



Module 2

Resume Writing

Progress To Date

Module 1 – Purpose and Direction

Module 2 – Resume Writing

Module 3 – Marketing Yourself

Module 4 – Identifying Opportunities

Module 5 – Responding To Opportunities

Module 6 – Networking

Module 7 – Interviewing

Module 8 – Negotiating Offers



Module 2: Resume Writing

- ▶ Step 1: Decide on resume format
- ▶ Step 2: Understand key elements and attributes of a resume
- ▶ Step 3: Complete STAR worksheet
- ▶ Step 4: Write your resume
- ▶ Step 5: Review and tailor your resume

Step 1: Decide on Resume Format

Appendix 2.1

Chronological



- Most commonly used resume format.
- Provides job titles, job responsibilities, and achievements in reverse chronological order for each employer.
- Useful if all/most of your experience is in one field, you have no large employment gaps, *and* you plan to stay in the same field of employment.

Functional



- Least common of the resume types.
- Arranges job history to highlight special skills, functions, and achievements without associating the information with a specific time period or employer. Shifts the focus from dates/positions/employers to skills and work functions.
- Useful if there are unexplained gaps in your employment history, you are a more mature job seeker, you want to change career direction, you've changed jobs frequently, or you are seeking employment opportunities at higher levels.

Hybrid



- Highlights skills and achievements that might otherwise be buried within your job history, while providing (but de-emphasizing) job chronology.
- Focuses on transferrable skills and experiences that are applicable to the job posting.
- Useful if you have a varied job history that doesn't reflect a clear career path, if your work experience doesn't link to the desired position, or if you have large employment gaps or numerous jobs of short duration.

Sample Resume – Chronological

Appendix 2.1

Module 2 – Appendix 2.1

Sample Resumes - Chronological

DENISE JONES

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Anchorage, AK 99999 diones@email.com CELL: (999)888-8910

An accomplished Database Administrator with demonstrated success designing and implementing database solutions that improve business functionality. Possess diversified technical background with Enterprise Systems Solutions. Proven ability to implement technologies that decrease costs, increase performance and positively affect the bottom line.

QUALIFICATION HIGHLIGHTS

- ❖ Extensive experience working with all aspects of in-house developed systems.
- ❖ Polished leadership skills, with ability to motivate teams to increase productivity.
- ❖ Deep understanding of technology with focus on delivering business solutions.

TECHNICAL EXPERTISE

Software	Oracle (6,7,8), DB2, Sybase, SQL Server, IMS, Access, ESSBASE
Systems	OS/390, MVS, VM, OS/390, VAX/VMS, UNIX (Solaris, AIX, Sun/OS, IRIX, HP/UX, Linux), Windows 2000, Windows NT, MS/DOS, Mac/OS
Hardware	IBM Mainframe (360, 370, 30XX, S/390), IBM RS/6000, Sun, SGI, HP UNIX Server, DEC Alpha, Compaq, Dell, Apple Mac
Languages	C, Perl, Visual Basic, PL/SQL, Transact/SQL, COBOL, IBM Assembler
Networks	TCP/IP, IMS/DC, CICS, MQSeries, WebSphere, NFS
Certifications	Oracle Certified Professional

Most Current Position

PROFESSIONAL EXPERIENCE

CCC Company, Anchorage, AK Senior Database Consultant October 1988 – Present

Oversee design and maintenance of Database environment at Arco Alaska division of \$20 billion Oil Exploration and Production Company. Supported distributed Oracle database environment. Performed upgrades, patch maintenance and integration with vendor software on AIX, NT and Solaris platforms.

Lead up to 7 team members performing Database Administration.

- ❖ Initiated utilization of Data Warehouse ETL software during conversion of legacy data in IMS to Oracle, saving over 50% of total project costs by reducing contract programming.
- ❖ Performed key role as technical consultant during transition from IBM Mainframe to client/server model. Recommended database, development and network software that contributed to eliminating mainframe support structure with 20% decrease in support costs.

Module 2 – Appendix 2.1 (cont'd)

Prior Position

BBB Company, Dallas, TX Database Design Consultant April 1984 – October 1988

Designed, developed and implemented databases within IBM Mainframe environments. Utilized database management systems including IMS, DB2 and Oracle. Provided application development support for internal developers. Configured DB2 tuning/support infrastructure. Performed instrumental role in project development from inception to implementation. Supported development and implementation of relational database environment at Arco Oil & Gas Company. Interfaced with initial application project team to ensure success.

