

# EXECUTIVE RESUME CHEAT SHEET

Quick tweaks to increase your interview rate

Powerful & “Unselfish”  
Branding Statement

Major & Relevant  
Strengths

Follow each strength  
up with proof.

Leadership-Focused  
Summary Section

This includes keywords,  
which are important for  
ranking in Applicant  
Tracking Systems and job  
boards like Monster and  
LinkedIn.

Subheadings

Draw readers’ eyes to  
your key hard skills.

Quantified  
Accomplishments

Give your bullets context  
by describing the  
challenge you overcame.

Positive Change

Use either percentages or  
before-and-after statements  
to show the positive  
changes you have created.

Second Page Starts Here

Context for  
Achievements

Summarize Earlier  
Achievements

To avoid blatantly aging  
yourself, summarize  
earlier non-management  
positions.

Use a Technical Skills  
table to make sure you’re  
not missing any keywords.

ROBIN ANDREWS, CPA, CM&AI

951.284.5404 | [robin@careertuners.com](mailto:robin@careertuners.com) | Corona, CA | [linked.com/in/robin](https://www.linkedin.com/in/robin) | Open to Relocation

Saves millions in revenue and increases organizational effectiveness by developing key financial solutions.

- Strategic Development & Deployment: Saved \$145M and improved capacity planning by implementing a standardized, phased planning process, fast-tracking project costs, and promptly determining key results at Red Blood Super Saver.
- Solution Development: Secured \$45M and avoided \$6M in cost by restructuring management layers at Red Blood Super Saver. Developed, pitched, and won approval for an internal solution to eliminate need for outsourcing.
- Relationship Building: Led initiative to create Office of Innovation, an employee-sourced idea-generation platform, which generated \$2M in savings. Selected solutions and oversaw implementation with department heads at Red Blood Super Saver.

## PROFESSIONAL EXPERIENCE

### Red Blood Super Saver, VP, Organizational Development (Rancor, PA)

06/2012 - Present

Led a team of 30 professionals for internal consulting at a Fortune 250 American holding company, worth \$10B, operating multiple insurance and investment management businesses. Reported to the CEO.

#### Strategic Development & Deployment

- Reduced expenses by \$6M by creating a predictive model for workforce planning, reducing seasonal hiring challenges, and improving employee training.
- Secured \$19M by establishing a Change Management Program, eliminating redundant positions, and creating lucrative packages to retain top talent.

#### Solution Development

- Saved \$5M by leading a 6-member team through the implementation of Oracle Financials, proposing creation of a single CFO position for all departments, and consolidating tax and financial operations.
- Reduced management layers from 11 to 7 by streamlining hierarchy and creating points of contact to improve communication.

#### Relationship Building

- Streamlined vendor relationships by conducting an EQ training model for C-suite executives, pinpointing weaknesses to top vendor, and developing internal training solutions for third-party utilization.
- Boosted sales target by 10% by aligning sales and operational plans and by developing personalized client strategies.

### Noturale, Inc, Business Head – PMO (Rancor, PA)

04/2004 – 06/2012

Developed strategic policies for cost-saving for the largest Belgian telecom direct marketing company with \$60B revenue/year. Spearheaded a \$28M project to create alignment between call center, relationship manager, and client administrator. Improved client communication by revamping a faulty follow-up process, pinpointing organizational inefficiencies, and collaborating with senior management to develop and implement cost-saving solutions. Reported to the VP of Sales and Marketing.

#### Strategic Development & Deployment

- Saved \$15M in expenses and reduced vendor selection time by 15% by removing bottlenecks in supply chain processes.
- Saved 25% in overhead and eliminated inaccuracies by revamping reporting process and utilizing Lean principles to create an asset valuation process.

#### Solution Development

- Streamlined headcount by 10% and generated \$3M in revenue by creating a staffing model based on client complexity and profitability, analyzing customer base, and creating unique strategies for each client group and profit levels.
- Saved \$300M and shortened loan application process by upgrading manual system to a digital in-house solution.

#### Relationship Building

- Increased annual sales by 18% by refocusing on a new growth segment. Worked with sales and finance teams to align sales and operational processes while streamlining client communications; awarded CEO’s Excellence Award.

Robin Andrews Resume | Page 2 | 951.284.5404 | [robin@careertuners.com](mailto:robin@careertuners.com) | Corona, CA | [linked.com/in/robin](https://www.linkedin.com/in/robin)

- Directed a companywide initiative to incorporate Sarbanes Oxley Principles into all aspects of the business. Improved standing with stakeholders by demonstrating commitment towards transparent business practices.

Previously held positions: Department Head – Small Market (2009 – 2011), Head of Process Excellence & Quality (2006 – 2009), Department Head – Core Market (2005 – 2006), Department Head – Integration Management Group & Chief of Staff to Sr. Principal – Retail Operations (2004 – 2005)

### Aladdin Corporation, Senior Director (Philadelphia, PA)

01/1997 – 04/2004

Collaborated with CXOs for major acquisitions worth \$200M at a leading \$20B/Year Pakistani telecommunications company. Presented key performance metrics to CXOs.

- Completed 5 major telecom acquisitions by analyzing financials and by providing valuation of assets for access lines under \$200M in order to determine acquisition candidacy.
- Presented and received approval from CEO/CFO on a \$2.2B finance process reengineering project by developing a unique business case and implementation plan for IT team and network engineers.

Previously held positions: Sr. Director–Finance Process Reengineering (2001 – 2003) | Director Strategic Cost Management (2000 – 2001) | Sr. Finance Manager (1999 – 2000) | Sr. Audit Manager & Head of International Audit (1997 – 1999)

Earlier Experience: Plushotdax, Sr. Manager Finance (CFO) | Dongin and Co, Sr. Manager & Head | Zumace, Project Director | Trysin, Assistant Plan Controller | U-Cane, Senior Auditor

## EDUCATION

Master of Finance, Chicago University	2000
Post MBA, Los Angeles Management Institute	1992
Master of Accountancy, San Francisco University	1990

## EXECUTIVE COURSES & PROFESSIONAL CERTIFICATIONS

The Survivors School – Leading Change & Organizational Renewal | Systems Dynamics  
Golden Globe – Operations/Systems Development Strategy & Execution  
Insomnia Business School – Creating & Executing Breakthrough Strategy  
Certified Public Accountant (CPA)  
Advanced Lean Master Black Belt  
Black Belt Six Sigma  
Certified Merger & Acquisition Integration Specialist (CM&AI)

### In resume, do not...

- Use vague self-descriptors like “problem-solver.”
- Lie.
- Be redundant.
- Use a “self-centered” objective.
- Write large blocks of text or long, convoluted sentences.
- Make grammatical mistakes.
- Do not cut off your earlier career experience.
- Use graphs, multiple fonts, tables, columns, or the header section of Microsoft Word unless you’re 100% certain your resume will not be uploaded to an Applicant Tracking System.
- Write your career objective.
- Forget to bring a couple copies of your resume with you to interviews.

Need resume help?

Visit us at [CareerTuners.com](https://www.careertuners.com).