



Welcome to The Ayers Group Resume Development Seminar

What is the role of your resume?

Most of the time, it is your resume that has the first contact with the prospective company.

Your resume is your primary introduction to the new company.

Your resume's job...

...is to make your telephone ring!



Your resume has a challenging job!

Today more than ever, there is more competition in the marketplace. Companies are receiving thousands of resumes per position.

To be effective your resume needs to separate itself from the pack and at the same time differentiate you and your skills.

The Elements of a Resume

- The Header – “your contact information”
- The Summary Statement – “the most important part of your resume”
- Professional Experience
 - Company Line
 - Title Line
 - Job Description
 - Accomplishment Statements – “The heart of the Resume”
- Military Experience (If applicable)
- Educational / Training Background
- Technical Skills
- Professional Affiliations

The Header

Will consist of your personal contact information

- Name
- Address
- Email address
- Home phone
- Cell phone

Sample Headers

QUINN R. BOWEN
789 Shelley Drive
Appleton, Wisconsin 54999
920 555-1506
quinnbowen@cpirole.com

RAYMOND F. CARLSEN
E-mail: rcarlsen9@cpirole.com

600 W. 14th Ave.	(610) 555-8888 (Home)
Parkesburg, PA 19365	(610) 555-777 (Cell)

JOHN SMITH
123 Main St., Anywhere, NY 10000 * H: 212.555.1212 * C: 917.555.1212 * jsmith@aol.com

Think of your resume page as expensive New York City Real Estate.

You do not want to waste any unnecessary space.

Professional Experience

<i>Company Line</i> →	Company, Location	Date
	Company description (Optional)	
<i>Title Line</i> →	Title / Department	
	Job Description (1 - 3 sentences that explains the range and scope of the position)	
<i>Accomplishment Statement</i> →	<ul style="list-style-type: none">• -----• -----• -----• -----	

Professional Experience

Refer to page 109 in Manual

Sample

LAWRENCE FINANCIAL SYSTEMS, CHICAGO, IL

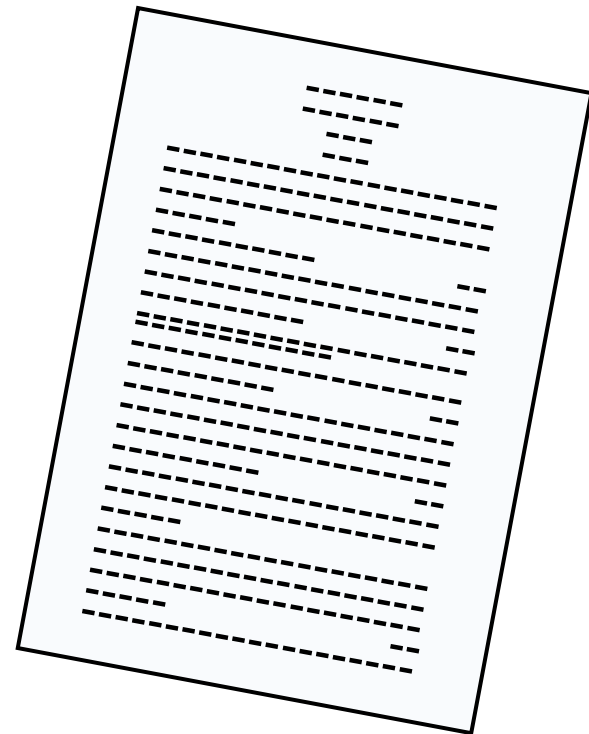
1996-2000

Senior Vice President and General Manager

Directed \$30 million software firm with applications in financial services.
Full profit & loss responsibility.

- Increased profitability 180% over two-year period.
- Developed positioning and marketing plan for 'Loanware' product set.
- Eliminated late shipments while maintaining product integrity through reorganization of development group.
- Successfully negotiated establishment of beta test site for new \$3 million software package.
- Initiated group planning sessions which established goals and increased morale.

*The Accomplishment
Statement
is the
Heart of the
Resume.*







*A strong resume does not
explain your experience.
Rather it SELLS your
experience.*

Accomplishments are about...

