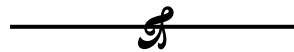


# RESUME WRITING GUIDE: CREATING YOUR MARKETING BROCHURE

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✧ FOCUS ✧



✧ KEYWORDS ✧



✧ ACCOMPLISHMENTS ✧



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# RESUME GUIDE FOR RECENT GRADS & EXPERIENCED PROFESSIONALS

## KEY ASPECTS

The key aspects that an effective professional resume must include are:

FOCUS

ACCOMPLISHMENTS

KEYWORDS

1

**FOCUS** - Your resume must target your desired career goal with precision. Focus on key strengths. The reader should be able to tell exactly what job you are targeting. Some ways to sharpen your focus include (**choose up to three of the following**):

- A **Headline** stating the type of position you seek. (Job Title)
- A **Branding Statement** that positions you for a specific job or type of job (often used in conjunction with the Headline). This statement defines who you are, your promise of value and why you should be sought out:  
**Skills + Personality + Market Needs = Branding Statement**
- A **Qualifications Summary or Professional Profile**. The first sentence in the qualification paragraph usually states the years of experience in a field. The next sentences highlight greatest/most impressive achievements and skills acquired over years of work. Choose bullet points that directly tie your top selling points/strengths to the requirements of the job you seek. *All of the information should be highly relevant to the position.*
- A section listing your **Core Competencies/Proficiencies/Areas of Expertise**. The keywords you select for this section should relate directly to the type of job you seek.
- An **Objective**. This is losing popularity and must be effectively worded when used. Objective statements should be very specific and should reflect the employer's perspective and needs, not the job seeker's. What can you contribute to the organization?



## Examples of FOCUS

### Headlines

Example 1: TRAINING & DEVELOPMENT

Example 2: PUBLIC RELATIONS / MARKETING / CORPORATE COMMUNICATIONS

Example 3: IT NETWORK MANAGER

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### Branding Statements

Example 1: Expert in delivering training programs that drive productivity and performance improvements.

Example 2: Customer-focused business professional eager to leverage more than 6 years of experience in corporate communications and community outreach.

Example 3: **AGGRESSIVE, RESULTS-DRIVEN SALES PROFESSIONAL** with a consultative approach to customer service and a genuine commitment to customer satisfaction.

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### **Qualifications Summary/Professional Profile**

Example 1: *More than X years in the [FIELD SPECIFICS]. Proficient in X, Y, and Z. Easily adaptable to XYZ environments/strategies/technologies with [RELEVANT Secondary SKILLS].*

Example 2: Dynamic training professional with over seven years of experience and an outstanding reputation for integrity and results. Effective interpersonal skills with an ability to meet and train people at their level. Skilled in facilitating groups through complex problem solving to action and improvement.

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### **Core Competencies/Proficiencies/Areas of Expertise**

|  |                               |
|--|-------------------------------|
| Example: Strategic & Tactical Planning | Train-the-Trainer Development |
| Performance Management                 | Needs Assessment & Analysis   |
| Cross-Cultural Communications          | Mentoring Programs            |

2

**ACCOMPLISHMENTS** - The experienced professional resume must emphasize **results, outcomes** and **performance indicators** (this can be a distinct section, or this can be included in the Experience section). Concrete, measurable accomplishments are the points that really help sell you to an employer, much more than everyday tasks and duties. Questions to ask yourself:

- ◆ How did I contribute to ***Profitability, Efficiency and Productivity?***
- ◆ What was the ***impact*** (final result) of my work for my department/organization? Use the **SAR technique** to describe your accomplishments: **S**ituation, **A**ction, **R**esult. It may be best to reverse the order for the resume (**Result, Action, Situation**). The SAR technique can be effectively used on a resume and during an interview with a potential employer.
- ◆ What measurable aspects of my accomplishments are quantifiable? (Use #, %, \$, time, etc.)



## Examples of ACCOMPLISHMENTS

**“Tell It” vs. “Sell It”:** What’s the difference between “telling it” and “selling it”? If you “tell it”, you are simply stating facts. If you “sell it,” you promote, advertise and draw attention to it. Look at the difference between these examples:

**Tell It:** Managed start-up of a new 100 employee tele-class center.

- ★ **Sell It:** Directed team of 12 in the successful start-up, staffing, policy/procedure development, budgeting and operations design for a new \$1.4 million tele-class center.

**Tell It:** Coordinated all secretarial, clerical and administrative functions for large commodities export company.

- ★ **Sell It:** Implemented a series of process improvements that reduced staffing requirements 20%, increased daily productivity 30% and reduced billing errors 14% for a large commodities export company. Full responsibility for all secretarial, clerical and administrative functions.

