs for Your Résumé

Clerical / Detail Work	Communication Skills	Creative Skills
Approved Arranged Catalogued Classified Collected Compiled Dispatched Executed Generated Implemented Inspected Monitored Operated Organized Prepared Processed Purchased Recorded Retrieved Screened Specified Systematized Tabulated Validated	Addressed Arbitrated Arranged Authored Corresponded Directed Drafted Edited Enlisted Formulated Influenced Interpreted Lectured Moderated Motivated Negotiated Persuaded Presented Promoted Publicized Recruited Represented Stimulated Translated Wrote	Acted Adapted Assembled Built Concentrated Created Designed Developed Devised Directed Established Extracted Fashioned Founded Illustrated Instituted Integrated Introduced Invented Originated Performed Planned Repaired Revitalized Shaped

Financial Skills	Management Skills	Other Skills	
Administered Allocated Analyzed Appraised Assessed Audited Balanced Calculated Collected Computed Developed Diagnosed Examined Forecast Guided Managed Marketed Planned Projected Researched Reviewed	Administered Analyzed Assigned Assisted Attained Chaired Coached Consolidated Contracted Coordinated Delegated Developed Directed Educated Evaluated Executed Enhanced Improved Increased Organized Planned Prioritized Produced	Adapted Advised Clarified Coached Collected Coordinated Counseled Designed Determined Encouraged Enabled Engineered Evaluated Examined Facilitated Familiarized Guided Initiated Informed Inspected Instructed	Interpreted Investigated Interviewed Maintained Organized Overhauled Recommended Remodeled Referred Repaired Rehabilitated Solved Summarized Surveyed Systematized Trained



2. Sample Phrases for Your Résumé

For Accomplishments

- Led team that accomplished successful turnaround from X to Y profit in one year; reduced break-even cost by 30 percent; and delivered a 50 percent quality improvement
- Developed and executed corporate growth plan for equity investment and refinancing
- Rewrote and implemented new safety handbook, resulting in immediate 25% reduction in workers' compensation claims
- Redesigned front and back office call center process for a 100MM+ inbound operation, leading to cost reduction of 18% per member
- Key member of executive team responsible for reduction of over US\$55million in annual expenses prior to the purchase of X by Y
- Introduced procedural and method changes, resulting in 34%cost reduction on production line of X
- Designed and implemented performance management process that created overachieving team with high employee satisfaction and less than 5% turnover rate
- Planned and delivered training to 100 employees and customers, increasing awareness of X and Y.
- Received Award of Excellence in recognition of exception employee relations for three consecutive years
- Built supportive employee relationships with demonstrated responsiveness and confidentiality
- Organized and participated in task forces set up by management to improve X
- Created employee involvement groups to improve morale and safety
- Exceeded service delivery goals for X, Y, and Z
- Took initiative to devise a system of X information to offer employers information on Y
- Managed and directed all facets of business development initiatives
- Supervised production of X
- Performed efficiency studies on Y, leading to improvement of Z
- Accomplished reduction of inventory by 34 percent, using X and motivating Y
- Instituted comprehensive corporate wide performance metrics initiative
- Collaborated with Z department to reduce X while developing ways to improve Z.
- Initiated turnaround with a complete restaffing of entire marketing organization
- Reengineered automation project of X process, including Y. Results: optimization of Z and reduction of W
- Refocused, realigned, and resized Y, obtaining 33 percent of improvement in Z
- Directed a cross-functional team to custom-build a X application that enabled time management, team collaboration, and project management in X.

For Skills

- Eased understanding of all facets in decision-making process
- Proven ability to cultivate new accounts, establish strong relationships, and contribute to operations
- Led resolution of employee inquiries on policies and procedures through active listening and coaching
- Furthered corporate identity and sales with effective presentation, established rapport, and ability to match
- Acted as liaison among executives, brokers, and corporation, managing conflict and ensuring shared understanding
- Accountable for final agreement between X and Y
- Drove change and managed new staffing model by leading a team of 20 cross-functional managers
- Prepared training materials and instructed workshops on X
- Reviewed Y and consulted with management teams on potential suggestion to enhance X
- Facilitated conflict resolution sessions between operational and functional groups
- Promoted new line of products through presentations in road shows and conference, creating exciting buzz.
- Communicated compliance results to high management through oral presentation and written reports
- Employed empowering, participatory management style, encouraging accountability among peers
- Managed multiple projects while using critical thinking and good judgment to solve X
- Led project on X, from concept to completion, and involved a team of five analysts with specific talents
- Created strategic Y plan for the company, researching and evaluating X; provided detailed case research
- Increased production efficiency by managing multiple project while guiding client management in deadlines
- Applied interpersonal capabilities in working with personnel at all levels to gain valuable insight on X