- ❖ Coordinated efforts with Big 6 consulting firms to deploy enterprise wide financial and reporting systems, performing design, development and implementation support, completing project within 3-year time frame.
- ❖ Instituted logical and physical database design for business and engineering projects.

Prior Position

AAA, Inc., Austin, TX Database Design Analyst November 1983 – August 1984

Developed database for \$50 million Software Development Company serving insurance industry. Provided logical and physical database design for client management of software. Performed design with IBM/DB2, CICS environment.

- ❖ Implemented design enhancements for major IMS databases and initial release of Client Management System that substantially reduced load times and online transaction response.
- ❖ Designed and deployed data irrigation system performing onsite implementation and testing to 2 days.

Prior Position

Instruments, Inc., Houston, TX Programmer/Analyst November 1980 – November 1983

Designed databases for \$1.5 billion leading electronics manufacturer. Developed software in large scale IMS/DB/DC environment. Coded programs using COBOL and Assembler supporting various business functions. Served as lead analyst for Field Service and Marketing Support systems.

- ❖ Enhanced networking software that cut distributed transaction processing by more than 70%, allowing field offices to receive critical service requests in a timely manner.
- ❖ Designed and built IMS databases to support migration of distributed systems to central mainframe.

EDUCATION

University of Texas, San Antonio, Texas
Bachelor of Science in Computer Science
Minor in Business Information Systems

www.technical-resumes.com

Sample Resume – Functional

Appendix 2.2

Module 2 – Appendix 2.2

Sample Resumes – Functional

Rhonda Dolliver

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Qualifications Summary

Administrative Support professional experienced working in fast-paced environments demanding strong organizational, technical, and interpersonal skills. Trustworthy, ethical, and discreet; committed to superior customer service. Confidant and poised in interactions with individuals at all levels. Detail-oriented and resourceful in completing projects; able to multi-task effectively. Capabilities include:

- Customer Service & Relations
- Accounts Payable/Receivable
- Telephone Reception
- Word Processing & Typing
- Filing & Data Archiving
- General Accounting
- Computer Operations

Experience Highlights

Administrative Support

- Performed administrative and secretarial support functions for the Vice President of a large sportswear manufacturer. Coordinated and managed multiple priorities and projects.
- Provided discreet secretarial and reception services for a busy family-counseling center. Scheduled appointments and maintained accurate, up-to-date confidential client files.
- Assisted with general accounting functions; maintained journals and handled A/P and A/R. Provided telephone support; investigated and resolved billing problems for an 18-member manufacturer's buying office. Investigated and resolved customer complaints; supervised interns.

Customer Services & Reception

- Registered incoming patients in a fast-paced environment to maintain composure and work efficiently in a fast-paced environment while preserving strict confidentiality.
- Conducted patient interviews to elicit necessary information for registration, accurate prioritization, and to assist medical professionals in the triage process.
- Orchestrated hotel special events and reservations; managed customer relations and provided exemplary service to all customers.

Functional Category

Functional Category

Module 2 – Appendix 2.2 (cont'd)

Functional Category

Functional

Management & Supervision

- Promoted rapidly from front desk clerk to assistant front office manager at an upscale hotel. Oversaw all operations including restaurant, housekeeping, and maintenance. Troubleshoot and resolved problems, mediated staff disputes, and handled customer complaints.
- Participated in staff recruitment, hiring, training, and scheduling. Supervised a front-desk staff.

Employment History

ACCOUNTING ASSISTANT, Guardian, Inc., Gonic, IL
PATIENT SERVICES REGISTRAR, Grogan Health System Hospital, Grogan, MA
ASSISTANT FRONT OFFICE MANAGER, Sheraton Exeter, Exeter, CA
RECEPTIONIST / SECRETARY, Family Counseling & Guidance Center, Griffith, CA
ADMINISTRATIVE ASSISTANT, Greenland Sportswear, Grant, CA

Education & Training

Grogan College, Exeter, CA (1988 – 1989)
Concentration in Business Administration
Technical College, Gonic, IL (1999 – Present)