- How you increased revenues
- Decreased cost
- Increased productivity
- Streamlined operations
- Ensured compliance
- Met or exceeded goals
- Raised performances
- Increased speed, accuracy or quality
- Reduced customer complaints, errors or redundancy.

Accomplishments need to be Quantified

-  Dollars
-  Numbers
-  Percentage
-  Time

The PAR Techniques

Refer to page 92 in Manual

P – Problem

A – Action

R – Results

The Problem...

Refer to page 92 in Manual

P ... the problem/challenge you faced!

Company managed fleet operations were too expensive. Was selected to reinstitute a third-party dedicated fleet operations and expand the coverage from the Midwest to nationwide within 16 months.

Sample

The Action...

Refer to page 92 in Manual

A ... the **action you took to resolve the problem!**

Automated planning, dispatching and disbursement processes with six separate vendors and 250 units.

Sample

The Result

Refer to page 92 in Manual

R ... the **result** or outcome of your actions!

Reduced underutilization by 50% while increasing total capacity by 120% and achieved cost per mile under industry average for 75% of the fleet.

Sample

The Goal

Condense the three statements into one streamlined bullet

Step 1

- Disregard the problem.

Step 2

- Use the verbs from the action statement and then explain the action.

Step 3

- Blend that to the result.

Action skills-verbs

Refer to page 131 in Manual

Accelerated
Accepted
Accomplished
Accrued
Accumulated
Achieved
Acquired
Added
Administered
Advanced
Advised
Affected
Alleviated
Analyzed
Anticipated
Applied
Appointed
Approved
Arranged
Assembled
Assessed
Audited
Authored
Averted
Avoided

Balanced
Bargained
Bolstered
Bought
Built
Centralized
Certified
Changed
Clarified
Closed
Coached
Collaborated
Combined
Completed
Composed
Computed
Conceived
Concentrated
Concluded
Conducted
Consolidated
Constructed
Consummated
Controlled
Converted

Coordinated
Corrected
Created
Decentralized
Decreased
Defined
Delivered
Demonstrated
Described
Designated
Designed
Determined
Devised
Diagnosed
Directed
Discovered
Distributed
Divided
Documented
Earned
Edited
Effected
Elevated
Eliminated
Employed

Enforced
Enhanced
Escalated
Established
Evaluated
Evolved
Executed
Expanded
Expedited
Extracted
Facilitated
Figured
Forecasted
Formed
Formulated
Founded
Generated
Guided
Halted
Headed
Hired
Identified
Illustrated
Impacted
Implemented

Action skills-verbs, continued

Refer to page 132 in Manual

Improved
Improvised
Increased
Influenced
Initiated
Inspected
Installed
Instituted
Instructed
Insured
Interpreted
Interviewed
Introduced
Invented
Investigated
Issued
Joined
Judged
Justified
Kept
Launched
Led
Liquidated
Located

Made
maintained
Marketed
Measured
Modernized
Motivated
Negotiated
Obtained
Offered
Opened
Operated
Ordered
Organized
Originated
Oversaw
Packaged
Passed
Penetrated
Performed
Piloted
Pioneered
Planned
Prepared
Presented

Processed
Procured
Produced
Promoted
Proposed
Protected
Provided
Published
Purchased
Recommended
Recruited
Redesigned
Reduced
Referred
Regulated
Rejected
Related
Reorganized
Reported
Represented
Researched
Resolved
Restored
Revised

Saved
Scheduled
Secured
Separated
Served
Sold
Solved
Specified
Staffed
Standardized
Strategized
Streamlined
Structured
Summarized
Supervised
Supplied
Supported
Tested
Tracked
Trained
Transferred
Upgraded
Utilized
Wrote

Accomplishment Statement

Refer to page 92 in Manual

Automated planning, dispatching and disbursement processes, reducing underutilization by 50% while increasing capacity by 120% within one year.