**Tell It:** Set up PCs for newly hired sales and service staff.




- ★ **Sell It:** Installed more than 100 PCs and implemented customized applications to support nationwide network of sales and service staff for one of the world’s largest insurance companies. Provided ongoing troubleshooting and technical support that reduced PC down-time by 38% over a 6-month period.

| – Telling It –          | ★ Selling It ★  |
|-------------------------|---|
| Describes features      | Describes benefits  |
| Tells what and how      | Sells <u>why</u> the “what” and “how” are important   |
| Details activities      | Includes results  |
| Focuses on what you did | Details how what you did was beneficial to your employer, team, customers, department, etc. |



## 3

**KEYWORDS** - Include nouns that directly relate to the technical, job/industry-specific skills and experience the employer wants in a candidate. Keywords can be utilized in a distinct section and/or they can be liberally sprinkled throughout the resume. Find keywords in job descriptions, the Occupational Outlook Handbook, websites of professional associations in your field, company websites, trade publications and professional recruiters. Some helpful websites:

-  **Occupational Outlook Handbook:** [www.bls.gov/oco](http://www.bls.gov/oco)
-  **O\*Net Resource Center:** [www.onetcenter.org](http://www.onetcenter.org)
-  **Quintessential Careers:** [www.quintcareers.com/resume\\_keywords.html](http://www.quintcareers.com/resume_keywords.html)



*Adapted from Top Notch Executive Resumes by Katherine Hansen, PhD (2008)*

# Sample Resume 1

## Ethan A. Doe

120 Main Street • Houston, TX 77013  
ethan.doe@gmail.com  
(555) 555-5555

A profile  
highlights your  
top selling points.

### PROFILE

Sales Manager with more than 15 years of experience managing sales, marketing, operations, personnel and merchandising at the district and regional level for established publishing companies. Motivational management style with a record of building and retaining highly motivated sales teams and distributor networks. Successful in identifying opportunities for accelerated growth.

Sales and General Management qualifications:

- P & L Management
- Sales and Business Development
- Strategic and Market Planning
- Key Account Management / Retention
- Contract / Price Negotiation
- Budgeting and Expense Control
- Presentations and Training
- Merchandising / Inventory Control
- Loss Prevention / Shrink Control
- Staff Development and Motivation

Keywords used  
should relate  
directly to the  
job you are  
seeking.

### PROFESSIONAL EXPERIENCE

#### TRIMBEL, INC.

##### Vice President, Sales

Raleigh, NC  
August 2006 - Present

Senior sales manager for a \$50 million national manufacturer of home and garden products. Broad scope of responsibility included P&L accountability, strategic market planning, sales forecasting, marketing, pricing, training, and personnel for sales through the United States.

- Grew business from one account to over 30 major accounts, generating \$1million within one year
- Delivered first year's gross profit 5% above plan
- Recruited, hired and trained 30 sales associates in less than one year
- Created marketing campaign, pricing structure and sales strategy for 600+ SKU line

Quantify  
results  
wherever  
possible.

##### Vice President, Wholesale Replenishment

September 2005 - July 2006

Executive with full P&L responsibility for managing \$25mm wholesale and retail replenishment business specializing in home and garden products.

- Direct responsibility for planning, forecasting, financial shipping budgets, production, planning, inventory, management, fill rate management, supply chain logistics and managing day-to-day vendor and service provider relationships
- Worked with senior management from various functional areas including sales and customer service to oversee retail door and model stock planning, promotion management, order management, and other customer service related activities

Include  
notable  
achievements.

#### STABAR ENTERPRISES, INC.

##### Vice President, Sales

San Francisco, CA  
September 2003 - July 2005

Senior sales and marketing executive for start-up manufacturer of niche oriented consumer products.

- Directed all sales and marketing activities, including lead generation, trade advertising, trade shows, account development / management and pricing.
- Called on all classes of trade, including wholesale, retail, mass, grocery, discount, veterinary, drug and specialty stores.

Include your name on the 2nd page.

Ethan A. Doe, Resume p. 2

- Increased sales from start-up to \$3 million in 18 months
- Established national distribution of product in over 200 accounts
- Developed marketing strategies to raise consumer sell-through of product by 20%
- Supervised a staff of 8 sales and support personnel, as well as 50 independent manufacturers' representatives
- Developed sales and expense budgets
- Conceptualized a highly effective consumer advertising campaign that was featured in *Good Housekeeping*

Do not go back further than 15-20 years.

