

Advanced Resume Writing Guidelines How to Create the Best Marketing Piece

by Angel McCormack

I. The Purpose and Impact

- Strive for an accurate presentation of your unique set of interests and achievements. Your resume is primarily a marketing tool designed to give the employer a favorable first impression—and to get you an interview!
- The average employer spends approximately 15-30 seconds looking at a resume (after scanning and other technical screening devices may have screened it first). Resumes are skimmed before they are read in detail.
- Employers expect you to have a clear focus. Your resume is most effective if you target the job by using the posting to include *their terminology*.
- Use power words and measurable achievements targeted towards a specific goal. Your resume should show a pattern of achievement, as well as detailed and quantified results.

II. The Look

- Your resume should be a marketing piece that fits onto 1 or 2 full pages. This can most easily be achieved by making use of the entire page by changing your margins in the page set up.
- Make sure all the bullets in your document are identical.
- Use one type font no smaller than 11 point, using Bold and Indentations to emphasize.
- *Use Italics very sparingly*, such as for publications you may have written or blurbs about the company you have worked for preceding your job bullets..

III. The Format - Chronological w/ Functional Experience Headings

- Although there are many resume formats, this is the best to use, here is why:
- The chronological resume lists your education and work experience in reverse chronological order which most employers prefer, and ...
- Using Functional Headings as opposed to the generic “Work Experience” will target your resume by making it is easy to see what kind of experience you are touting. Example: “Finance & Accounting Experience” or “Management & Leadership Experience”... whatever is applicable to you. **Important Tip: These can speak to job duties not necessarily your job titles if needed.**

IV. The Content

- Use bullets to describe your accomplishments and begin each with an action verb. (See the page of action verbs included following this section).
- Always be thinking about **specific tasks, accomplishments, and results, quantifying and qualifying** as much as possible.
 - **Quantifying:** numbers, percentages, dollar amounts, scopes of projects, number of counties, countries, people, programs, etc.
 - **Qualifying:** descriptors, software programs you used, businesses or high profile clients' names with whom you may have worked, etc.

V. The Sections

- **Header: Name/Phone Number/E-Mail Address/LinkedIn Address** - This information can be anywhere at the top of the page. Your name should be in a larger font than the rest of the resume (16-20pt). For security reasons, don't use a physical address, since resumes are posted all over the internet.
- **Summary or Profile:** See attached Profile Section Examples for powerful ways you can brand yourself here! This is the most important part of your resume and will get the most attention. If this section grabs the employer they will keep on reading. The last sentence will end with either a general objective stating what you are seeking, or one that is targeted to an actual job opening. Use buzz words that match the job description and be truthful to your experience. These will also help your resume get through computerized resume screening devices. This section can end with your objective which should be clear, concise and tailored for each position "The ----- position at ----- Company to fully utilize and merge nearly a decade of ----- and ----- experience with my -----." Once you have stated an objective on your resume, you must be sure that all the information which follows supports and is focused toward that objective.
- **Education:** List your degree then the school in reverse chronological order, including majors, concentration and minors, dates. Keep your education section right under the Summary no matter how long ago your degrees were conferred. If over a decade feel free to leave off dates. You can also rename the section "Education & Certifications" or "Education & Licenses" if applicable, which can save space and streamline your resume.
- **Experience:** Use a functional heading for all experience as a way to target your resume. As opposed to the generic "Work Experience", use "Finance & Accounting Experience" or "Management & Leadership Experience" to target your resume. Depending on how you want to slant your resume, you can **begin with either your job title or the company name**. For example, if your titles aren't as impressive as the company or vice versa, then chose whichever you want to emphasize. If you are looking to stay in the same industry but want to change functions, then you could start with the company name. Conversely, if you want to continue doing the same function but a different company or industry, then you would begin with your job title.
Just be aware of how what you list first can emphasize your direction.
- **Additional Qualifications:** This is where you may list anything else you have not yet, such as: Community Service, Publications, Awards, Memberships, Affiliations, then rename section accordingly.
- **Do not write** "References Available upon Request."
- **Do not include** personal information that could subject you to discrimination.

Action Verbs

Leadership Skills

Advocated
Directed
Enlisted
Formed
Founded
Governed
Hired
Initiated
Inspired
Instituted
Started
Led
Managed
Moderated
Motivated
Pioneered
Presided
Recruited
Represented
Selected
Spearheaded
Sponsored
Staged

Communication Skills

Addressed
Answered
Apprised
Arbitrated
Briefed
Conducted
Corresponded
Contacted
Demonstrated
Directed
Drafted
Educated
Edited
Explained
Familiarized
Formulated
Influenced
Informed
Instructed

Management Skills

Administered
Analyzed
Assigned
Attained
Chaired
Contracted
Consolidated
Coordinated
Delegated
Developed
Strengthened
Directed
Evaluated
Executed
Improved
Increased
Organized
Oversaw
Planned
Prioritized
Produced
Recommended
Reviewed
Supervised

Organizational Skills

Arranged
Assembled
Centralized
Coordinated
Catalogued
Distributed
Disseminated
Executed
Formalized
Implemented
Installed
Maintained
Organized
Planned
Prepared
Processed
Routed
Recorded
Reorganized
Scheduled
Updated

Analytical Skills

Analyzed
Assessed
Audited
Consulted
Discovered
Evaluated
Examined
Identified
Interpreted
Investigate
Researched
Surveyed
Tested

Creative Skills

Conceived
Conceptualized
Created
Composed
Designed
Devised
Established
Invented
Originated
Produced
Revolutionized

Research Skills

Clarified
Collected
Critiqued
Diagnosed
Evaluated
Examined
Identified
Inspected
Interpreted
Interviewed
Investigated
Organized
Reviewed
Summarized
Surveyed
Systematized

Detail Skills

Approved
Arranged
Catalogued
Classified
Collected
Compiled
Executed
Implemented
Inspected
Monitored
Operated
Prepared
Processed
Purchased
Recorded
Retrieved

Helping Skills

Aided
Arbitrated
Assisted
Attended
Counseled
Expedited
Facilitated
Fostered
Guided
Helped
Mentored
Referred
Rehabilitated
Resolved
Represented
Settled
Supported
Treated
Tutored