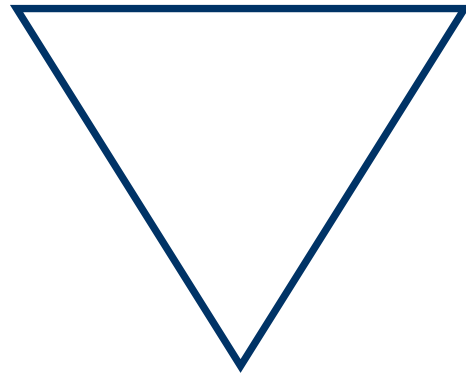
Sample

Formula

Action verbs + explain the action +
what was the benefit to the organization +
quantified =

Accomplishment statement

The shape of your resume



showing
the last
10-15 years

Fat on top ... tapered on the bottom

Educational / Training Background

Degree, Subject, School, Location, Date

Samples

PH.D. candidate, International Marketing, NYU, New York, NY
(on going)

MBA, Marketing, Pace University, White Plains, NY 2001

BS, Business Administration, SUNY @ Albany, NY 1995

Certificate, PMP, Project Management Institute 2003

The Summary Statement

“The most important part of the Resume”

Question:

How long does the average resume reader spend reading your resume before making a decision?

Answer: 5-15 Seconds

The typical Sunday New York Times has over 500 articles.

What are the chances that you will read any one article if that headline doesn't get your attention?

Structure of an Effective Summary Statement

- Your functional role
- Expertise level
- Context of an Industry
- Functional skills
- An overall accomplishment
- Describe your personal style or attitude *

*This statement is optional

Summary Statement

Samples

Human Resource Generalist

Human Resources professional with 15 years experience. Special expertise in recruiting, employee relations and development. Recognized by peers and managers for a “can do attitude” in motivating and providing career support to employees. Demonstrated pattern of strong leadership, problem solving, and effective communication skills. Thrives in a fast paced changing work environment.

SUMMARY

A friendly detail oriented **customer service representative** with over fifteen year's experience. Have strong organizational abilities and good verbal and written communication skills. Has shown repeated success in organizing projects, systems and resolving customer service issues. An enthusiastic team player with a genuine commitment to high quality service. Proficient with Microsoft Word and standard office equipment.

Summary Statement

Sample

CREATIVE DIRECTOR/ CONSUMER PRODUCTS IN-STORE DISPLAY

Award-winning Creative Director with extensive experience in consumer products display design. Proven track record in designing and launching new display systems, as well as targeting emerging markets, cost-cutting and streamlining procedures. Additional expertise and qualifications are:

- Innovative Consumer Products Displays
- Budget Control and Improving Profits
- Cost-effective In-Store Merchandising
- New Business Development
- Collaborative Alliances
- Teamwork and Multi-Tasking
- Creative Marketing Strategies
- Staff and Outsource Training

Putting it all together

Resume types:

Chronological resumes

- Chronological
- Chronological with multiple positions within a company

Functional resumes

- For career changes
- For individuals returning to an earlier occupation

Sample Resume - chronological

ARTHUR C. RITTER

11 South Ridge Road
Lake Forest, IL 51749

Home: (312) 555-9344
Cell: (312)555-8421

Office: (312) 555-7989
Email: aritter@hotmail.com

SUMMARY

Senior executive with over 20 years experience in sales, marketing, finance, operations, customer support, software and applications development. Significant accomplishments in turnaround situations, team-building, strategic planning, revenue enhancement and international business.

PROFESSIONAL EXPERIENCE

LAWRENCE FINANCIAL SYSTEMS, CHICAGO, IL

1996-2000

Senior Vice President and General Manager

Directed \$30 million software firm with applications in financial services. Full profit & loss responsibility.

- Increased profitability 180% over two-year period.
- Developed positioning and marketing plan for 'Loanware' product set.
- Eliminated late shipments while maintaining product integrity through reorganization of development group.
- Successfully negotiated establishment of beta test site for new \$3 million software package.
- Initiated group planning sessions which established goals and increased morale.