#### **DC RETAIL, INC.**

Washington, DC

*Regional Manager, Operations and Merchandising*

February 1997 – August 2003

*Senior operations and merchandising manager for start-up retail chain with 22 locations and \$19 million in annual sales. Broad scope of responsibility included P&L, store operations, site selection, construction, merchandising, purchasing, inventory control, loss prevention, human resources and marketing.*

- Led staff of 100+, including store managers, district managers, buyers and administrative personnel
- Grew sales to \$19 million within 4 years and increased average store volume by 59%
- Increased gross profits 12% while reducing total inventory 20% by implementing a POS system and strong operational controls
- Cut store management turnover 75% through motivation and incentive programs
- Reduced sales associate turnover 25% by instituting an innovative compensation program

#### **COMPUTER SKILLS**

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Microsoft Office: Excel, Word, PowerPoint

SalesForce Customer Relationship Management (CRM) Software

#### **EDUCATION**

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**University of Texas** - Austin, TX

Bachelor of Arts in **Marketing**, 1988

## Sample Resume 2

# Rachel Smith

Houston, TX 77204

Cell: 281.486.2222

Email: rachel.smith@gmail.com

### Human Resources Director

- Experienced Manager with Expertise in Human Relations and Project Management
- 12+ Years in Staff Recruitment and Retention in Clinical Settings
- Staff Training and Organizational Development
- Organizational and Strategic Planning
- Management Coaching
- Program Marketing
- Contract Negotiation and Compliance
- Knowledge of Federal and State Employment Law
- Bilingual: Spanish and English

### PROFESSIONAL EXPERIENCE

#### CLINICAL DIRECTOR

*Riverbend Inc.*, Houston, TX

May, 2003-Present

Senior Management of a Joint Commission on Accreditation of Healthcare Organizations (JCAHO) accredited treatment facility. Responsible for all aspects of program management; clinical, administrative, fiscal.

- Recruited, oriented, trained and supervised 50 staff; reduced staff turnover from 68% to 14% by improving staff orientation and training, professional development, and mid-level management coaching.
- Oversaw all aspects of staff performance; performance evaluation, progressive discipline, mediation of staff disputes and grievance procedures in accordance with state and federal laws.
- Established training programs for staff in regard to all aspects of workplace performance and professional development.
- Developed program marketing: increased annual revenue by 38%.

#### PROGRAM DIRECTOR

*R. Dykeman Center*, Seattle, WA

April 1999-March 2003

- Managed the administrative, clinical, fiscal and human resources departments of a large outpatient mental health center; 60 full-time employees and 45 contract employees housed in various locations.
- Recruited, supervised and conducted performance evaluations of clinical, administrative and medical staff.
- Provided training to enhance workplace performance at all levels of staffing.
- Nominated as Training Coordinator for the West Seattle Mental Health Consortium, providing training as the actual trainer or by contracting with relevant professionals to provide training in the areas of culturally relevant services, professional ethics and law, and areas of professional development as requested by staff members.

- Concurrently completed a two-year certificate program in Organizational Development and Leadership as the recipient of a merit scholarship by the Microsoft Corporation.
- Served as Independent Consultant to several small businesses, law firms, non-profit agencies and school districts on staff grievance procedures, team building and the setting and achieving of organizational goals.

**PROGRAM DIRECTOR**

*Family Reconciliation Services*, Seattle, WA

January 1993-March 1999

- Provided program management of the largest FRS contract in Washington State.
- FRS provided in-home crises counseling to families on a 24/7 basis.
- Responsible for the recruitment, orientation, supervision and performance evaluation of up to 45 Master's level clinicians.
- During this 10-year period, increased the ethnic diversity of staff from 0% to 36% providing more culturally relevant services to the community served.
- Served as organizational and clinical consultant to a variety of organizations including Bellevue School District; Port S'klallam Tribal Health Board; Eastside Mental Health; Renton Area Youth & Family Services; as well as several businesses and law firms.
- Completed the training required to become an American Association of Marriage and Family Therapists (AAMFT) Approved Supervisor.

**PROFESSIONAL AFFILIATIONS**

Society of Human Resources Management, Professional Member

Human Resources Houston, Professional Member

**EDUCATION & TRAINING**

Senior Professional Human Resources (SPHR) Certificate – 2004

The Whidbey Institute, Organizational Development and Leadership – 2001

University of Georgia, Psy.D. in Clinical Psychology – 1992

Rice University, B.A. in Psychology – 1986



## ONLINE RESOURCES

To view more sample resumes online, check out these websites:

- E-Resume: [www.e-resume.net/samples](http://www.e-resume.net/samples)
- Career Playbook: [www.careerplaybook.com/resumeexamples.asp](http://www.careerplaybook.com/resumeexamples.asp)
- Career Perfect: [www.careerperfect.com/content/resume-writing-help-sample-resumes](http://www.careerperfect.com/content/resume-writing-help-sample-resumes)
- Resume-Resource: [www.resume-resource.com](http://www.resume-resource.com)



### FINAL HELPFUL HINTS

- ★ Do not include references on your resume.
- ★ Be consistent with formatting choices (underlining, bolding, alignment, abbreviations, etc.).
- ★ Resume should not be more than two pages long.
- ★ Finally, please make sure you proofread very closely and have at least two other people review your resume for any errors in grammar, spelling, punctuation, and meaning!