C.) The 7 Most Common Mistakes on a Résumé

1. **Email Errors.** Double-check your email address to make sure it is correct. Avoid your work email address and try to avoid numbers in the middle, mainly the number 1, which can be mistaken for a letter. Do not provide daniboy@hotmail.com; if you do not have a “name/last name” email, this is a good opportunity to create one and discard that ju.fofinha@yahoo.com

2. **Mechanical Mistakes.** Spell-check can't tell the difference in meaning. If you write “manger” instead of “manager”, spell-check won't signal it. If you write “hole” instead of “role”, ouch! Other problems include verb tense shift and capitalization. Also, do not use abbreviations, contractions, or slang. Your résumé is a formal document. Finally, do not use accentuation in Portuguese words. Symbols may cause trouble if you have to *upload* your résumé. E.g.: write Sao Paulo.

3. **Fluff Phrases.** “Good communicator” or “hard-working”? These traits that are opinion-based tell the reader nothing. These will be judged later in the interview. Have you ever heard of anyone put “bad communicator” on their résumé? Do not repeat words excessively: *did or developed* can become *accelerated, delivered, directed, established, initiated, or reengineered* (see “Action Verbs” above)

4. **Too Much Information.** The Ad Com will skim-read the résumé and will be looking for the main points. The applicant, on the other hand, feels the need to insert every bit of information possible in the document. Marital status, date of birth, height, weight, and other personal information should be left out. Do not use more detail than you need to convey your accomplishments. Long bullet points are hard to read and boring.

5. **Too Little Information.** Being too general is just as bad as being too wordy. Most people falter by not detailing successes quantitatively or qualitatively. The thin/bland content won't inspire the reader. Do not omit dates. Do not give more weight to older professional positions. Your most recent position should present more accomplishments than the previous ones. Provide details about the companies you have served. Use figures to show importance of your employer in the market. Emphasize numbers (revenue, market share, etc); mention well known clients. Quantify your impact: reduced expenses? How much? What percentage? How many did you supervise in a project? Figures demonstrate your impact.

6. **Passive Voice.** Résumés need to be powerful sales documents and passive voice doesn't persuade the reader. Write in active voice with solid keywords throughout the content.

7. **Poor Design.** Fancy designs, images or tables will give readers a hard time. The best to do is to follow KISS – keep it simple, sweetie. Yes, make it appealing, but forget over design. Do not mix fonts, either, or you will pollute your document.



D.) A Bad example of Résumé

Val Disney Santos

R. Pedroso Alvarenga, 555 – ap55
São Paulo – Brazil
Postal Code: 00000-000
valdisneygostosinho@gmail.com

Phones:
Home: +55 (11) 0000 3333
Office: +55 (11) 0000 2222
Mobile: +55 (11) 0000 11

Academic Background

Master of Science in Ecology

State University of Ceara - Unifort, Fortaleza, Brazil Aug/19... – July/19...

Description: Study focused on environmental technology, including articles published in scientific journals, such as Journal of Science, Applied Technology, Journal of Environment & Technology. In two of them I wrote as main author and I participated as speaker in several scientific meeting in Brazil.

Bachelor of Science in Environment Engineering

State University of Recife, Recife, Brazil Mar/19... – Jun/19...

Description: Electives focused on technology.

Employment History

Employer: Megabanco S.A., São Paulo, Brazil

Relationship Manager April/2004 – today

Responsibilities: In Megabanco XYZ department, I was responsible for develop and put in practice a new clients' assistance in the Megabanco call center, through faster and more efficient solutions. Results: the yearly churn rate in the most valuable clients decreased from 12% to 4%. I also developed the XYZ system for XXX bank's clients that manage the client relationship with the bank. Today I am the product manager for several loan products, such as, overdraft and capital de giro. The wallets combined represent R\$1,5B and a total revenues of R\$600 million.

Employer: Mega Telecom, São Paulo, Brazil

Project Manager January/2002 – March/2003

Responsibilities: Working on the strategy-planning department, I lead engagements selected by the board of directors that involve several departments in the company and corporate strategy, in this way I played an expanded leadership role in the projects. My main responsibilities, as project manager, are to assume the problem-solving process, lead economic analysis, assign work, coach team members and manage day-to-day activities.

Employer: Mega & Associates, São Paulo, Brazil

Business Analyst May/2000 – January/2002

Responsibilities: I help clients to develop corporate strategy in several companies mainly in nonprofit, finance and e-commerce industries. For instance, establish an entry strategy in the Brazilian market for a French Bank; develop a business plan for an attacker in the data communications market; evaluate the market potential for a war tank backbone construction in Brazil; evaluate value creation through M&A activities in the fixed and mobile telephony operators in Brazil.

