

Resume Guide

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CareerOneStop is sponsored by the U. S. Department of Labor,
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Introduction

Ready to create a brand-new resume? Need to update your old resume?

CareerOneStop's Resume Guide will help you create a resume that will stand out in today's job market.

You'll find:

- A step-by-step plan for what to include in your resume
- Tips for writing, formatting, and polishing
- Sample resumes from a variety of job seekers
- Ways to market your resume and get it into the right hands
- How to make the most of the Internet and tools like LinkedIn and Facebook
- Answers to the most frequently asked resume questions

Why You Need a Great Resume

Your resume communicates your qualifications and your brand—who you are and what makes you different—to employers and recruiters. In a tough job market, you need a resume that helps you stand out in a sea of applicants.

A great resume:

- Grabs the attention of employers and recruiters
- Sells your strongest skills and accomplishments
- Shows why you're a potential match for a position or project
- Communicates both your current capabilities and future potential
- Helps you take the next step in your career
- And most importantly, gets you the interview!

Before you get started, it's important to know that resume writing has changed considerably in recent years. Because of fierce competition for jobs and other factors, there's now a much stronger emphasis on marketing.

Learn about top resume strategies to help make sure your resume will get the results you want.

Top Resume Strategies

It's easy to create a resume that looks like everyone else's. But to win that interview, you need to go further. Here are four strategies that take you beyond the standard, cookie-cutter resume and get you noticed.

- **Sell yourself and your brand.** Make it easy for employers to pick you. Communicate who you are, what you offer, and what makes you different from other applicants.
- **Identify your transferable skills.** Your transferable skills are a major selling point that sets you apart from other job seekers. Make sure you know yours.
- **Highlight your accomplishments.** Anyone can list duties and responsibilities, but accomplishments give you credibility. They also help your resume come alive.
- **Use keywords effectively.** The specific words you use in your resume are critical for communicating your value, both electronically and in print.

Follow the strategies above, and you'll have a unique and powerful resume. Better yet, when you hear "Why should we hire you?" at an interview, you'll be ready with answers!

Sell Yourself and Your Brand

You choose brands all the time—when you're buying food, clothes, and other products. Today, career experts recommend that you think of yourself as a brand:

- **In a tough job market, you need to stand out.** Knowing how you're different from other job seekers and the value you bring to the employer helps you do this.
- **Employers are short on time and attention.** You must communicate who you are and what you offer quickly and concisely. And you should only offer information that's relevant.
- **With so many marketing options, you need to be consistent.** Your resume, LinkedIn profile, and other marketing documents should send a consistent message.
- **Most work today is project-based.** Project teams are often brought together quickly. To be considered, you need to know precisely what you bring to the table.

So what, exactly, is your brand? Your brand is simply how you want to be seen by others in the marketplace, and, ultimately, how others see you.

Identify Transferable Skills

An important part of what makes you different and marketable—your brand—is your skills. But identifying them is often challenging, because we often take what we do well for granted.

Of the various types of skills we have, our *transferable skills*, skills we can use across different fields and jobs, are often the most difficult to identify. That’s because they often aren’t as obvious as our more specific job-related skills.

Here’s a small sampling of transferable skills in various categories:

Transferable Skills	Examples
Communication	Writing, speaking, listening, using communication tools like email appropriately
Critical thinking	Analysis, problem-solving, strategic planning, decision-making
Self-management	Good time manager, organized, motivated, responsible, reliable
Interpersonal	Understanding, diplomatic, discreet, supportive, assertive

Let’s say you’re a web designer with exceptional organizational skills. These skills would be important for organizing and retrieving web files. You can use these skills not only in web design jobs but other jobs as well. Let’s say you want to become a project manager. In that case, your great organizational skills would be a major selling point.

Highlight Your Accomplishments

When reading your resume, the first thing an employer wants to know is “**what has this person done that can help us at our company?**” You can help answer this question by including your accomplishments.

Here are some questions to help you think about your accomplishments:

- Did you bring in new business by creating a new product or service?
- Did you help retain customers by ensuring high-quality products and services?
- Did you save time and money by making a process or procedure more efficient?
- Did you communicate well with customers and employees?

To identify your accomplishments, career experts often recommend a method called **CAR** (Challenge, Action, Result). What challenge you were presented with? What action did you take? What was the result?

Here’s an example from our sample resume on page 29 for Beth Smith, an administrative assistant looking for work as a project coordinator:

Challenge	Action	Result
Beth was asked to look at the company’s online project file system, which was disorganized and hard to use.	She analyzed the system and reorganized it so information was more logically arranged and easier to find.	She made consultants’ work easier, which saved them time and allowed them to serve customers more effectively.

Think about what you did in past jobs. What problems did you solve? What solutions did you come up with? What benefits did this have for the business, customers. or employees?

Here’s how Beth expressed the accomplishments from the table above:

“Led a project to streamline and reorganize the company’s SharePoint project file system, making it easier and faster for consultants to find information and serve customers.”

Use Keywords Effectively

You're already familiar with keywords from using the Web for research, shopping, and other activities. They're the words you type in, such as "Sony flat screen TV," to find information on a product or service.

For the purposes of your resume, keywords are words employers use to describe what they're looking for in an applicant. They're important to include in your resume, because they

- **Identify you as a potential match** for the position. This is true whether the resume is in electronic format or in hard copy, but it's especially important for electronic format.
- **Make your resume more credible.** For example, when you name a specific software application like Microsoft Project rather than saying "strong computer skills," you gain credibility.
- **Show that you're part of the team.** When you "speak the language" of an industry, you sound like someone who belongs to the team.

Examples of keywords

Think of keywords as the "buzzwords" or "jargon" of the industry. Below (in bold) are examples of keywords that might appear in a job description for a sales assistant:

- Job titles (**sales assistant – retail**)
- Business functions (**sale order processing**)
- Responsibilities (**analyze sales order data**)
- Required abilities (**strong analytical skills**)
- Degrees or diplomas (**associate degree in business**)
- Computer applications (**SAP Sales & Distribution module**)
- Companies (**IBM**)

Finding keywords for your resume

The single most important source for keywords is the **job description** of the position you're applying for. But you'll find keywords anywhere you find job-related information. Jot down terms you come across frequently as you're doing your resume research.

Incorporating keywords into your resume

Keywords are especially important in the top portion of your resume, but they can, and should, be used throughout. See these sample resumes for ideas.

Do Your Research

A key first step in creating your resume is gathering information. Some facts will be more obvious, like companies you've worked for or courses you've taken. Assembling this basic information is a great way to get started, especially if you tend to procrastinate!

But for a focused resume, you need to dig deeper to determine what you're looking for, what employers are looking for, and how it all fits together.

- **Your job target.** Are you going after a specific, advertised position or a more general opportunity in your field? What's your goal?
- **Employer needs.** Find out what employers are looking for, and explore the latest trends and skill requirements in your field.
- **Your qualifications.** What special assets and unique strengths do you offer? What values do you hold that make a job a good fit?

Your overall objective is to match your goals and qualifications to employers' needs. This is what will ultimately win you the interview.

Your Job Target

The key to a great resume is **knowing what you're trying to achieve**. One of the biggest complaints employers have about resumes—and one of the main reasons resumes fail—is lack of focus. To write a great resume, you need a clear set of goals:

- **What's the purpose of the resume you're preparing?** Is it to attract employers who may have opportunities, or are you applying for a specific, advertised position?
- **What's your current career objective?** Are you in a field that you enjoy, or are you looking to change careers? What's the next logical step in your career?
- **What kind of company or organization do you want to work for?** Where are the employers in your field, and how much do you know about them?
- **What do you want to achieve in your work?** Are you looking for greater responsibility? Higher income? More meaningful work? What's most important to you?

Employer Needs

If there's one thing experts agree on, it's that job seekers who do their homework produce stronger resumes and do better in interviews than those who don't. Researching employer requirements is part of that homework.

Explore the following resources to determine what employers are looking for, learn about career trends, and more:

- **Job boards and job ads.** Study postings on job boards and ads in newspapers and journals. These tell you what skills, education, and other qualifications employers are looking for.
- **Employer websites.** Company websites can be a rich source of information. Along with job postings and other career information, you'll find information on a company's history, mission, and more.
- **Professional association websites.** These websites and related publications are a great way to track trends in your field, learn what skills are in demand, and even view job postings.
- **Reference tools.** The U.S. Department of Labor publishes two resources that are excellent sources of information for your resume: the *Occupational Outlook Handbook* and *O*Net Online*.
- **Social networking sites.** Tools like LinkedIn, Facebook, and Twitter are great for research. For example, you can use LinkedIn to research companies and hiring managers you've identified.

As you research your job target, be sure to collect keywords from the various sources you explore. You can use these to appeal to employers in your resume, online profiles, and other documents.

Your Qualifications

Once you know what employers are looking for, it's time to see how you match up. Consider both your **basic career assets**, such as jobs you've held and courses you've taken, and your **unique-to-you assets**, like your strongest skills and values.

Here are some examples of what you'll want to think about in each category:

Basic career assets

- **Employment history.** Positions you've held or projects you've worked on, including volunteer or recreational activities.
- **Education, continuing education.** Degrees or diplomas you've earned, and any additional courses or training you've received.
- **Technical skills.** Computer or other technical skills you're proficient in and would like to use in your next position.
- **Other information.** Professional associations, service awards, publications or presentations, relevant hobbies or volunteer activities.

Unique assets you offer

- **Your strongest skills.** Things that you're good at and particularly enjoy doing. Pay special attention to transferable skills.
- **Your accomplishments.** Achievements you're proud of, whether they're from jobs, volunteer work, or recreational activities.
- **Your values.** Things that are important to you, such as helping others, learning new skills, or preserving the environment.
- **Your special knowledge and interests.** Unique contributions you can make as a result of your career history, education and life experience.

As you gather this information, make sure to capture keywords you can use in your resume and other documents.

Writing Your Resume

Once you've completed your research and settled on a job target, it's time to put your resume together. Since your resume is organized in sections, we start by explaining what these sections are and why they're important.

- **Understand the basic elements.** A resume consists of several sections, each of which delivers essential information to your readers.
- **Select the right resume format.** Depending on your background or goals, you'll want to emphasize some things and de-emphasize others.
- **Write a first draft.** Assemble the basic sections of your resume, highlighting your skills, accomplishments, and other aspects of your brand.
- **Edit and proofread.** Your first draft should be just that—a first draft. Take the time to edit so it's complete and clear. Then proofread carefully!
- **Design for easy reading.** You don't need anything elaborate. But you do need a resume that's attractive and easy to scan for information.

As you put together your resume, it's always helpful to look at what others have done. For ideas and inspiration, see our walk-through sample on page 29 and other sample resumes beginning on page 39.

The Basic Elements

A resume consists of several sections, each of which delivers essential information. The table below explains what each section of your resume should tell your reader.

Resume section	What it tells the reader
Top portion of resume (first third to half)	If your resume is worth reading further. This opening “snapshot” should entice readers to read more.
Header (name and contact information)	Your preferred name and how to contact you. The reader shouldn't have to think about this (e.g., wonder what name you go by).
Headline and Summary	What you're looking for and why you're qualified. Announces your job target and quickly sums up why you're a good candidate. Note that experts recommend this approach to replace what used to be called "Objective" on many resumes. Read more in our FAQs .
Skills	Whether you have the required skills. Helps the reader quickly match your skills to the position requirements.
Work Experience or Professional Experience or Employment History	What you've accomplished that's relevant. Explains what you've achieved that could also benefit the reader's company.
Education	Whether you meet the education requirements. Again, helps the reader quickly match you to the position requirements.
Continuing Education or Professional Development or Additional Training	What further training you've pursued. Matches you to job requirements and also illustrates initiative and commitment to learning.
Other Information	What other assets you offer. Provides additional information (professional memberships, awards, etc.) to support your candidacy.

Most resumes will include all of the above sections. One key to making your resume shine is to select the best format for your particular needs.