BENTLEY COMPUTER SOFTWARE, OAK RIDGE, IL

1992-1996

Senior Vice President

Provided leadership to the North American operation of a \$20 million decision support and systems software company. Full profit and loss responsibility.

- Reversed \$5 million loss to \$750,000 profit over a two-year period, concurrently raising consulting revenue 50% and productivity 100%.
- Integrated three new acquisitions into corporate operations according to strategic plan.
- Reorganized and downsized company, while achieving greater efficiency.
- Conceived, evaluated and executed new acquisition strategy.
- Formulated and implemented new product strategies including the development and introduction to market of a major software product.

STOCKYARD SOFTWARE, NORTHBROOK, IL

1990-1992

Northeast Regional Manager

Led sales, support and administrative staff in the sale of database software and financial, manufacturing and human resource applications.

- Doubled revenue from \$14 million to \$28 million, instituting large account marketing programs leading to multiple, multi-million dollar software sales.
- Achieved Golden Circuit Club in 1991 and 1992, ranking first each year.
- Recruited and built regional team from 40 to 52 professionals.

BAKER INFORMATION SYSTEMS, CHICAGO, IL

1988-1990

Vice President of Operations

Provided operational leadership to a \$19 million company with 370 employees in the following areas: systems development, programming, operations, sales, marketing, support, administration and finance; full profit and loss responsibility.

- Increased revenue 53% and profits 91% while attaining an on-line availability and on-time delivery in excess of 99%.
- Developed and implemented the following systems: a check processing system; a full-function teller system; automated teller system; a computer funds transfer system; and an on-line secured lending system.

AMERICAN COMPUTER CORPORATION, MINNEAPOLIS, MN

1983-1988

Manager of Management Development (1987-1988)

Defined and executed yearly management development programs for first three levels of management. Administered \$3.2 million budget, conducted needs analysis surveys, and developed new programs to match management requirements.

- Initiated new methodologies to deliver training, saving \$750,000 annually.
- Formulated and established a Quality Circle program.
- Introduced and facilitated a new Situational Leadership program.
- Generated and implemented an on-line management tracking system.

Account Executive (1983-1987)

Led the marketing efforts of 60 professionals in the selling, installing and servicing of ACC products and services to a Chicago Money Center Bank.

- Tripled revenue in four years to \$30 million while earning four 100% Clubs, three Regional Manager Awards, and one Golden Circle Award.
- Named one of top three sales managers out of 240 in 1979.
- Launched an international marketing program which resulted in the establishment of 14 data centers worldwide.
- Originated a 'purchase and install' campaign, resulting in the single largest order ACC ever received for word processing equipment.

Prior to 1983, worked as Systems Engineer and Program Manager for Northern Technology, a computer hardware firm headquartered in Chicago.

EDUCATION**M.B.A.**, Management, NORTHWESTERN UNIVERSITY, Chicago, IL**B.S.**, Engineering, NORTHWESTERN UNIVERSITY, Chicago, IL

Sample Resume - chronological

Deborah Richmond

237 Prospect Street Cambridge, MA 02143 • 617-524-8596 (H) • 617-555-8546 (O) • drichmond@aol.com

PROFILE:

Senior marketing professional with expertise in product rollouts, marketing programs and materials, and channel marketing. Marketed diverse applications on Macintosh, PC and UNIX platforms.

- Product Marketing Management
- Channel Marketing and Development
- Vertical Market Development
- Strategic and OEM Account
- New Product Pricing Strategy
- Multi-platform Product Management

EXPERIENCE:

ORION TECHNICAL SYSTEMS, Lowell, MA

1996-2000

\$700 million company that develops and markets integrated hardware and software products for digital video and audio applications.

Product Line Manager (1997-2000)

Managed lead product of business unit focused on digital video products for corporate, industrial and government markets.

- Authored and implemented product plans for Macintosh product which were adopted and extensively referenced for related products.
- Created comprehensive launch programs including direct mail, product promotions, reseller fulfillment kits and channel training to successfully introduce and market new product releases.
- Negotiated major contract to incorporate third-party software into new product for the SGI Indigo family to strengthen product's application for scientific and technical market segments.