Employer: Unicef, Recife, Brazil

Researcher July/1997 – December/1999

Responsibilities: Development of a new research line in the laboratory focused on environmental technology. The main activities in this period were to define a new research line and its boundaries; manage a research team with 2 students and 3 technicians; analyze the results and drawn conclusions; publish the main conclusions in article or conferences

Languages

	Reading Skills	Writing Skills	Speaking Skills
Portuguese	Native	Native	Native
English	Fluent	Fluent	Fluent
French	Fluent	Good	Fluent

Extracurricular Activities

Internship in Introduction to Science, from 07/XXXX to 06/XXXX, 20 hours/week

Research intern during three year in the Chemistry Institute of State University of Recife

4 Articles Published in International Scientific Journal, from 10/1996 to 06/2001, 6 month

Author in two of them and co-author in the other two

High School Lessons, from 03/XXXX to 02/XXXX, 13 hours/week

Chemistry teacher in a municipal high school

Social entrepreneur contest, **from 09/XXXX to 12/XXXX, 5 hours/week; Coach for NGO in a business plan contest**



E.) A Good Example of Résumé

PEDRO RAUL SILVA

Rua das Flores, 112, Apartamento 11
Sao Paulo – SP – 19925 – 55 (11) 4799-7891 prsilva@gmail.com

EDUCATION

2000 – 2001	EAESP – FGV – GETULIO VARGAS CEAG – Specialization in Business Administration Concentration in Marketing	Sao Paulo, Brazil
1995 – 1998	EAESP – FGV – GETULIO VARGAS BA – Business Administration Major in Public Administration and Finance	Sao Paulo, Brazil

EXPERIENCE

2006	XYZ – XAGOR YASMIM & ZUCKER (second largest canned food company in Brazil) General Manager of XYZ subsidiary in Chile	Santiago, Chile
	<ul style="list-style-type: none"> Implemented a turnaround in Chile's operations Took over and reorganized the company after a chapter 11 process Led 18 professionals in three distinct phases of the project 	
2002 – 2005	Senior Production Manager	Sao Paulo, Brazil
	<ul style="list-style-type: none"> Responsible for entire revenue cycle. Also supervised the procurement department Reorganized Production Department, modernizing processes and control systems Implemented Revenue Assurance area Led implementation of management modules in SAP Project. Also integrated all 8 teams. Project delivered on time and budget. First implementation of SAP in a canned food manufacturer in the world Put together training; managed personal development of a team of 36 professionals. 	
2001	Production Manager	Sao Paulo, Brazil
	<ul style="list-style-type: none"> Implemented Production Department from scratch: definition of policy, structure, systems and processes Developed national and international credit lines for expansion contracts Implemented cost-reductions (US\$250,000/year) throughout all departments Negotiated and managed US\$ 12 million budget 	
2000	NESTLE Production Manager	Sao Paulo, Brazil
	<ul style="list-style-type: none"> Fully responsible for dairy products department Negotiated contracts with major Brazilian suppliers and packaging companies Joined "Global Team" in Switzerland as "LATAM Regional Production Manager" 	
1999– 2000	Senior Production Supervisor	
	<ul style="list-style-type: none"> Responsible for purchase of advertising material Created an integration program for interns 	

ADDITIONAL INFORMATION

- Fluent in Portuguese, English, and Spanish
- Board member at ADOTAR, NGO focused on literacy program for adults
- Practices yoga and tennis on a weekly basis
- Teaches ballroom dancing for six years;



F.) Reminder: How does Megaron help you with your Résumé?

Résumé edition is an **optional service** offered at a predetermined fee.

Our tips, suggestions, and models should enable you to craft a résumé on your own.

We review, edit, and enhance your résumé only if you follow our guidelines below before you send it to us.

Please note:

1. No résumé in Portuguese will be edited.
2. Résumés that do not comply with our instructions will be promptly returned to you.
3. We will not adapt versions according to each school's requirements.
4. **Note the deadline for this service.**

Guidelines:

- A.) Por favor, salve seu résumé como: "sobrenome"_"nome"_Résumé_01_"seu nickname"
- B.) Envie para mkanashiro@gmail.com e aguarde 4 dias úteis para retorno;
- C.) Enviaremos sugestões de melhora no arquivo: "sobrenome"_"nome"_Résumé_02_mirian"
- D.) Você seguirá as orientações e enviará nova versão: "sobrenome"_"nome"_Résumé_03_"seu nickname"
- E.) Enviaremos uma versão final: "sobrenome"_"nome"_Résumé_04_mirian"

IMPORTANTE:

- **Não haverá uma 5ª versão (capriche na sua versão INICIAL)**
- **Não editaremos nenhum résumé depois do prazo informado**