Hager College, Grogan, MA (1996)
Introduction to Computers and MS Office 2000

Community Involvement

Committed to community service. Extensive volunteer history includes involvement in public schools, Habitat for Humanity, children's homes, and community soup kitchens, work with the elderly, and quilts for children with cancer.

www.distinctiveweb.com

Sample Resume – Hybrid

Appendix 2.3

Module 2 – Appendix 2.3

Sample Resumes – Hybrid

SAM EVANS

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COMPLIANCE EXECUTIVE / PROJECT DIRECTOR / ADVOCATE

Accomplished executive of international NYSE company with expertise in general management, program/project management, accounting/finance, corporate and regulatory compliance, federal and state advocacy, human resources, strategic planning and integrated marketing. Detail oriented, analytical problem solver and critical thinker. Proven leadership at all levels of organizations.

- Directly responsible for corporate transactions of \$1.3B.
- Negotiated innovative settlement terms, generating \$5.2M in annual savings.

M.B.A. · Johns Hopkins University · Baltimore, MD
B.S. · Finance (Accounting and Law concentration)

Brief Chronology

PROFESSIONAL EXPERIENCE

VERIZON (and its predecessor, Bell Atlantic) 1983 - 2009
Director, Regulatory Compliance
Director (promotion), Legislation Implementation
Project Director/Team Leader (promotion), Regulatory Audits & Accounting Matters
Manager (promotion), Corporate Policies and Standards
Subject Matter Expert, Revenue and Corporate Accounting Support

AREAS OF EXPERTISE

Compliance Leadership / Policy and Governance / Quality Management

- Instituted formal compliance program and processes, governing \$12B of annual transactions; model adopted as corporate standard. Quantified costs of compliance program and processes. Established compliance measurements. Directed corrective measures and remediation.
- Drafted and interpreted 27 corporate policies and procedures, including: cost allocation methodology (\$2B expenses); corporate contributions; business dispositions; consulting services; outside legal services; business plan development; internal controls; and authority to approve company transactions. Policies affected 228K employees. Conformed 47 local practices to corporate requirements. Negotiated deviations to achieve uniformity.

Program Management / Project Management

- Directed corporate activities to implement landmark federal telecommunications legislation, defending \$1.2B in annual revenues and successfully entering the \$70B long-distance market.

Module 2 – Appendix 2.3 (cont'd)

Sample Resumes – Hybrid

- Oversaw a \$3.2M external audit of operations. Successfully defended subject transactions (\$2B). Managed 8 external auditors through 3500 data requests, 500 interviews, and state mandated budgets and time lines. Directed 4 management employees, 3 ~~0000~~ represented employees and 25 subject matter experts (SMEs).
- Directed teams and served as key contributor to 4 corporate mergers, dispositions (of 6 jurisdictional franchises), 6 product launches, and major competitive marketing initiatives. Provided strategic direction, analysis, financial impacts and oversight associated with corporate initiatives.
- Reengineered local Competitive Response Teams. Assigned teams became flagships for structure throughout the company and models for stemming competitive losses.

Communications / Advocacy / Marketing

- Secured balanced federal and state regulations governing critical industry issues. Goals achieved by developing/implementing coordinated advocacy plans and building coalitions to support our efforts.
- Developed testimony, affidavits and attestations defending more than 48% of cash expenses during a state regulatory investigation; justifying \$12B in transactions; and achieving the company's entry into new business markets.
- Successfully rolled out marketing campaigns (\$5M) targeted at large- and small-business customers and residential consumers. Promotions included: radio, TV, periodicals and newspaper campaigns. Developed additional direct mail campaigns to "win back" customers lost to competition. Championed sponsorship of closed-captioning for Washington-Metropolitan newscasts (competed against AT&T and Southwest Bell for the sponsorship).
- Developed key messages and position statements for use with external parties. Translated complex business and technical issues into simple concepts. Negotiated industry positions. Initiated coalition building efforts. Represented the corporation in public forums.