Select the Best Format

Different resume styles highlight different types of experience. Before you start writing, think about what format might be best suited to highlight your qualifications.

There are two basic resume formats: **chronological** and **functional**. The main difference between them is the amount of emphasis you give your **job history** compared to the amount you give your **skills**.

- A **chronological format** highlights your employment history. This format can work if you have a solid work history in a particular job or field and you're planning on looking for a similar position.
- A **functional format** highlights your skills. Use this format to show what you're capable of doing, even if it's not directly related to your work history. It's the best choice if you're changing careers.

The best resumes are usually a **combination** of these formats. They communicate your strongest qualifications while providing employers with relevant information on your employment history.

In our **sample resume for Beth Smith**, she uses a combined chronological/functional format. Because she has a strong work history, she can highlight her employment dates. But because she is also seeking to advance to a project coordinator position, she uses headings to highlight her skills in key functional areas. To see this combined format, view the Professional Experience section of Beth's resume on page 29.

Once you've selected a resume format, you're ready to write a first draft.

Write a First Draft

Writer's block is a common problem when writing a resume. The solution? Expect to write a draft first, not a finished resume. That way you can write freely now and edit later.

Here are some tips for getting started:

- Begin by assembling the basic sections of your resume. At this point, don't worry about the order or wording of each section. Just get information down.
- Use whatever writing tool works best for you. For example, you may prefer to write on a yellow legal pad before starting a document on your computer.
- As you write, remember that resumes use more concise language than other documents.

Here are some examples:

Instead of saying this	Say this
I suggested new rules for our filing system.	Established new rules for filing system
I was able to finish everything on time and under budget.	Completed project on time and under budget

- Want ideas for strong verbs to use in your resume? Enter the phrase "resume verbs" (without the quote marks) in Google.
- To show employers what you're capable of, don't forget to include transferable skills and accomplishments.
- Make good use of keywords, integrating information you've gathered in your research.

Don't forget to be specific:

Instead of saying this	Say this
Strong computer skills	Advanced-level skills in Microsoft Word, PowerPoint, Excel, and Access
Seeking challenging position where I can use my potential and skills	Position as project coordinator where strong organizational and time management skills are essential for success.

- Finally, remember that your resume is a marketing tool and you are the product! Don't be afraid to promote your unique brand.

Still not sure what a resume should look like? View sample resumes beginning on page 39.

Have a draft you're happy with? You're ready to edit and proofread your resume.

Edit and Proofread

Once you have a solid draft resume in place, the next stage is revision. Ideally, you'll have time to put the draft away for a day so you can view it with fresh eyes.

To assist you with this process, we've put together a **quick checklist**. It helps you answer questions like these about your resume:

- Does it clearly communicate who I am and what I offer?
- Is the language concise and keyword rich?
- Is it attractive and easy to scan?

We also include links you can follow for more information. See the right-hand column for sections on planning, researching, and writing your resume.

Your resume overall	Complete?	For more information
My resume sells me, my accomplishments, and my brand so readers know exactly what I offer.	√	Top resume strategies (Page 4)
The top half of my resume includes a summary or profile that sums up my strengths and experience.		Top portion of resume (Page 31)
I have researched my job target, employer requirements, and my own qualifications, and my resume reflects all three.		Do Your Research (Page 8)
My resume contains all of the necessary elements and is in a format that's appropriate to my goals.		The basic elements; Select the best format (Page 13)
Your use of language		
My resume is written in concise, resume-appropriate language, not full sentences.		Write a first draft (Page 14)

I have used specific keywords like “Microsoft Access” rather than general terms like “good computer skills.”		Use keywords effectively (Page 7)
Overall look and feel of the resume		
There is plenty of white space so the resume is easy to scan and text is not overwhelming to readers.		Design for easy reading (Page 17)
I have used headings and bullets to break up content and present information logically and effectively.		Design for easy reading (Page 17)
The spacing between sections and under headings is consistent.		Design for easy reading (Page 17)

Get some feedback on your resume

In addition to doing your own edit, we highly recommend that you have someone you trust read and comment on your resume. Do they “get” your brand? Does your resume do a good job of selling your qualifications for the job target you’re after? Is it easy to read and understand?

Proofread, proofread, proofread!

We cannot emphasize enough that **nothing will get your resume tossed into the “NO” pile faster than careless typos.** So proofread your resume several times yourself, and have at least one other person proofread it as well.

Once you’ve done the appropriate revision and quality checks, it’s time to market your resume to prospective “buyers.”

Design for Easy Reading

The content of your resume is by far the most important factor. But design is important, too, for a couple of reasons:

- Your resume must be easy to read, and good design makes that possible. Design calls attention to key sections of your resume, such as work experience and education.
- A well-designed resume reflects positively on your skills. Sloppy or careless design may give a negative impression, even if you're well-qualified.

There are several techniques you can use to create a highly readable, attractive resume. The table below lists some of the most important.

Technique	Why It's Important
White space	Lots of white space makes text easier to read. Text that's too dense may discourage time-pressed readers from reading further.
Bullets	Bulleted text allows you to break down complex information into readable chunks, and also highlight key points.
Easy-to-scan headings	Your reader should be able to quickly locate key areas on your resume, such as education, without extensive searching.
Limited number of fonts	Use no more than two fonts styles—one for headings and the other for body text. More than that is distracting.
Selective use of bold	Use bold carefully and consistently. For example, if you bold the name of one company you've worked for, do it in all cases.
No underlining (except links)	Reserve underlined text for web links. If you need to emphasize something, use bold or a different font size instead.
Consistent spacing	Use the same amount of space before and after headings, between bullets, etc. This gives your resume a uniform look.
Better-quality paper (print)	For print resumes, use better-quality paper with a rag content of at least 25% and a watermark.
Neutral color (print)	Use white, off-white or pale gray. These are conservative colors that won't compete with the content of your resume.

To see examples of the above guidelines in action, view sample resumes beginning on page 39.

Creating a plain-text resume

Although most companies will be able to handle your resume in Word format, occasionally you may need to have a plain-text resume that's been stripped of formatting. To create one, follow these steps:

1. Copy your resume into a plain text editor like Notepad, which should be available as an accessory on your computer. Most of the formatting should be gone.
2. Change any remaining bullets to asterisks, and space once after the asterisk.
3. For your main section headings, such as Work Experience, change to all caps so the headings stand out.
4. Add spacing between sections as necessary for readability.

See this sample plain-text resume for Beth Smith, an administrative assistance seeking work as a project coordinator, on page 49.

Market Your Resume

You've invested time and effort in creating a great resume. Now it's time to get it working for you. The goal is to get it into the hands of the right people—people who can make or influence the decision to hire you.

Depending on where you are in your job search, you may be contacting employers directly, making connections through networking, or surfing the net for opportunities.

Here are tips for marketing your resume at different stages of your search:

- **Write effective cover letters.** Learn why thoughtful, well-written cover documents are essential and expected, and view samples of these documents.
- **Network your resume.** Here are guidelines for distributing your resume effectively and appropriately in a variety of networking situations.
- **Distribute your resume at job fairs.** Job fairs are special events with their own rules for networking and distributing resumes. Learn what to expect.
- **Post your resume wisely.** It's tempting to focus on popular job boards like Monster. But watch how much time you spend posting at these sites.

Write Effective Cover Letters

The main purpose of a cover letter is to interest the reader in reading your resume. The simple diagram below shows the desired sequence from cover letter to interview.



Composing your cover letter

Most cover letters involves three steps: explain why you're writing, elaborate by referring to your qualifications, and close with a suggested plan of action.

1. **Explain to the recipient why you're writing.** Are you replying in response to an ad? Were you referred to the recipient? Did you read some news about the recipient or the company that suggested they might be hiring? What's the situation?
2. **Address your qualifications for the opportunity.** Given what you know about the recipient's needs, what can you offer that's of interest? Make reference to your resume, but don't just repeat what's there. Elaborate and expand as needed.
3. **Explain how you intend to follow up.** Today more than ever, it's the sender's responsibility (yours) to follow up after sending your resume. In the last paragraph of the letter, say how and when you intend to do this.

As a general rule, only one paragraph would be required for steps 1 and 3, while step 2 might involve two or more paragraphs. The letter itself should not exceed one page. On the following page is a sample cover letter, written in response to a referral, that uses four paragraphs.

Beth Smith, CAPM

215 W. State Street, Milwaukee, WI 53201 • 555-263-1678 • bethsmith@comcast.net

Mr. Paul Jones
Senior Project Manager
Platinum Software Consulting
1234 Drury Road
Milwaukee, WI 53204

Dear Mr. Jones:

I'm writing because John Allison suggested you might have an opportunity for project coordinator for your upcoming Century software project.

John tells me the project will require someone with strong Microsoft SharePoint knowledge. As you can see from the enclosed resume, I ran a project at Grant Technology that involved streamlining the SharePoint file system. The new system is now in use firm-wide.

I also understand you would prefer someone who is certified in project coordination. I earned my CAPM from the Project Management Institute in 2009. The training I received gave me new insights into the importance of strong project coordination for software projects, especially for busy consultancies such as Platinum.

I would appreciate an opportunity to discuss your requirements for the Century project. I will call you on Tuesday, June 15, to inquire about setting up an interview.

Sincerely,

Beth Smith

Enclosure: Resume

Here's a slightly shorter version of the same letter in email format. An email cover letter must do the same job as the regular cover letter. However, since it's likely to be read online, it's important to be brief.

Sample Cover Email

From: bethsmith@comcast.net

To: Paul.Jones@platinum.com

Subject: Project Coordinator for Century Project

Dear Mr. Jones:

John Allison suggested you might have an opportunity for project coordinator for your upcoming Century software project.

John tells me the project will require someone with strong Microsoft SharePoint knowledge. As you can see from the attached resume, I ran a project at Grant Technology that involved streamlining the SharePoint file system. The new system is now in use firm-wide.

I also understand you would prefer someone who is certified in project coordination. I earned my CAPM from the Project Management Institute in 2009.

I would appreciate an opportunity to discuss your requirements for the Century project. I will call you on Tuesday, May 15, to inquire about setting up an interview.

Sincerely,

Beth Smith

To get ideas for your cover letter, draw on the same strategies and research you did for your resume. The bottom line: Know what you offer that can benefit the reader.

Network Your Resume

Research shows that about 80% of jobs are eventually filled through networking, so it's **a great way to circulate your resume**. Remember, though, that networking is about establishing relationships and sharing information—not asking for a job. Here are some guidelines:

- Before you offer your resume to a new contact, wait until you've established a relationship. Offering it right away may be viewed as asking for a job.
- Focus on getting information and referrals from your contacts. Then, use that information to do additional research and target your resume to an appropriate opportunity.
- Since there's always a chance someone will ask for your resume, **always have copies available** when networking, and make sure your resume is on good-quality paper.
- If a contact does ask for your resume and offers to circulate it for you, follow up promptly with a thank-you note or email, and keep them posted on any resulting activity.

The same **resume etiquette** applies when you're using social networking tools like LinkedIn. Take time to nurture your relationships before asking for favors.

Distribute Your Resume at Job Fairs

Job fairs can be a great way to meet people and practice your interviewing skills. However, they're not always the best option for finding jobs. That's because many employers use them to find applicants for future opportunities, not to fill current jobs.

Still, job fairs can be good practice and result in useful contacts. They can even be fun if you know what to expect. Some guidelines and tips to keep in mind:

- **The people you meet at job fairs are generally recruiters**, not people with hiring authority. So understand that the job fair is usually just a first step.
- **Some companies do not accept hard-copy resumes** at job fairs because of processing issues. So you may need to post your resume at their website.
- **Some recruiters will review your resume on the spot**, so make sure you know it by heart and are ready to discuss your qualifications.
- **Have plenty of resumes within easy reach**. This way you look organized and confident, which is important for making that first impression.
- **Some experts suggest having a “mini resume” on a business card**. This card has contact information on one side and a list of your skills on the reverse.
- **Most job fairs have websites**. Visit these sites first, and note any participating companies you're interested in. You can then focus on those companies at the fair.