Senior Product Manager (1996-1997)

Managed new desktop video product through entire release cycles of product planning, development and launch, that achieved 119% of its first-year revenue goals and won major awards in both the video and Macintosh computer markets.

- Initiated vertical market programs targeted at corporate training market, with focus groups, demand generation and fulfillment kits, that established corporate training as the product's largest vertical market segment, representing 18% of domestic sales.
- Created reseller seminar kits, training and product promotions to establish product as BAR's first sold through the reseller channel and help develop the channel of 140+ resellers worldwide.
- Developed comprehensive customer reference database and promoted installed base through video testimonials, workshops, case studies, and advertising to secure product as the market leader.

INTER-SOFT, INC., Newton, MA

1991-1996

\$100 million company that develops and markets software and services for electronic publishing, document management and information distribution applications.

Product Marketing Manager (1994-1996)

Managed multi-platform electronic retrieval and distribution product line.

- Pioneered a new product introduction process focused on bringing products to market faster to optimize revenue opportunities.
- Managed and promoted strategic customer and third-party relationships through industry presentations, trade shows, newsletters, and other activities to leverage key competitive strengths.

Product Manager (1992-1994)

Managed electronic publishing product on Sun platforms—totaled over 35% of software revenues.

- Managed two project teams to produce consecutive releases of new publishing software for the Sun SPARC and 386i platforms, meeting targeted release dates and generating \$15 million in incremental revenues for the Sun product line.

Manager, Reseller Marketing (1991-1992)

Created reseller distribution channel for new PC software products.

- Supervised group creation of marketing materials, promotions, direct mail and competitive analyses for the channel. Established recruiting, authorization, training and sales programs for VARs.
- Developed the business plan and marketing programs that enabled Inter-Soft to expand its reseller program to include distribution of its PC, Macintosh and workstation platform products.

HUSKY CORPORATION, Boston, MA

1990-1991

\$50 million company that markets desktop publishing and related software.

Account Representative

Managed sales of PC and Macintosh software through dealers and VARs in Northeast U.S.

- Exceeded quotas consistently in territory representing 18% of company's U.S. revenues.

MPPA, INC., Lexington, MA 1988-1990

\$50 million Monsanto subsidiary supporting pre-press automation and software.

Senior Marketing Manager, OEM Accounts (1989-1990)

Managed business relationships with company's OEMs, primarily Sun Microsystems and AT&T.

- Initiated and managed project teams; responsible for pricing, negotiating product delivery, and approving capital requests exceeding \$500,000.
- Significantly increased the marketability of several products by replacing proprietary hardware and integrating new Sun workstations into the Atex product line.

Marketing Manager, Newspaper Marketing (1988-1989)

Managed advertising product line; promoted from Assistant Market Manager.

- Developed new pricing and positioning for advertising product line; created marketing materials and provided sales consulting for products contributing 30% of company's annual revenues.

THE DETROIT PRESS, Pontiac, MI 1985-1988

\$15 million daily newspaper in Detroit metropolitan market.

Advertising Group Manager

Managed 10 advertising representatives generating 22% of company's annual revenues. Planned and executed target account strategies; hired, trained and evaluated salespeople.

EDUCATION:

M.B.A., Marketing, University Of Virginia, Charlottesville, VA, 1988

B.A., Journalism and Psychology, University of Michigan, Ann Arbor, MI, 1983

Sample resume — functional

John Reed

95 Needham Street
Dallas, Texas 75230
909-555-5555

Jreed@worldnet.att.net

SUMMARY

Five years of industry-related process engineering experience with consistently increasing responsibilities in project management, new product development, product design and implementation, statistical data analysis and validation.