Financial Management / Contracting

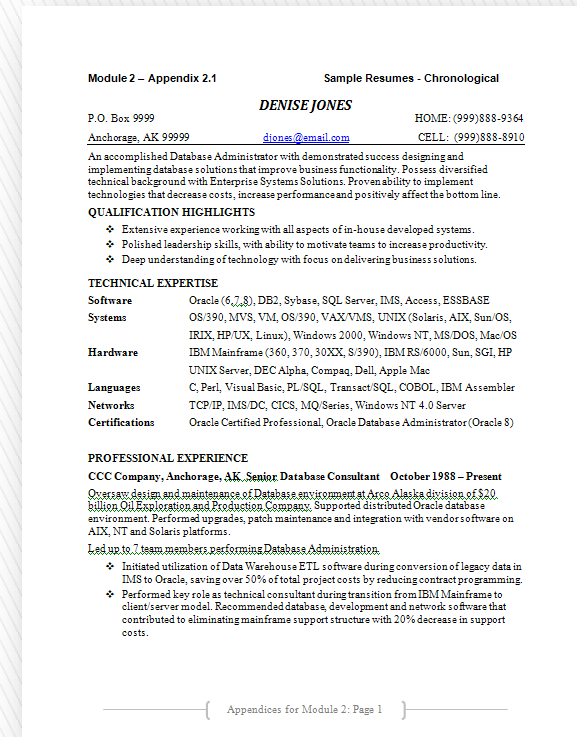
- Oversaw annual corporate transactions of \$1.3B.
- Negotiated/executed 1000 contracts. Contracts resulted in tens of millions of dollars in savings by leveraging existing networks, infrastructures and resources.
- Negotiated billing and collecting contracts with long distance carriers. Innovative settlement terms generated \$5.2M in annual savings. Developed methods governing third-party cash settlements involving \$3.5B annually.
- Promulgated multi-billion dollar cost recovery strategy.
- Performed comprehensive analyses on 36 accounting issues, including: pension accounting; accounting for income taxes; debt refinancing; other pension and employment benefits; and FCC dockets.

Talent Management / Human Resources

- Recruited, selected, interviewed, promoted, oriented, terminated and appraised employees. Coordinated compensation and merit pay treatment. Served as departmental coach for diversity and mentoring.
- Directed/supervised teams, whose memberships varied in management complexion (working levels through Senior Vice President) and size (10-65).
- Developed employee training and development plans. Delivered training to more than 100,000 employees. Scripted and directed development of a web-based training seminar.

Step 2: Understand Key Elements and Attributes

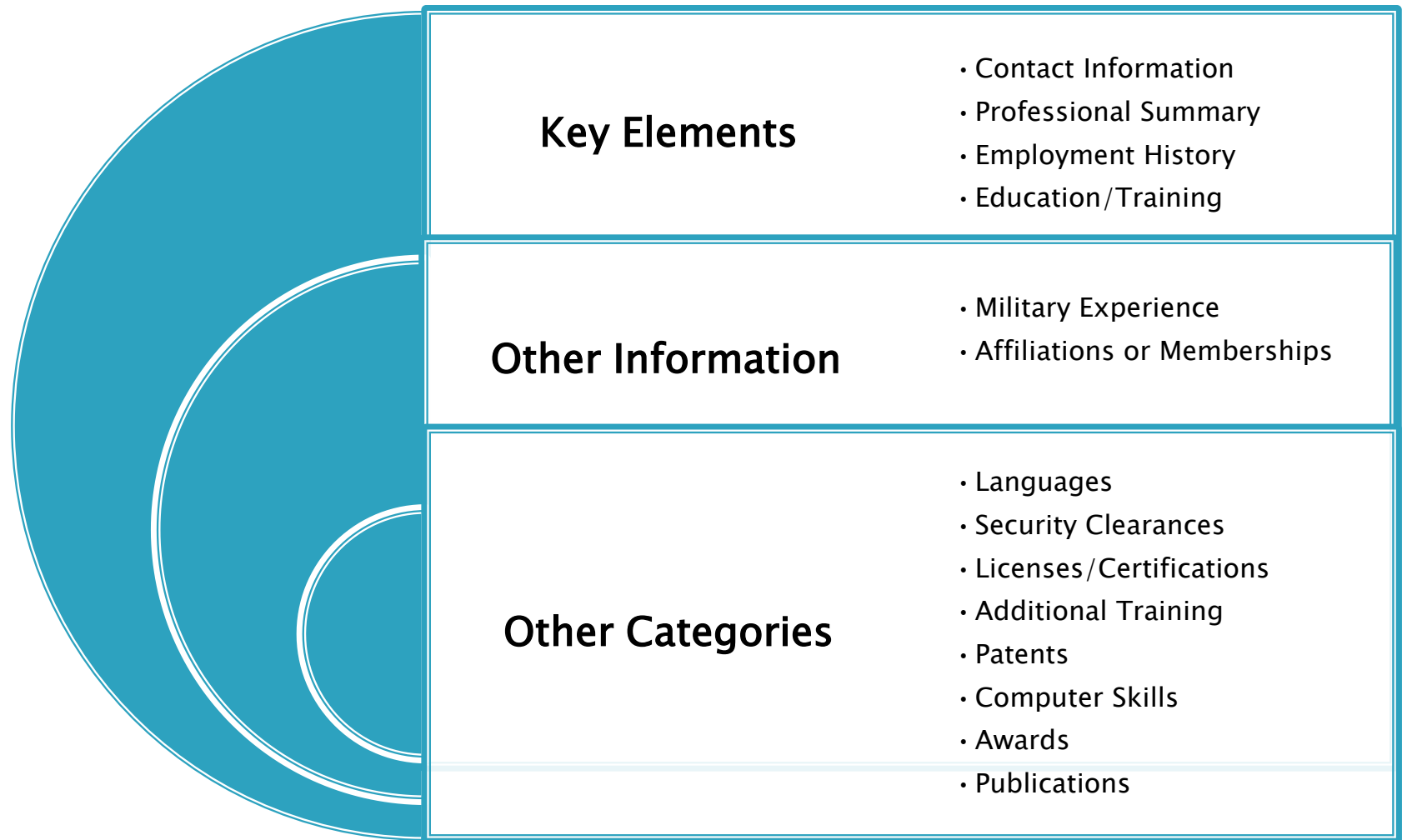
- ▶ **M**
 - **M**etrics driven
- ▶ **A**
 - **A**ccomplishments based
- ▶ **K**
 - **K**eyword embedded
- ▶ **E**
 - **E**lectronically friendly