Post Your Resume Wisely

Many job seekers focus on the big job boards like Monster. But according to experts, unless you're in a high-demand field, this is one of the **least effective** job search methods, with only about a 10% (at best) success rate. So don't spend more than 10% of your time at this activity.

Here are guidelines for making good use of your time online:

- **Explore niche (specialty) job boards.** Don't just post on Monster. Also look at sites like Dice (for technology) or AllHealthCareJobs.com (for health care).
- **Target websites of companies you're interested in.** Determine which companies to target and post resumes to their sites. Better yet, contact these employers directly.
- **Consider regional job boards.** To find these boards, type your state and the words "job board" into Google (e.g., Minnesota job board) or try your local library's website.
- **Try "aggregator" sites like Indeed.com.** These sites combine search results from job boards, company websites, professional associations, and other sources.
- **Try professional association websites.** Professional associations often post jobs for their members. If you belong to an association, try their website.

It's worth it to post your resume on a few job sites. But experience shows it's not the best way to get noticed. You'll also want to network your resume in person.

Make the Most of the Internet

In today's competitive business world, employers are always looking for talent—like you! And they're increasingly searching the Internet to find applicants. So if you're not online, you're largely invisible to these employers.

In this quick introduction, you learn ways to get online and things you can do with networking tools like LinkedIn. You also learn why, despite all the new tools, you still need a resume.

- **Establish an online presence.** Can employers and recruiters find you on Google? Here are four ways to increase your online visibility.
- **Use social networking tools.** Learn about the "big three" social networking sites—LinkedIn, Facebook, and Twitter—and what you can do with them.
- **Why you still need a resume.** The new Internet tools are exciting, but they won't be replacing your resume anytime soon. Learn why.

Today, employers expect you to be knowledgeable about the Internet. It shows that you're tech-savvy, self-motivated, and tapped into current trends. And that, like having a great resume, makes you more marketable.

Establish an Online Presence

Having an online presence means employers can find you on the Internet. As we've mentioned, that's where they are increasingly searching for candidates. And your online presence is also an integral part of your brand.

Here are ways to start building an online presence:

- **Create a profile** in a social networking tool such as LinkedIn, Facebook, and Twitter. You can also use these tools to research jobs.
- **Create a website or blog.** A well-written blog can help you communicate your knowledge in a particular area. It can even establish you as an authority.
- **Maintain an online portfolio.** With a portfolio, you can expand beyond your resume to include work samples, testimonials, and other materials.
- **Participate in online forums.** For example, if you belong to a professional association, you can participate in discussions online.

It's important to understand that posting your resume to job boards like Monster is *not* the same as having an online presence. Posting to a job board and waiting for a response is a **passive** approach. When you establish an online presence, you work **actively** on your own behalf.

Use the Social Networking Sites

Social networking sites offer exciting new ways to network with others, search for jobs, market your strengths, and more. The table below lists three of the most popular—**LinkedIn**, **Facebook**, and **Twitter**—and briefly explains some of the things you can do with them.

LinkedIn

LinkedIn is a **business-oriented networking tool** that lets you build a resume-like profile and use it to connect with others, as well as research and share information.

- Network with current and former colleagues and supervisors, professional groups, and friends
- Ask for and give recommendations
- Conduct job search activities (look for jobs, post your resume, etc.)
- Conduct research on companies and employees
- Track what people are saying about hot business trends and topics
- Ask questions and get answers from the network

Twitter

Twitter is a **general networking tool** that lets you build a brief, 160-character profile called a “handle”; follow people and activities; and send related messages called “tweets.”

- Track what people and companies are doing and saying by following their “tweets”
- Send brief messages with attachments files (a brief cover “tweet” announcing your new website, for example)
- “Tweet” requests for information or referrals
- Share your resume using dedicated, third-party software

Facebook

Facebook is a **personal networking tool** that lets you build a personal page or “wall” which you share with others whom you “friend.”

- Connect with friends
- Connect with favorite groups or companies
- Share photos, videos, and links to items of interest
- Write short notes or longer documents on the items you are sharing

To create an effective profile, follow the same strategies you would for creating a powerful resume. Remember that your resume and your social networking profiles are important ways of communicating your brand.

Why You Still Need a Resume

It's true that recruiters can now "Google" you as part of their search process. And tools like LinkedIn do allow you to create something similar to a resume. But you still need a resume. Here's why:

- **Your resume serves a different purpose than an online profile.** Its main purpose is to get you an interview. Your LinkedIn profile is first and foremost a networking tool.
- **It has a long tradition other tools don't.** Resumes have been used for years and are an expected part of the job search process. You'll almost always be asked for one.
- **It's more flexible than other tools.** While there's a lot you can do with an online profile, a resume is still easier to target to a specific job or opportunity.
- **It's more portable than online profiles.** When you're networking or at a job fair, for example, it's nice to have a document you can pull out and share with others.
- **It may offer a more fair and objective screening process.** Because online profiles can contain photos and other personal content, the review process may be more biased.

As you can see, your resume remains a key marketing document and an essential part of your job search toolkit. In fact, the work you do in preparing it will serve you well in all your job search activities, from networking to interviews and beyond.

Sample Resume Walk-Through

One of the best ways to learn how to write an effective resume is to study examples of successful resumes. Our sample resume is for Beth Smith, an administrative assistant seeking work as a project coordinator.*

As you view the sample, notice that each section of the resume—from the opening summary to the final section—is focused on Beth's goal of working as a project coordinator.

Following are the different sections of Beth's resume:

Full resume

Top portion of resume

Header (contact information)

Headline and summary

Skills and Abilities

Work Experience

Education

Continuing Education

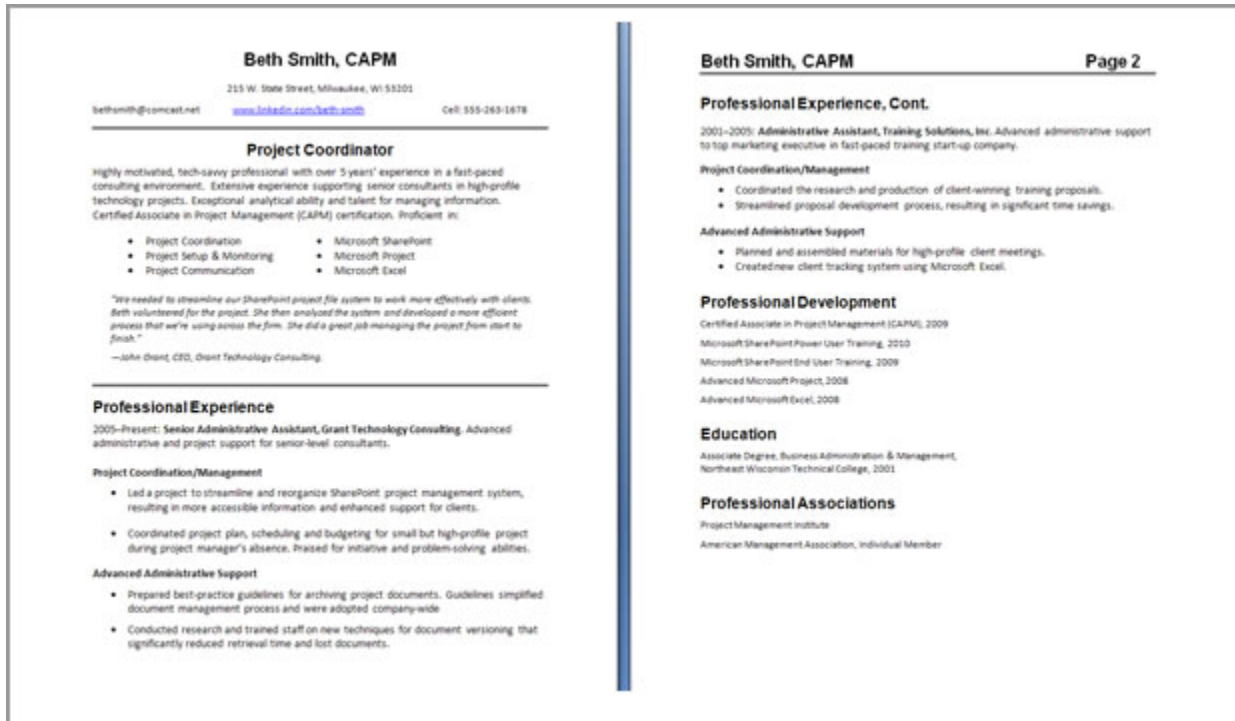
Other information

When arranging sections of your resume, use whatever order best showcases your qualifications. For example, Beth places her Professional Development section (her preferred section name for continuing education) *before* her Education section to showcase training she has taken.

*Beth Smith is a fictitious person. Any resemblance to a real person is unintended.

Full Resume

The sections of your resume should work together as one to support your job target. Beth's full resume is shown below. Each section supports her goal to work as a project coordinator.



Notice that Beth's resume is two pages. This gives her room to provide a strong opening, and plenty of white space throughout.

Beth also makes use of bullets and headings to highlight information.

The full two page version of the resume follows.

Beth Smith, CAPM

215 W. State Street, Milwaukee, WI 53201

bethsmith@comcast.net

Cell: 555-263-1678

Project Coordinator

Highly motivated, tech-savvy professional with over 5 years' experience in a fast-paced consulting environment. Extensive experience supporting senior consultants in high-profile technology projects. Exceptional analytical ability and talent for managing information. Certified Associate in Project Management (CAPM) certification. Proficient in:

- Project Coordination
- Project Setup & Monitoring
- Project Communication
- Microsoft SharePoint
- Microsoft Project
- Microsoft Excel

"We needed to streamline our SharePoint project file system to work more effectively with clients. Beth volunteered for the project. She then analyzed the system and developed a more efficient process that we're using across the firm. She did a great job managing the project from start to finish."

—John Grant, CEO, Grant Technology Consulting.

Professional Experience

2005–Present: **Senior Administrative Assistant, Grant Technology Consulting.** Advanced administrative and project support for senior-level consultants.

Project Coordination/Management

- Led a project to streamline and reorganize SharePoint project management system, resulting in more accessible information and enhanced support for clients.
- Coordinated project plan, scheduling and budgeting for small but high-profile project during project manager's absence. Praised for initiative and problem-solving abilities.

Advanced Administrative Support

- Prepared best-practice guidelines for archiving project documents. Guidelines simplified document management process and were adopted company-wide
- Conducted research and trained staff on new techniques for document versioning that significantly reduced retrieval time and lost documents.

Professional Experience, Cont.

2001–2005: **Administrative Assistant, Training Solutions, Inc.** Advanced administrative support to top marketing executive in fast-paced training start-up company.

Project Coordination/Management

- Coordinated the research and production of client-winning training proposals.
- Streamlined proposal development process, resulting in significant time savings.

Advanced Administrative Support

- Planned and assembled materials for high-profile client meetings.
- Created new client tracking system using Microsoft Excel.

Professional Development

Certified Associate in Project Management (CAPM), 2009

Microsoft SharePoint Power User Training, 2010

Microsoft SharePoint End User Training, 2009

Advanced Microsoft Project, 2008

Advanced Microsoft Excel, 2008

Education

Associate Degree, Business Administration & Management,
Northeast Wisconsin Technical College, 2001

Professional Associations

Project Management Institute

American Management Association, Individual Member

Top Portion of Resume

The top portion of your resume (roughly the first third to half of the page) must entice the reader to continue reading. Here's the top half of the first page of Beth's resume:



Notice what Beth has done with this section to grab the reader's attention and communicate a strong sense of her qualifications and brand:

- She leads with a strong **headline** (Project Coordinator), which lines up nicely under her name. This gives the reader a sense that Beth is *already* a project coordinator.
- She offers a strong **summary** that communicates her talents, skills, and initiative. We get an immediate sense of Beth as a capable professional who can "hit the ground running."
- She adds a **testimonial** that supports her job target and provides specific, verifiable information on one of her top achievements as an administrative assistant.