COMPUTER SKILLS

AutoCAD, Microsoft Word/Excel/Project, knowledge of BPCS/AS400 systems

ACCOMPLISHMENTS

Engineering

- Improved a packaging process from a one shift/one assembly line manual operation capable of producing 5,000 units daily to a two shift/four line operation capable of producing 30,000 units/day. Added in-line check weighing that resulted in a significant cost savings (two d/l) and a significant reduction in line defects.
- Implemented a capital project involving the process automation of the entire factory. Process reduced the headcount from 21 d/l to seven d/l with an annual cost savings of \$400K.
- Analyzed present PC board testing procedure and concluded through statistical analysis that the present process and facility conditions demanded an equilibrated board temperature that suited plant conditions. Recommendations resulted in a PCB reject rate of 35% reduced to 3%.
- Solved several issues through statistical analysis relating to line scrap and initiated solutions with cost savings totaling \$340K.

Management

- Managed 45 d/l employees along with three group leaders in the assembly and packaging of glucose monitoring systems.
- Led production team in earning the Corporate Quality Award for overall factory excellence in 1998.
- Oversaw hiring, performance reviews, resource planning and scheduling.

Process/Program Development

- Developed and introduced a “visual” assembly procedure approach to the factory, thereby reducing training time and costly errors.
- Designed and implemented a specific training program related to ISO 9001 for all department employees.
- Managed staffing, budgets, engineering documentation, time/motion studies, warehousing, MRP, scheduling, new product introduction, incoming quality assurance, MRB and corrective actions for the factory.
- Directed process improvements, capital projects, process/product research, new product introductions, factory set-up and design.
- Researched and reevaluated plant process to eliminate product damage associated with product microwaving and storage.

WORK HISTORY

BETA CORPORATION, Dallas, TX 1996-2000

A leading manufacturer of blood-gas instruments for the medical diagnostics industry and a key player in OEM contract manufacturing.

OEM Project Engineer/Production Supervisor

Collaborated in the market launch of a class II medical device from concept to completion. Primary responsibilities included factory design, operation qualifications, and process/product validations.

WESTON'S SEAFOOD, Portland, ME 1994-1996

Food Process Engineer

EDUCATION

Master of Science, Engineering Management, UNIVERSITY OF ARIZONA, Tucson, AZ

Currently enrolled in Master of Science program in Engineering Management, with a concentration in Manufacturing Systems and Quality.

Bachelor of Science, Mechanical Engineering, UNIVERSITY OF ARIZONA, Tucson, AZ

Resume Writing Tips

- The resume needs to position you appropriately for the job you are campaigning for.
- The information needs to be relevant to that position
- The page need white space “breathing room” – should not look like a dense page of text.
- Easy to read bulleted accomplishment statements.
- Lots of quantifiable data.
- Look attractive – “have curb appeal.”
- A good resume has texture.

What to leave off your resume

- Spelling typos
- Poor grammar
- References
- Hobbies
- Personal Data
- Stretching the truth
- Clip art or graphic images
- Salary information
- Reasons for leaving
- Unconventional look – either in font type or page color or format.

Sample Cover Letter (ad response, two column match)

Lois T. Livingston
9783 Prospect Street
San Carlos, CA 94701
415-777-4444
llivingston@hotmail.com

January 20, 20__

Box SL 120
The Wall Street Journal
Palo Alto, CA 95702

Re: Human Resources Personnel Officer

I am responding to the January 19 advertisement for a Human Resources Personnel Officer. The position described greatly interests me. I believe I would make a major contribution to your firm in this role. Since 1997 I have been the Assistant Resources Director for the Cave & Rieman Company. For 10 years prior to this position, I was employed as a Real Estate broker.

As you can see from these examples I am highly skilled in the qualifications you require for this position.

YOUR REQUIREMENTS

- Recruiting and hiring
- Direct administrative activities
- Real estate industry knowledge

MY BACKGROUND

- Created working environment that attracted and retained key talent
- Assisted Director in planning and directing all HR activities for the company
- Possess California broker license
- Completed classes in Property Management, Landlord/Tenant Relationships and California Law Updates

In addition, I had complete responsibility for the design and supervision of all training programs at Cave & Rieman. These specialty-training programs have been very successful in maximizing individual employee effectiveness. My B.S. degree from Arizona State is in Business Administration.

I find this opportunity most exciting and look forward to an interview in the near future.

Sincerely,

Lois T. Livingston