Acronym

Differentiated Resume

Step 2: Understand Key Elements and Attributes



Step 3: Complete STAR Worksheet

Appendix 2.4

- ▶ **ST**
 - Description of **S**ituation or **T**ask in which you were involved.
- ▶ **A**
 - What **A**ction you took or how you **A**ccomplished your success
- ▶ **R**
 - **R**esult of your action or success

Module 2 – Appendix 2.4 Sample STAR Worksheet

STAR Worksheet

ST: This is a description of the Situation or Task in which you were involved

ST

A: What Action you took or how you Accomplished your success

A

R: The Result of your action or direction.

R

Quantifiable measure of accomplishment and successes, you're a STAR.

(Appendices for Module 2: Page 7)

Acronym

STAR Worksheet

Step 4: Write Your Resume

- ▶ Beware of resume templates. Employers can recognize them. They could infer a lack of imagination.
- ▶ List information in the order of importance to potential employer. For example, list your position title before your dates of employment. If your education or computer skills are most relevant to the position, list them first.
- ▶ Use the active voice and bullet points to make information easier to digest. Steer clear of passive verbs.
- ▶ Do not use personal pronouns like “I” or “me.”
- ▶ Fit your resume on no more than two pages, no matter how extensive your experience. Only include information that will help you land an interview.
- ▶ Leave white space on all four margins; don’t crowd your resume.
- ▶ Your resume should be organized with consistent headings, fonts, bullets and style.
- ▶ Do not use Times Roman; it is most commonly used. Consider using Georgia or Tahoma.
- ▶ Print should be large enough to read off a screen without eye-strain.
- ▶ No typos. Your document should be perfect.
- ▶ Do not list references on your resume. Provide them only when requested. Mirror the format used in your resume.

Step 5: Review and Tailor Your Resume

- ▶ **One-Size Does Not Fit All**
- ▶ If you want to grab a potential employer's attention, you need to give them what they want. Expecting one resume to address the requirements of all employers is not realistic. You need to customize your resume for each job opportunity to achieve the best results.
- ▶ Customization requires reviewing job qualifications/credentials for each job posting and addressing them (reusing the exact language and "keywords" used in the job posting) in your resume, to the extent possible. Every job listing contains clues about the specific skills, credentials, education, computer skills, etc. the employer is seeking ("keywords").
- ▶ Organize your resume, highlighting how your abilities match these needs (See Module 5). The easiest way to accomplish this is to have a Master Resume that can be tweaked or customized for each job posting.