The top portion of your resume is what the reader notices first. This is true whether they're reading a print copy of your resume or have just opened it up on their computer. Make it count!

Header

The header is a practical section that gives the reader straightforward contact information. Here's the header section of Beth's resume:



Beth has included the following information in her resume header:

- **The name she prefers to be called.** Beth's given name is Elizabeth, but she goes by Beth. If she used Elizabeth, readers might wonder if she preferred that name.
- **Her full street address.** Note that if Beth were posting her resume online, she might choose to leave off the street address for security purposes.
- **Her personal email address.** This provides her reader with a convenient means of contact while ensuring confidentiality in her job search.
- **Her LinkedIn address.*** Beth has a complete LinkedIn profile and maintains it regularly. If her profile was not complete, she would leave this address off.
- **Her cell phone number.** Like her email address, this provides another convenient and confidential means of contact.

Notice that Beth has also added her CAPM (Certified Associate in Project Management) designation after her name. This supports her current goal to be a project coordinator.

*Adding a LinkedIn or other social networking address is optional, but including it will show employers you're up-to-date and tech savvy.

Headline and Summary

Headlines and summaries are sometimes discussed separately. Here they are combined as one unit. This unit replaces the traditional objective (more on that below) with a more powerful statement. Here's the headline and summary for Beth's resume:

Project Coordinator

Highly motivated, tech-savvy professional with over 5 years' experience in a fast-paced consulting environment. Extensive experience supporting senior consultants in high-profile technology projects. Exceptional analytical ability and talent for managing information. Certified Associate in Project Management (CAPM) certification. Proficient in:

- Project Coordination
- Project Setup & Monitoring
- Project Communication
- Microsoft SharePoint
- Microsoft Project
- Microsoft Excel

Beth has included the following information in her headline/summary section:

- **A headline stating her objective.** If Beth applies to a project coordinator job that's related to a particular function or product, she can add that (e.g., Project Coordinator – Technology).*
- **A paragraph summarizing her strengths and experience.** Beth presents herself as an experienced, highly skilled professional with an interest in working in consulting.
- **A bulleted list of skills that extends the summary.** To back up her job target as a project coordinator, Beth lists functions and software she's skilled in.

In writing the summary, the language you use is important.

***The Objective Section.** A new way to write an objective is to make it a headline. In Beth's resume, her objective is implied in the headline "Project Coordinator." This is more effective than old-style statements like this: "*A challenging position that will allow me to use my project coordination skills.*" Today, statements like this are considered too general and self-serving to be effective.

Skills and Abilities

For a powerful resume that matches an employer’s needs, it’s essential to communicate your skills and abilities. These can be integrated throughout your resume. Here are some of the sections in which they can appear:

- In your summary statement
- In a special skills section
- As part of your accomplishments
- In your continuing education

While Beth chose to emphasize her project coordination skills as part of her summary, she could also have listed them in a separate section called “Project Coordination Skills.”

In her summary, Beth also mentions her “exceptional analytical ability” and “talent for managing information.” These are **transferable skills**—skills that she can use not only as a project coordinator but in a wide range of jobs.

Highly motivated, tech-savvy professional with over 5 years’ experience in a fast-paced consulting environment. Extensive experience supporting senior consultants in high-profile technology projects. **Exceptional analytical ability** and **talent for managing information**. Certified Associate in Project Management (CAPM) certification. Proficient in:

Beth’s skills are also reflected in her Professional Development section. Her course listings there also reinforce the project coordination skills listed in her summary.

Work Experience

In this section, you list what you accomplished that's relevant to your current job target. Here is the work experience section of Beth's resume (she has named hers Professional Experience).

Professional Experience

2005–Present: **Senior Administrative Assistant, Grant Technology Consulting.** Advanced administrative and project support for senior-level consultants.

Project Coordination/Management

- Led a project to streamline and reorganize SharePoint project management system, resulting in more accessible information and enhanced support for clients.
- Coordinated project plan, scheduling and budgeting for small but high-profile project during project manager's absence. Praised for initiative and problem-solving abilities.

Advanced Administrative Support

- Prepared best-practice guidelines for archiving project documents. Guidelines simplified document management process and were adopted company-wide
- Conducted research and trained staff on new techniques for document versioning that significantly reduced retrieval time and lost documents.

2001–2005: **Administrative Assistant, Training Solutions, Inc.** Advanced administrative support to top marketing executive in fast-paced training start-up company.

Project Coordination/Management

- Coordinated the research and production of client-winning training proposals.
- Streamlined proposal development process, resulting in significant time savings.

Advanced Administrative Support

- Planned and assembled materials for high-profile client meetings.
- Created new client tracking system using Microsoft Excel.

There are several points to note about this section:

- For a resume format, Beth chose a **combined style** (chronological with functional headings). This works well because:
 - She has a steady work history, with no break between jobs. Both of her jobs are administrative assistant positions.
 - The transition from administrative assistant to project coordinator is a logical progression, not a major career change.

- The headings (Project Coordination/Management and Advanced Administrative Support) let her highlight advanced projects that help qualify her for a coordinator position.
- To highlight her achievements, she uses bulleted text and keeps her job descriptions brief and to the point.
- She uses the same set of headings for the two jobs. This helps the reader grasp the information more quickly.
- Because she wants to emphasize her current position, she gives more detail. But she keeps the length consistent within each position.

Education

The education section is an essential part of your resume. But the emphasis you give it depends on your goals and the stage you are at in your career. Here is the education section of Beth's resume:



A few points to note about this section:

- It appears fairly late in her resume (it's the second to last item). Since Beth has 10 years of work experience, her college degree is less relevant than if she were a new graduate.
- She places it *after* her continuing education section. Because her professional development courses are directly related to her current goal, she gives them more emphasis.
- Since her degree is fairly recent, she includes the year it was granted. Older workers might consider leaving the date off their degrees, since this calls attention to their age.

If you are a new graduate, or if you are changing careers and have just retrained, you may want to highlight your education. For example, it's perfectly acceptable to place education *before* your work experience if it's your strongest qualification.

Continuing Education

Employers want employees who are committed to continuous learning, so this section is important. Here is Beth's continuing education section:

Professional Development

Certified Associate in Project Management (CAPM), 2009

Microsoft SharePoint Power User Training, 2010

Microsoft SharePoint End User Training, 2009

Advanced Microsoft Project, 2008

Advanced Microsoft Excel, 2008

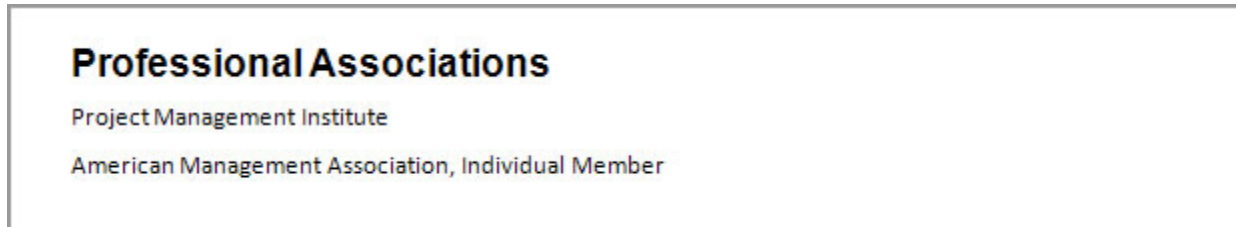
Some points to note about this section:

- Beth chose the heading “Professional Development.” Other options might be “Advanced Training,” “Project Management Training,” or “Additional Coursework.”
- She leads with her most important credential, her Certified Associate in Project Management (CAPM) designation (2009). In this case the credential is more important than the date.
- Beth has taken many courses, but she only lists the most recent and relevant. For example, including training in Microsoft Word from 2003 would detract from her other training.
- She uses precise language to describe the courses, including the full name of the application. This is important both for credibility and keyword searching.

Again, employers love to see a commitment to continuous learning, so don't forget to include this section. If you haven't taken any courses recently, sign up for one today!

Other Information

This is an optional, miscellaneous category. Use it to list your professional memberships, awards, publications, or special hobbies that are relevant to your job target. Beth highlights her professional association memberships:



Some points to note about this section:

- The heading depends on what you choose to highlight. For example, if you have received awards that are relevant to your job target, you could use “Special Awards” or a similar heading.
- As with your continuing education section, list information in order of importance. Beth lists the Project Management Institute first, since it is most closely related to her goal.
- You can have more than one section in the “Other Information” category. For example, if you want to highlight both professional associations and awards, make a heading for each one.

The key thing to remember for this category is **relevance**. Perhaps you placed well in a marathon or 10K race. But unless you’re targeting a job where physical fitness is important, leave it off your resume. Highlight only what is directly relevant to your job target.

More Sample Resumes

The samples below* use a variety of formats and approaches. However, note that each starts out with a summary or profile that quickly communicates who the writer is and what he or she offers.

Krista Ann Brown, Certified Nursing Assistant

Krista uses a functional format to highlight her strong skills in caring for the elderly and vulnerable adults. Her role as a kind, caring professional shines through this resume.

John Grant, Supply Chain Manager

John uses a chronological format to highlight his strong experience in manufacturing and material requirements planning (MRP). Because MRP is important to his job target as a supply chain manager, he highlights the term throughout.

Meg McDonald, Paralegal

Although Meg's last two assignments were temporary, they support her target of working as a paralegal. So she uses a chronological focus. Note her keyword-rich qualifications list, which highlights functions she handled as a paralegal.

Michael Jones, Public Relations Position

Michael is a journalism and public relations graduate seeking an opportunity in public relations. The one-page format allows him to emphasize his recent degree while still promoting his internships with top firms in the area.

Mary Ann Johnson, Healthcare Writer/Editor

Because she has impressive experience in her field, Mary Ann uses a chronological format. She also emphasizes the healthcare organizations she has worked with by providing a brief description of each in italics.

*Content used in these samples is based on real-life situations, but specific details have been changed. Any resemblance to actual people is unintended.

Krista Ann Brown

111 South St., #101, Baltimore, MD 49706

mabrown@ymail.com

Cell: 410-000-000

Professional Summary

Reliable, caring **certified nursing assistant** with over two years experience caring for elderly and vulnerable adults. Excellent client care; work well with bedridden, physically challenged and memory-impaired residents. Friendly and compassionate, with excellent interpersonal communication skills. Flexible: available days, evenings, weekends and holidays. Discreet and confidential in all dealings with patients and staff.

Licenses and Certifications

- Maryland CAN License in good standing
- CPR Certified

Qualifications

- Comfort and motivate patients
- Assist with personal care & hygiene
- Provide assistance with meals
- Ensure residential rooms maintained
- Manage pericare routine and cleanup for coroner
- Comply with OSHA and HIPPA
- Able to pass physical and TB tests
- Excellent attendance record
- Follow direction of nurses
- Work with minimal supervision

Accomplishments

- **Communication and Interpersonal**
 - Offered conversation and companionship to long-term care residents, establishing and maintaining positive patient relationships.
 - Responded to patient calls in a timely and efficient manner. Determined need and provided for care of individuals.
 - Related well with team members, residents and families.
 - Provided social and emotional support; encouraged residents who felt sad or lonely.
 - Observed physical and emotional changes; reported patient conditions to nurses.

Accomplishments, Cont.

- **Care and Support**
 - Assisted residents in the process of getting ready for the day; ensured they were comfortably on time for all meals and activities
 - Helped residents with daily hygiene including showering, oral and pericare, incontinence care, minimizing rashes, sores and soiling
 - Transferred individuals from bed to chair, bed to commode, chair to commode, using Gait Belts, Hoyer Lifts and EasyStands as needed, ensuring patient safety and comfort.

- **Organizational Skills**
 - Visited and evaluated patients daily to determine which patients needed more time to prepare for the day and to respect the needs of each individual.
 - Inventoried housekeeping and personal supplies of residents. Replaced or had supplies ordered as needed.

- **Recreation & Physical Therapy**
 - Supported residents with field trips, arts and crafts, music, games and reading activities. Ensured participants arrived on time, had needed accommodations and positive experiences.
 - Worked range of motion activities with patients as instructed by LPN or RN.
 - Helped patients with daily living activities including walking and exercising; helped residents achieve a good quality of life.

Professional Experience

Certified nursing assistant, Reliable Senior Services, Baltimore, MD, 2009–2011.

Certified nursing assistant, Central Hospital, Baltimore, MD, 2008–2009.

Certified nursing assistant, Maryland Health Clinic, Baltimore, MD, 2007–2008.

Education

Graduate, Baltimore Central High School, Baltimore, MD, 2007.

John Grant

201 Oak Road, Milwaukee, WI 53219

jgrant@ymail.com

Cell: 414-000-000

Supply Chain Manager

Career Objective

Senior position in supply chain management drawing on extensive experience in manufacturing and material requirements planning (**MRP**). Work in a team-based environment where continuous improvement, dedication, creativity, and commitment to quality are encouraged.

Summary of Qualifications

- Hands-on professional with 20+ years' experience in high-volume purchasing (\$18 million buy in 2008), domestic and global supply chain management, purchasing management, inventory control, production planning, warehouse management, transportation and plant management in an ISO 9001 environment.
 - Experienced with raw and finished commodities including bulk candy, office supplies, and aluminum castings. Customers have included industry leaders such as Wal-Mart, Target, Menards, John Deere, Toro, GE Medical.
 - Particular strengths in total cost analysis, domestic and international supply chain purchasing, internal procedure analysis, strong **MRP** and ERP procedural knowledge, **MRP** requisition/PO process implementation, conflict resolution, design and implementation of supplier agreements.
 - Highly experienced in ABC inventory analysis, warehouse storage capacity analysis and design, and lean manufacturing concepts and transportation systems.
 - Proficient use of Microsoft Word, Outlook, Excel and SAP **MRP** software.
-

Industry-Related Experience

Senior Buyer/Expeditor Freemont Network Power, Milwaukee, WI, 2011–Present:

- Managed purchasing for two-division consolidation coupled with total migration from existing to new ERP software.
- Ran **MRP** and discrete shortage reports on a daily basis. Drove on-the-spot high-dollar purchasing while expediting production floor shortages.
- Consulted with divisional supply chain director concerning improper purchasing practices.
- Purchased products from China and Mexico for as part of Freemont global supply chain.

Industry-Related Experience, Cont.

Buyer, Green Metal Inc., Milwaukee, WI, 2008-2010:

- Purchased domestic and foreign metal casting commodities for ISO 9001 contract manufacturer. Responsible for purchases exceeding \$18 million in 2009.
- Executed corporate and strategic plans to meet commodity price reductions, product purchasing, supplier consolidation, supplier and part certification, physical inventory elimination and maintenance, on-time delivery performance and inventory turns.
- Introduced customized **MRP** Crystal Report for purchasing management designed to isolate item purchase pricing discrepancies. Report resulted in \$57K annual savings from single supplier/SKU during first three months of employment.
- Introduced EOQ spreadsheet to management staff. Adopted as a departmental guide and used by four other department buyers.
- Led troubleshooting effort to resolve receiving and accounts payable issues, working with supplier and internal receiving and finance departments.

Supply Chain Manager, Johnson Window, Milwaukee, WI, 1997–2008:

- Managed all supply chain activities including production and capacity planning, purchasing, and inventory. Supervised warehouse and shipping activities.
- Implemented supply chain techniques focusing on annual company spending, supply market, total cost analysis, identification of suitable suppliers, and development of sourcing strategies while minimizing risk and costs.
- Developed and maintained all supplier files and confidential purchase agreements.

Production & Transportation/Inventory Manager, ABC Candy, Milwaukee, WI, 1982–1996:

- Developed perpetual inventory system of raw materials to provide accurate daily/monthly inventory levels and unit sales data.
- Developed and implemented **MRP** system for controlling inventories of finished product, which maximized production and minimize outages.
- Purchased all packaging materials ranging from corrugated boxes, label stock, pallets, and several types of polly bags.

Education & Certification

Ongoing study toward the **Certification in Production and Inventory Management** (CPIC) through the Association for Operations Management. Expected completion 5/2011.

Meg McDonald

18881 Smith Trail, Detroit, MI 49706

mollykmcginnis@ymail.com

Cell: 313-000-000

Skilled and dedicated **paralegal** with extensive experience and training in the medical/legal field. Demonstrated capacity to provide comprehensive support; excel at problem-solving and effective management of daily tasks. Proven track record of accurately completing and managing projects under tight deadlines.

Key Qualifications

- Real Estate
- Personal Injury
- Chart Summaries
- Medical Assistant
- Medical DME
- Research
- Discovery
- Workers' Comp
- Litigation
- Transcription
- Editing/Proofreading
- Internal Communications
- Client Relations
- Drafting Legal Documents
- Document Management

Technical Skills

Microsoft Office, Excel, PC Law, Transcription, Access, Power Point, Internet/e-mail, 75 wpm keyboard.

Work Experience

Paralegal, Family Law, Real Estate, Probate, Smith Law Firm, Detroit, MI, 1/11–3/11 (Temporay Assignment).

Planned and drafted professional memos, letters, and legal documents to exacting standards. Proficient in chronological order of chart summaries. Maintained accurate client files, correspondence, and court date calendars. Scheduled attorney client conferences and updated client files. Managed all in-coming calls for attorneys in professional, courteous manner.

Paralegal, Leasing, Carter Law Firm, Detroit, MI, 6/10–12/10 (Temporay Assignment).

Managed and distributed leasing documents via photocopy, fax, FedEx, internal/external mail, messenger service and e-mail under tight deadlines. Typed and processed accurate legal documents for court filings/legal pleadings. Created and maintained all commercial real estate lease contracts. Obtained background record research. Created tracking spreadsheet for A/R invoicing and collections that streamlined A/R process.

Work Experience, Cont.

Paralegal, Mortgage Foreclosure, Green Law Firm, Detroit, MI, 4/09–5/10.

Communicated regularly with real estate agents and clients on status of foreclosure five-week redemption process. Created and implemented an Excel spreadsheet to track real estate affidavits sent and received. Created client invoices. Drafted legal foreclosure documents. Awarded employee achievement for developing tracking system for abandonment affidavits.

Medical/Legal Administrative Assistant, temporary contracts with various organizations, Detroit, MI, 1/08–3/09.

- **Regis Corp**—Drafted and edited commercial franchise contracts, estoppels/SNDA. Assisted clients with franchise process.
- **Grant Law Firm**— Created professional memos, letters and legal documents. Managed chart summaries and maintained client files.
- **Wayne County**--Supervised and facilitated training on dictation system. Assisted with departmental programs for legal, medical and community awareness.

Paralegal Internship, Black & Associates, 6/07–12/07.

Conducted pre-sale process of files for mortgage foreclosures. Prepared affidavits, legal pleadings, summons and complaints. Reviewed legal documents for court filing, bankruptcy, processed invoices.

Education & Professional Development

Associate in Applied Science, Paralegal, Detroit School of Business, Detroit, MI, Honors, GPA 3.63.

Associate in Applied Science, Medical Assistant, Harrington College of Business, San Diego, CA.

Certificate in Insurance/Collection, Insurance Collection Specialist, Smith Associates, San Diego, CA.

Mary Ann Johnson

111 Oak St., #303, Mountain View, CA 94720 mabrown@ymail.com Cell: 510-000-000

Career Profile

Creative, persuasive, deadline-driven **writer, editor and project manager** with a passion for health and wellness. Skills include project management, writing of print and web content, substantive editing, copyediting, proofreading, medical writing, acquisitions, contract negotiation, video production, research and analysis, public speaking, and marketing.

Professional Experience

Greenview Medical, Mountain View, CA, 2009–Present

Greenview Medical is an integrated care system that includes Catholic Health Services, Greenview Medical Clinic, Greenview Medical Foundation and Greenview Medical Institute.

Health Education Writer, 2010–Present

- Coordinated and developed patient education materials and web content for Catholic Health Services and various Greenview Medical clinics.
- Collaborated with physicians and other clinical professionals to create strategy for delivering high-quality patient education programs using needs assessment tools.
- Compiled, wrote and edited patient education materials with internal clinical experts in the areas of bariatric surgery, eating disorders and pediatric obesity to create customizable patient binders. Binders allowed patients to have all their needed materials in one location.

Developmental Editor, International Diabetes Center, 2009–2010

- Planned and developed high-quality diabetes education publications.
- Effectively led project development teams by creating and nurturing a strong team atmosphere with clinical partners.
- Communicated complex health and scientific concepts to patients written in a fifth grade reading level or below.

Pinehurst Foundation, Mountain View, CA, 2000–2009

Pinehurst is a private alcohol and drug-addiction treatment center. The Publications division provides research-based educational materials to professionals and clients.

Acquisitions Editor/Video Producer, 2002–2009

- Acquired, developed and edited research-based curricula pertaining to substance abuse/dependence in a treatment center, health care and criminal justice setting.
- Played a leading role in developing publishing strategy and ensuring the publication of curricula to meet a \$5 million net revenue goal.

Pinehurst Foundation, Cont.

Acquisitions Editor/Video Producer, 2002–2009, Cont.

- Completed profit and loss statements and consistently met budget requirements.
- Regularly reviewed research- and evidence-based practices in the areas of criminal justice and chemical dependency treatment.
- Hired and supervised freelance writers, editors and video production companies.
- Actively pursued project acquisitions at national/international conferences.
- Worked closely with authors, marketers and copy editors from manuscript development through publication.
- Negotiated contracts with authors, attorneys, government agencies and literary agents.
- Handled all managerial tasks in addition to regular job duties during supervisor's nine-month leave of absence.

Acquisitions Editor, Healthful Living, 2000–2001

- Acquired, developed and edited self-help and health care books for trade market.
- Developed and edited trade and professional books, video scripts and curricula.
- Coordinated public events for organization's 50th anniversary celebration.
- Evaluated trade proposals for publication.
- Approved marketing copy prior to publication.

University of California–Berkeley, 1990–2000

Managing Editor, Journal of Agricultural & Food Chemistry, 1998–2000

Assistant to the Editor, Journal of Dental Research, 1994–1997

Assistant to the Director, Dental Research Institute, 1990–1993

Education & Certifications

Bachelor of Arts, English, University of California–Berkeley, Berkeley, CA

Certified Toastmaster, Toastmasters International, 1999

Michael Jones

320 • Eden Drive, Fargo, ND 58506
(701) 000-0000 • mjones@mymail.com

Summary & Objective

Highly-motivated journalism graduate seeking **public relations position** where strong writing, public relations, and social media skills are required. Successful experience as marketing intern with leading companies in retail, technology, and recording industries. Experienced blogger and social media enthusiast.

Education

Bachelor of Arts, **Journalism & Public Relations**, University of North Dakota, Grand Forks, ND, 2010, GPA 3.81. Special emphasis on blogging and social media.

Summary of Qualifications

- **Marketing/PR:** Wrote high-impact press releases and assisted with marketing strategy
- **Social Media:** Blog writer and promoter for popular blog on local music scene
- **Research:** Keen understanding of pop culture, current pop issues, and evolving trends
- **Promotion:** Helped develop successful promotional strategy for top U.S. record label

Employment History

Marketing Intern, **Millennium Technologies**, Fargo, ND, June 2010–September 2010.

Marketing Intern, **Best Buy**, Fargo, ND, June 2009–September 2009.

Marketing/PR Intern, **Omni Records**, Fargo, ND, June 2008–September 2008.

Publications

Researched, wrote, and promoted content for **Fargo Music Scene**, a blog published by the Fargo Community Arts Foundation, Fargo, ND.

Sample Plain Word Text Resume

BETH SMITH, CAPM

215 W. State Street, Milwaukee, WI 53201
bethsmith@comcast.net
www.linkedin.com/beth-smith
Cell: 555-263-1678

PROJECT COORDINATOR

Highly motivated, tech-savvy professional with over 5 years' experience in a fast-paced consulting environment. Extensive experience supporting senior consultants in high-profile technology projects. Exceptional analytical ability and talent for managing information. Certified Associate in Project Management (CAPM) certification.

Proficient in:

- * Project Coordination
- * Project Setup & Monitoring
- * Project Communication
- * Microsoft SharePoint
- * Microsoft Project
- * Microsoft Excel

TESTIMONIAL: "We needed to streamline our SharePoint project file system to work more effectively with clients. Beth volunteered for the project. She then analyzed the system and developed a more efficient process that we're using across the firm. She did a great job managing the project from start to finish." John Grant, CEO, Grant Technology Consulting.

PROFESSIONAL EXPERIENCE

2005-Present: Senior Administrative Assistant, Grant Technology Consulting. Advanced administrative and project support for senior-level consultants.

Project Coordination/Management

- * Led a project to streamline and reorganize SharePoint project management system, resulting in more accessible information and enhanced support for clients.
- * Coordinated project plan, scheduling and budgeting for small but high-profile project during project manager's absence. Praised for initiative and problem-solving abilities.

Advanced Administrative Support

- * Prepared best-practice guidelines for archiving project documents. Guidelines simplified document management process and were adopted company-wide.

- * conducted research and trained staff on new techniques for document versioning that significantly reduced retrieval time and lost documents.

2001-2005: Administrative Assistant, Training Solutions, Inc. Advanced administrative support to top marketing executive in fast-paced training start-up company.

Project Coordination/Management

- * Coordinated the research and production of client-winning training proposals.

- * Streamlined proposal development process, resulting in significant time savings.

Advanced Administrative Support

- * Planned and assembled materials for high-profile client meetings.

- * Created new client tracking system using Microsoft Excel.

PROFESSIONAL DEVELOPMENT

Certified Associate in Project Management (CAPM), 2009

Microsoft SharePoint Power User Training, 2010

Microsoft SharePoint End User Training, 2009

Advanced Microsoft Project, 2008

Advanced Microsoft Excel, 2008

EDUCATION

Associate Degree, Business Administration & Management,
Northeast Wisconsin Technical College, 2001

PROFESSIONAL ASSOCIATIONS

Project Management Institute

American Management Association, Individual Member

5 Signs Your Résumé is Passé

Tania Khadder / SalesHQ

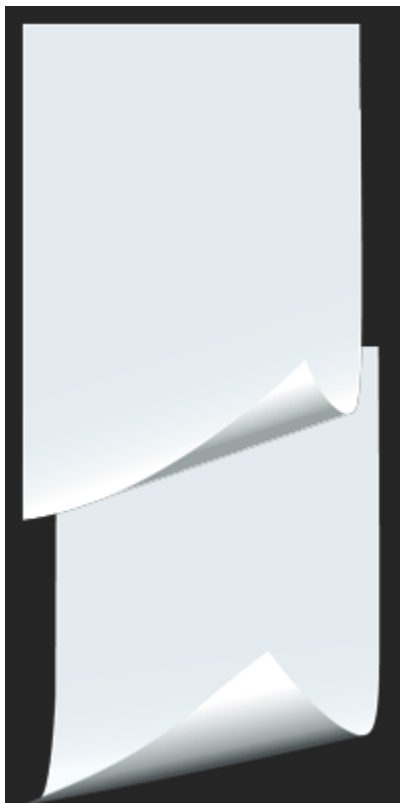
The workplace is not what it was five years ago. Neither is the job hunt.

The most successful candidates are those who are ready and willing to adapt to a changing landscape. But it doesn't matter how ready you are for the modern workplace if your résumé's straight out of 1994.

And sometimes, it's the most minute details that make all the difference.



Does *your* résumé speak to the modern hiring manager? Or does it need a serious makeover? Your résumé might be passé if...



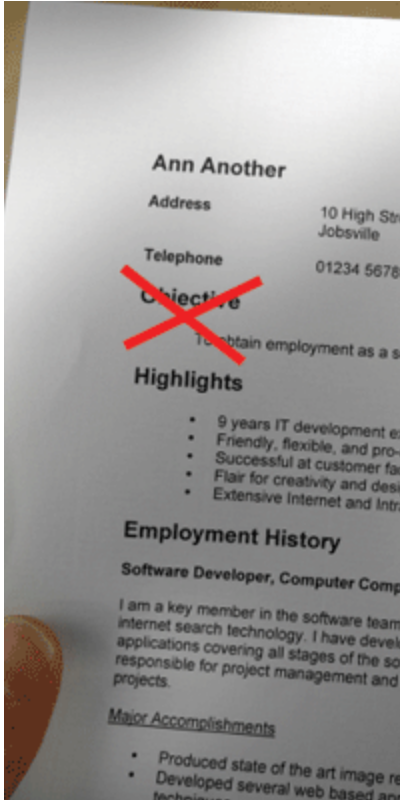
#1: You've forced it to fit onto one page.

You've reduced your font size to eight, eliminated margins altogether and left out key information about yourself, all to conform to that age-old "one page résumé" rule. Big mistake. After all, would a recent college grad really need the same amount of résumé real estate as someone who's been in the workforce for 20 years? Of course not.

Don't get me wrong: Your résumé should be concise. Recruiters are busy people – they don't have time or the patience for long-winded career chronologies. But if your experience warrants two pages, by all means, don't limit yourself to one.

It also is obvious if you have tried to cram everything into one page for the sake of it being one page.

But don't take this tip lightly. Most people *think* they need to list every minute detail of their professional history. Do some heavy editing and if, at the end, you're still over, stop worrying.



#2: You list an objective.

Of course you're looking to gain more experience in the field/sector/type of company to which you're applying. Your interest in the job *implies* that. Do you really need to say it at the very top of your résumé?

At this point in the selection process, hiring managers are far more interested in what you can do for them than what they can do for you.

If you want to explain why you're applying for the job, say so in your cover letter. Résumé space is far too valuable to waste on information that is both redundant and inconsequential.

#3: You write "References available upon request" at the bottom.

Once again, a waste of valuable space. Do you really need to say so? The hiring manager can only assume that if they ask you for references, you'll provide them. What, are you going to say "no?"

Instead, prepare a list of references with contact details and your relationship to each. Hold onto it until you're further along in the selection process — you don't want to annoy your referees with repeated contact by employers who are less than serious about you. Most respectable employers wouldn't bother to contact a reference until they are fully ready to make you an offer.





#4: You attach it to your email as a Word document.

While you're unlikely to be penalized for emailing a Word document, there's a lot to be said for converting it to a PDF before sending.



A PDF document just looks neater. And even if you've gone crazy with the formatting, it will show up correctly on the hiring manager's computer no matter what their settings, Word version, or font inventory. Besides, do you really want those squiggly red lines showing up under your former company's name?

Stick to PDF. It's the only surefire way to display your résumé *exactly* as you intended it.

#5: You list every job you've ever had in chronological order.

In the olden days, the person with the most experience got the job.

Nowadays, the person who's most talented, has the most relevant skill set, and has proven to be most valuable to his or her former employers gets the job.

If you want to be that person, make sure your résumé says so. Don't list jobs that are irrelevant to the one you're applying for just to fill up space. Instead, expand on the jobs that are relevant. Focus on measurable achievements in each role as opposed to a play-by-play of your daily responsibilities.



11 Things You Should Never Put On Your Resume

Vivian Giang | Dec. 20, 2011

A new batch of December graduates is getting ready to fly the coop in search for a job and we hope they've already heard the bad news: There are a lot of unemployed people out there.

If the market far exceeds demand, how do you make sure you get past the resume screening process into the interviewing round? By making sure your resume is flawless.

"Somewhere between 95 to 99% of resumes have stuff that shouldn't be on there," Eli Amdur, senior coach and adviser from the Amdur Coaching and Advisory Group, told us. "The general rule is if you put anything on there that distracts the reader from your real accomplishments, then don't do it. Resumes need to be concise and clear."

We've compiled some tips from career experts to make sure your resume steers clear of the trash pile.

1. Get rid of the objective: If you applied, it's already obvious you want the job!

2. Cut out all the irrelevant work experiences

If you're still listing that prized shift leader position from your high school days, it's time to move on.

Yes, you might've been the "king of making milkshakes," but unless you're planning on redeeming that title, it's time to get rid of all that clutter.

3. Take a pass on the personal stuff: marital status, religious preference and social security numbers

This might've been the standard in the past, but all of this information is now illegal for your employer to ask you so there's no need to include it. It will likely only hurt your chances of getting the position more than it would help you, says [Catherine Jewell](#), author of the book "New Résumé, New Career."

Another piece of personal information you should never include on your resume is your social security number, Sara Player, client support specialist for CareerBuilder.com, told us. Player isn't actually sure why people decide to include their social security numbers, but she knows she sees it all too often and it's unnecessary, not to mention, a little risky.

4. Don't let your resume exceed one page

Yes, this might be difficult if you've had a lot of experience and you're proud of *all* of it. But just because you're proud doesn't mean they're necessarily relevant. Cut it down; employers don't have the time to read two whole pages.

CareerBuilder.com's Sara Player says: "Keep your work history short and to the point. When you describe what you have achieved while in the position, try putting it in bullet form and put what is most important first."

5. Don't list your hobbies

"Nobody cares — it's not your facebook profile," Player says.

In other words, don't put anything on your resume that's irrelevant to your job. If it's not relevant, then it's a waste of space and a waste of the company's time.

6. Don't give them the chance to guess your age

Yes, your age is included in personal data, but if you don't want to be discriminated from a position because of your age, it's time to remove your graduation date, says Catherine Jewell.

Doug Hadley of Mansfield, Texas, told [MSN](#) that he's begun to leave out the fact that he's a published author: "I don't want to have to omit such things, but I feel as though I don't even get considered if they are on my resume."

Sara Player advises to take out higher education if it's irrelevant to the position you're applying for or if you keep receiving rejection letters stating that you're overqualified.

7. Don't write your resume in the third person

Charlotte Beckett, head of Digital at The Good Agency, told [Linkedin.com](#) that it's fine to write in first person in your opening statement, but the rest of your resume should be in bullet points, such as:

Developed and delivered marketing strategies for a range of products

You should not write in the third person since the recruiter knows you're the one writing the resume.

8. Don't include references

If your employers want to speak to your references, they'll ask you. Also, it's better if you have a chance to tell your references ahead of time that a future employer might be calling.

If you say "references upon request" at the bottom of your resume, you're merely wasting a valuable line, says career coach Eli Amdur.

9. Don't include a less than professional email account. Make a new one. It takes minutes and it's free

10. There's no need to identify your phone number

Amdur says there's no reason to put the word "phone" in front of the actual number.

"It's pretty silly. They know it's your phone number." The same rule applies to email.

11. Don't include your current business contact info

Amdur writes at [Northjersey.com](#):

"This is not only dangerous, it's stupid. Do you really want employers calling you at work? How are you going to handle that? Oh, and by the way, your current employer can monitor your e-mails and phone calls. So if you're not in the mood to get fired, or potentially charged with theft of services (really), then leave the business info off."

NEWTECHCITY

Job Applicants: How to Game Resume Scanners

Tuesday, October 02, 2012

By [Ben Bradford](#)

Job seekers at the Career Link job center use computers to prepare resumes on July 8, 2011 in San Francisco. (Justin Sullivan/Getty Images/Getty)



More and more companies are relying on technology to weed out job applicants at the initial stage of the hiring process – using software that scans and screens resumes in what has become a multi-billion dollar industry.

Applicant tracking systems are a boon for overloaded human resource departments at large companies, but can be a hazard for job hunters who don't know how to tailor their resumes to ensure they aren't tossed out of the applicant pool.

Recruiting software purchase totaled almost \$4 billion last year, according to the research firm Gartner.

Peter Cappelli, the Director of the University of Pennsylvania's Center for Human Resources, said if you apply for a job through a company's website, then it's likely to be filtered through one of these systems.

"I'd say anybody with more than a thousand employees is probably using it." Cappelli says. "And, increasingly these systems are getting cheaper so even smaller companies can use them."

In general, the software will scan information and download it into a database. It looks through for certain keywords or phrases set by the employer- things like years of experience in a field or particular skills. Then, it grades, ranks or screens the resumes, so recruiters only spend time on the best fits. The more advanced the tracking system, the better it can parse what you've written.

But, if your resume has the wrong format or lacks the specific keywords and employer has entered, your application might never make it to a real person.

Better your odds by looking at Jane Doe's resume below and see exactly what not to do.



Jane C. Doe
1234 Apple Street, Unit A
Podunk, C.A. 98765
559-555-6303, JCD@doeadeer.net

PDFs, images, columns and obscure fonts can be difficult for software to scan.

Resumes are often filtered by location: those who are too far from the job, are out.

EXPERIENCE

11/2009 - Present Communications Director, Professional Society of Experts

KEYWORDS:

Recruiters enter words or phrases for the software to look for. Years of experience, salary requirements, location, and specific skills, certifications, knowledge or names of competitors can all be keywords.

There are many ways to guess the keywords, but most importantly, look at the job description. What does it list?

HINT: This resume is too general; there are few likely keywords

- Coordinated communications of more than 80 regional PSE chapters, maintaining a unified message to achieve national goals.
- Generated extensive publicity for Society projects through trade events, press conferences, and one-on-one interviews, and drafted materials.
- Charted editorial direction for Society website and online materials.
- Created and managed a 12-person unpaid internship program, which more than tripled office output.

It would be very difficult to scan this sidebar. Better to list it underneath education.

6/2006 - 10/2009 Communications Specialist, Language Manufacturers of America

- Represented LMA at events and liaised with major donors, member companies, board members, and political allies.
- Researched and wrote content for LMA newsletters.
- Created and managed a work/study program with language manufacturing majors at a nearby college.

Some software can't decipher dates on the left.

8/2004 - 5/2006 **Mixologist**, Selleck's Lounge

- Poured, muddled, mixed, shook, and blended alcoholic beverages for Allsville's busiest nightclub.
- Developed over 17 different original cocktails, all featuring peach schnapps.
- Created and managed a volunteer barback program, for aspiring bartenders

EDUCATION

8/2000-6/2004

University of Allsville
Graduated June 2004 with B.S. in manufactured language, and minor in ethno-geo-politics. Received a variety of awards and honors, including class valedictorian, the Prestigious Student Award, Dean's Honors List. My honor's thesis has been highly-cited in the most scholarly manufactured language journals.

Paragraphs are generally harder to read than bullets.

SKILLS

ONLINE:

Web sites
Social media
Audio-visual editing
Photography.

This should list specific software (e.g. Photoshop).

LANGUAGE:

Elvish (fluent)
Babel (proficient)
Esperanto (conversant)
Klingon (basic)

OTHER:

Bartending
Valid driver's license
NCCER certified

Large companies keep resumes on file and search them again when there are new openings. If you're not looking for a job in PR, best not list your bartending experience or skill with a front-end loader.

Resume Critique Checklist

Resumes normally get less than a 15-second glance at the first screening. If someone has asked you to review his resume and you want to help him ensure it gets read – or want to know if your own is up to par – be sure you can answer yes to the following questions:



First Impression

- Does the resume look original and not based on a template?
- Is the resume inviting to read, with clear sections and ample white space?
- Does the design look professional rather than like a simple typing job?
- Is a qualifications summary included so the reader immediately knows the applicant's value proposition?
- Is the length and overall appearance of the resume appropriate given the career level and objective?

Appearance

- Does the resume provide a visually pleasing, polished presentation?
- Is the font appropriate for the career level and industry?
- Are there design elements such as bullets, bolding and lines to guide readers' eyes through the document and highlight important content?
- Is there a good balance between text and white space?
- Are margins even on all sides?
- Are design elements like spacing and font size used consistently throughout the document?
- If the resume is longer than a page, does the second page contain a heading? Is the page break formatted correctly?

Resume Sections

- Are all resume sections clearly labeled?
- Are sections placed in the best order to highlight the applicant's strongest credentials?
- Is the work history listed in reverse chronological order (most recent job first)?

Career Goal

- Is the career objective included toward the top of the resume in a headline, objective or qualifications summary?
- Is the resume targeted to a specific career goal and not trying to be a one-size-fits-all document?
- If this is a resume for career change, is the current objective clearly stated, along with supporting details showing how past experience is relevant to the new goal?

Accomplishments

- Does the resume include a solid listing of career accomplishments?
- Are accomplishments quantified by using numbers, percentages, dollar amounts or other concrete measures of success?
- Do accomplishment statements begin with strong, varied action verbs?
- Are accomplishments separated from responsibilities?

Relevance

- Is the information relevant to hiring managers' needs?
- Does the resume's content support the career goal?
- Is the resume keyword-rich, packed with appropriate buzzwords and industry acronyms?
- Is applicable additional information, such as awards and affiliations, included, while personal information like marital status, age and nationality unrelated to the job target omitted?

Writing Style

- Is the resume written in an implied first-person voice with personal pronouns, such as I, me and my, avoided?
- Is the content flow logical and easy to understand?
- Is the resume as perfect as possible, with no careless typos or spelling, grammar or syntax errors?

7 Steps To Writing A Cover Letter That Will Actually Get You An Interview

Vivian Giang | Feb. 18, 2012

When it comes to the application process, you should know by now that everything you do matters. There's so much attention given to resumes that we often forget how important a cover letter can be for our job prospects.

"The cover letter is an opportunity for you to tell the recruiters why you're the perfect person for the job," Peggy Padalino, vice president at JobFox, told us. "It's also the place for you to show them you have good communication skills."

You want to be able to craft a creative, easy-to-read cover letter, but trying to make yourself stand apart can sometimes go seriously wrong. We spoke to Padalino for tips on how to write a cover letter that will get you noticed and into the interview.

- 1. Address the cover letter directly to the hiring manager or recruiter.** If this person's name isn't in the job listing, take the extra effort to call or email the company and find out.
- 2. Don't reiterate your resume.** The purpose of having a cover letter is to zero in on why you should be the one considered for the position. Otherwise, there's no point in having one.
- 3. It's a professional document, so don't go too over-the-top.** Yes, trying to figure out ways to be creative may be difficult, but don't go overboard out of desperation. And especially don't say anything like this summer analyst did in his cover letter, which made him a laughing stock on Wall Street:

"I am unequivocally the most unflinching hard worker I know, and I love self-improvement. I have always felt that my time should be spent wisely, so I continuously challenge myself ... I decided to redouble my effort by placing out of two classes, taking two honors classes, and holding two part-time jobs. That semester I achieved a 3.93, and in the same time I managed to bench double my bodyweight and do 35 pull-ups."
- 4. Make sure the reader knows you've done your research.** Convey that you understand the company and its goals, and explain how you'd help it reach those goals.
- 5. Always close your cover letter with an action statement.** Tell the reader what you're planning on doing next — for example, calling in a week or two to follow up.
- 6. Keep your letter no longer than one page.** Your cover letter is an introduction to yourself. It's supposed to show that you have strong communication skills. Be brief and concise.
- 7. Show the recruiter that you'd be a good match based on your skills.** This is a trick Padalino highly recommends: Make two columns in the cover letter. On one side, list the top five requirements that the company wants, and on the other, list how you'd meet each requirement:

Needs

- 3-5 years of business-to-business sales management experience in a service industry
- Travel up to 50%
- Strong communication, presentation and written skills
- Proven track record of meeting and exceeding set goals
- Strong organizational and time management skills

Qualifications

- Proven track record as an enthusiastic, appropriately aggressive sales professional
- Accustomed to regular out-of-town travel
- Demonstrated written and verbal communication skills
- Track record as a successful sales professional with a high work ethic
- Team player who is successful in working within a group, while at the same time working very well independently away from the office



David Gould /Photographer's Choice RF / Getty Images

Resume Types: Chronological, Functional, Combination, Targeted

By Alison Doyle
Job Searching Expert



There are several basic types of resumes used to apply for job openings. Depending on your personal circumstances, choose a chronological, a functional, combination, or a targeted resume. Here are the different types of resumes to use to apply for jobs with examples.

Chronological Resume:

A chronological resume starts by listing your work history, with the most recent position listed first. Your jobs are listed in reverse chronological order with your current, or most recent job, first. Employers typically prefer this type of resume because it's easy to see what jobs you have held and when you have worked at them. This type of resume works well for job seekers with a strong, solid work history.

Functional Resume:

A functional resume focuses on your skills and experience, rather than on your chronological work history. It is used most often by people who are changing careers or who have gaps in their employment history.

Combination Resume:

A combination resume lists your skills and experience first. Your employment history is listed next. With this type of resume you can highlight the skills you have that are relevant to the job you are applying for, and also provide the chronological work history that employers prefer.

Resume With Profile:

A resume with a profile section includes a summary of an applicant's skills, experiences and goals as they relate to a specific job.

Targeted Resume:

A targeted resume is a resume that is customized so that it specifically highlights the experience and skills you have that are relevant to the job you are applying for. It definitely takes more work to write a targeted resume than to just click to apply with your existing resume. However, it's well worth the effort, especially when applying for jobs that are a perfect match for your qualifications and experience.

Mini Resume:

A mini resume contains a brief summary of your career highlights qualifications. It can be used for networking purposes or shared upon request from a prospective employer or reference writer who may want an overview of your accomplishments, rather than a full length resume.

Nontraditional Resume:

A nontraditional resume is a web-based version of your resume that may include photos, graphics, images, graphs and other visuals.

Sample Chronological Resume for a Retail Position

Paul Jones

6 Pine Street
Arlington, VA 12333
555.555.5555 (home)
566.486.2222 (cell)
email:phjones@vacapp.com

Experience

Key Holder, Montblanc
April 2009 - Present

- Opened new specialty boutique
- Place orders to restock merchandise and handled receiving of products
- Manage payroll, scheduling, reports, email, inventory, and maintain clientele book and records
- Integrated new register functions
- Extensive work with visual standards and merchandising high-ticket items

Sales Associate, Nordstrom - Collectors and Couture Departments
July 2007 - April 2009

- Merchandised designer women's wear
- Set-up trunk shows and attended clinics for new incoming fashion lines
- Worked with tailors and seamstresses for fittings
- Scheduled private shopping appointments with high-end customers

Bartender, Jigg's Corner
February 2005 - July 2007

- Provided customer service in fast-paced bar atmosphere
- Maintained and restocked inventory
- Administrative responsibilities included processing hour and tip information for payroll and closing register

Education

Bachelor of Arts, Ramapo College, Arlington, VA

Computer Skills

- Experience with social media and internet research

Sample Functional Resume - Management

Jose A. Adelo

1525 Jackson Street, City, NY 11111

Phone: 555-555-5555

Email: jadelo@bac.net

OBJECTIVE

To obtain a position where I can maximize my multilayer of management skills, quality assurance, program development, training experience, customer service and a successful track record in the Blood Banking care environment.

SUMMARY OF QUALIFICATIONS

Results-oriented, high-energy, hands-on professional, with a successful record of accomplishments in the blood banking, training and communication transmission industries. Experience in phlebotomy, blood banking industry, training, quality assurance and customer service with focus on providing the recipient with the highest quality blood product, fully compliant with FDA cGMP, Code of Federal Regulations, AABB accreditation and California state laws.

Major strengths include strong leadership, excellent communication skills, competent, strong team player, attention to detail, dutiful respect for compliance in all regulated environments and supervisory skills including hiring, termination, scheduling, training, payroll and other administrative tasks. Thorough knowledge of current manufacturing practices and a clear vision to accomplish the company goals. Computer and Internet literate.

PROFESSIONAL ACCOMPLISHMENTS

Program/Project Manager

Facilitated educational projects successfully over the past two years for Northern California blood centers, a FDA regulated manufacturing environment, as pertaining to cGMP, CFR's, CA state and American Association of Blood Bank (AABB) regulations and assure compliance with 22 organization quality systems.

Provided daily operational review/quality control of education accountability as it relates to imposed government regulatory requirements in a medical environment.

Assisted other team members in veni-punctures, donor reaction care and providing licensed staffing an extension in their duties by managing the blood services regulations documentation (BSD's) while assigned to the self-contained blood mobile unit (SCU).

Successfully supervised contract support for six AT&T Broadband systems located in the Bay Area. Provided customer intervention/resolution, training in telephony and customer care, Manpower Scheduling, Quality Control, Payroll and special projects/plant extensions and evaluations to ensure proper end-of-line and demarcation signal.

Reduced employee turnovers, introduced two-way communication to field employees, enhanced employee appearance and spearheaded the implementation of employee (health) benefits.

Chief point of contact for the AT&T telephone and the ABC Affiliated TV stations as it relates to complaints and diagnosing communicational problems either at the site or remote broadcasting. Also tested/repaired prototype equipment for possible consideration or for future use.

Reviewed FAA safety requirements and procedures to ensure compliance for aircraft and passenger safety.

Communication expert and programming specialist for the intermediate range Lance and Persian missile systems. Trained to operate and repair the (FDC) fire direction control computer system and field satellite communications.

Supervised and maintained the position of System Technician in charge of status monitoring and the integration of monitoring devices in nodes and power supplies. For the reception and transmission of telemetry to the network operation centers (NOC's) located in Denver, CO and Fremont, CA. Designed plant extensions, improved the paper flow and inventory control for the warehouse. Provided preventative maintenance at the system level, face to face customer interaction when required and traveled to several telephony/@home systems in the U.S. for evaluation and suggestions in using the status monitoring equipment.

EDUCATION

- Associate of Art, Administration of Justice, San Jose University, San Jose, CA
- NCTI Certified, CATV System Technician, Denver, CO
- ABM Certified, Cornerstone Technician, Denver, CO

Sample Combination Resume - Software Engineer

James Bass
775 117th Terr. N. #8
St. Petersburg, FL 33716-2502
(727) 578-0191
jbsss@tampabay.rr.com

I am interested in pursuing a career in software development. I consider myself a fast learner and a team player. I feel that I can make a contribution to any Implementation Services department.

Computer Experience

Machines: IBM PC compatibles, Rockwell ACD, Macintosh

Languages: VBA, BASIC, Turbo Pascal, DB/c, Turbo C, COBOL

Programs: MS Access, MS Word, MS Excel, MS Outlook, Crystal Reports, MS Internet Explorer, Netscape Navigator, Support Magic, Norton Utilities

Operating Systems: MS Vista, MS XP, MS Windows1, SCO UNIX, MS DOS

Hardware: Experienced with installation of mother boards, SIMM chips, internal/external modems, NICs, SCSI and IDE hard disks, SCSI floppy drives, SCSI I/O ports, and various printer configurations.

Experience

1998 to Present Med Resorts International, Clearwater, FL

Systems Developer

Responsible for migration of extensive filePro database to MS Access utilizing tables, queries, forms, reports, macros, modules, and VBA. Troubleshoot and maintain existing MS Access database for Telemarketing Dept. Troubleshoot and diagnose UNIX, filePro, PC, and MS Windows related problems for in-house staff.

1995 to 1998 Lasergate Systems, Clearwater, FL

Support Engineer

Troubleshoot and debug minor program bugs. Modify existing programs with enhancements. Implement fixes and enhancements. Design, create, and implement ticket designs. Perform remote upgrades of ProtoBase and Select-a-Seat. Resolve problems and questions from Technical Support. Provide documentation. Assist Select-a-Seat Team Leader with creation and testing of new software.

Previous positions:

Senior Technical Support Representative
Technical Support Representative
Technical Support Operator

1988 to 1995 Home Shopping Network, St. Petersburg, FL

Help Desk Supervisor

Manage the Help Desk function as well as prioritizing, resolving, recognizing, and routing end-user computer problems. Establish and document policy and procedure.

Previous positions:

Help Desk Operator II
Assistant Data Systems Analyst
Telecommunications Systems Operator
Customer Service Phone Monitor Trainer
Customer Service Representative
Network Representative

Education

St. Petersburg Jr. College, St. Petersburg, FL
1986 to 1994
Major: A.S. Computer Programming and Analysis
GPA: 3.70

Warner Robins High School, Warner Robins, GA
1972 to 1975
Recipient of Who's Who in American High Schools

References

Available upon request



David Gould /Photographer's Choice RF / Getty Images

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By Alison Doyle
Job Searching Expert



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A resume with a profile section includes a summary of an applicant's skills, experiences and goals as they relate to a specific job.

Targeted Resume:

A targeted resume is a resume that is customized so that it specifically highlights the experience and skills you have that are relevant to the job you are applying for. It definitely takes more work to write a targeted resume than to just click to apply with your existing resume. However, it's well worth the effort, especially when applying for jobs that are a perfect match for your qualifications and experience.

Mini Resume:

A mini resume contains a brief summary of your career highlights qualifications. It can be used for networking purposes or shared upon request from a prospective employer or reference writer who may want an overview of your accomplishments, rather than a full length resume.

Nontraditional Resume:

A nontraditional resume is a web-based version of your resume that may include photos, graphics, images, graphs and other visuals.

Sample Chronological Resume for a Retail Position

Paul Jones

6 Pine Street
Arlington, VA 12333
555.555.5555 (home)
566.486.2222 (cell)
email:phjones@vacapp.com

Experience

Key Holder, Montblanc
April 2009 - Present

- Opened new specialty boutique
- Place orders to restock merchandise and handled receiving of products
- Manage payroll, scheduling, reports, email, inventory, and maintain clientele book and records
- Integrated new register functions
- Extensive work with visual standards and merchandising high-ticket items

Sales Associate, Nordstrom - Collectors and Couture Departments
July 2007 - April 2009

- Merchandised designer women's wear
- Set-up trunk shows and attended clinics for new incoming fashion lines
- Worked with tailors and seamstresses for fittings
- Scheduled private shopping appointments with high-end customers

Bartender, Jigg's Corner
February 2005 - July 2007

- Provided customer service in fast-paced bar atmosphere
- Maintained and restocked inventory
- Administrative responsibilities included processing hour and tip information for payroll and closing register

Education

Bachelor of Arts, Ramapo College, Arlington, VA

Computer Skills

- Experience with social media and internet research

Sample Functional Resume - Management

Jose A. Adelo

1525 Jackson Street, City, NY 11111

Phone: 555-555-5555

Email: jadelo@bac.net

OBJECTIVE

To obtain a position where I can maximize my multilayer of management skills, quality assurance, program development, training experience, customer service and a successful track record in the Blood Banking care environment.

SUMMARY OF QUALIFICATIONS

Results-oriented, high-energy, hands-on professional, with a successful record of accomplishments in the blood banking, training and communication transmission industries. Experience in phlebotomy, blood banking industry, training, quality assurance and customer service with focus on providing the recipient with the highest quality blood product, fully compliant with FDA cGMP, Code of Federal Regulations, AABB accreditation and California state laws.

Major strengths include strong leadership, excellent communication skills, competent, strong team player, attention to detail, dutiful respect for compliance in all regulated environments and supervisory skills including hiring, termination, scheduling, training, payroll and other administrative tasks. Thorough knowledge of current manufacturing practices and a clear vision to accomplish the company goals. Computer and Internet literate.

PROFESSIONAL ACCOMPLISHMENTS

Program/Project Manager

Facilitated educational projects successfully over the past two years for Northern California blood centers, a FDA regulated manufacturing environment, as pertaining to cGMP, CFR's, CA state and American Association of Blood Bank (AABB) regulations and assure compliance with 22 organization quality systems.

Provided daily operational review/quality control of education accountability as it relates to imposed government regulatory requirements in a medical environment.

Assisted other team members in veni-punctures, donor reaction care and providing licensed staffing an extension in their duties by managing the blood services regulations documentation (BSD's) while assigned to the self-contained blood mobile unit (SCU).

Successfully supervised contract support for six AT&T Broadband systems located in the Bay Area. Provided customer intervention/resolution, training in telephony and customer care, Manpower Scheduling, Quality Control, Payroll and special projects/plant extensions and evaluations to ensure proper end-of-line and demarcation signal.

Reduced employee turnovers, introduced two-way communication to field employees, enhanced employee appearance and spearheaded the implementation of employee (health) benefits.

Chief point of contact for the AT&T telephone and the ABC Affiliated TV stations as it relates to complaints and diagnosing communicational problems either at the site or remote broadcasting. Also tested/repaired prototype equipment for possible consideration or for future use.

Reviewed FAA safety requirements and procedures to ensure compliance for aircraft and passenger safety.

Communication expert and programming specialist for the intermediate range Lance and Persian missile systems. Trained to operate and repair the (FDC) fire direction control computer system and field satellite communications.

Supervised and maintained the position of System Technician in charge of status monitoring and the integration of monitoring devices in nodes and power supplies. For the reception and transmission of telemetry to the network operation centers (NOC's) located in Denver, CO and Fremont, CA. Designed plant extensions, improved the paper flow and inventory control for the warehouse. Provided preventative maintenance at the system level, face to face customer interaction when required and traveled to several telephony/@home systems in the U.S. for evaluation and suggestions in using the status monitoring equipment.

EDUCATION

- Associate of Art, Administration of Justice, San Jose University, San Jose, CA
- NCTI Certified, CATV System Technician, Denver, CO
- ABM Certified, Cornerstone Technician, Denver, CO

Sample Combination Resume - Software Engineer

James Bass
775 117th Terr. N. #8
St. Petersburg, FL 33716-2502
(727) 578-0191
jbsss@tampabay.rr.com

I am interested in pursuing a career in software development. I consider myself a fast learner and a team player. I feel that I can make a contribution to any Implementation Services department.

Computer Experience

Machines: IBM PC compatibles, Rockwell ACD, Macintosh

Languages: VBA, BASIC, Turbo Pascal, DB/c, Turbo C, COBOL

Programs: MS Access, MS Word, MS Excel, MS Outlook, Crystal Reports, MS Internet Explorer, Netscape Navigator, Support Magic, Norton Utilities

Operating Systems: MS Vista, MS XP, MS Windows1, SCO UNIX, MS DOS

Hardware: Experienced with installation of mother boards, SIMM chips, internal/external modems, NICs, SCSI and IDE hard disks, SCSI floppy drives, SCSI I/O ports, and various printer configurations.

Experience

1998 to Present Med Resorts International, Clearwater, FL

Systems Developer

Responsible for migration of extensive filePro database to MS Access utilizing tables, queries, forms, reports, macros, modules, and VBA. Troubleshoot and maintain existing MS Access database for Telemarketing Dept. Troubleshoot and diagnose UNIX, filePro, PC, and MS Windows related problems for in-house staff.

1995 to 1998 Lasergate Systems, Clearwater, FL

Support Engineer

Troubleshoot and debug minor program bugs. Modify existing programs with enhancements. Implement fixes and enhancements. Design, create, and implement ticket designs. Perform remote upgrades of ProtoBase and Select-a-Seat. Resolve problems and questions from Technical Support. Provide documentation. Assist Select-a-Seat Team Leader with creation and testing of new software.

Previous positions:

Senior Technical Support Representative
Technical Support Representative
Technical Support Operator

1988 to 1995 Home Shopping Network, St. Petersburg, FL

Help Desk Supervisor

Manage the Help Desk function as well as prioritizing, resolving, recognizing, and routing end-user computer problems. Establish and document policy and procedure.

Previous positions:

Help Desk Operator II
Assistant Data Systems Analyst
Telecommunications Systems Operator
Customer Service Phone Monitor Trainer
Customer Service Representative
Network Representative

Education

St. Petersburg Jr. College, St. Petersburg, FL
1986 to 1994
Major: A.S. Computer Programming and Analysis
GPA: 3.70

Warner Robins High School, Warner Robins, GA
1972 to 1975
Recipient of Who's Who in American High Schools

References

Available upon request