

HOW TO CREATE A FIRST-CLASS RESUME

In today's highly competitive job market, human resource managers and recruiting professionals are inundated with hundreds of resumes for a single position. If the hiring manager can only spend 10-30 seconds reviewing a resume before determining whether it warrants further consideration, what can you do to ensure that YOUR resume stands out from the rest?

Research shows that a polished, professionally written resume significantly increases your chances of securing an interview. Your resume must convince the hiring manager that you are a good fit for their open position while simultaneously distinguishing you from the competition. It needs to highlight your work history, achievements, education, and capabilities while answering the employer's most important questions- What do you offer, and does it meet our needs? Here are the essentials for creating a first-class resume that does just that:

Be succinct. Be specific. Be truthful.

This is key. Your resume should emphasize job, field, or industry-specific qualifications, ideally through measurable achievements, without being too lengthy. A checklist of day-to-day tasks does not provide the employer with any substance or specific examples of your successes. A long-winded laundry list littered with jargon and acronyms will not convey the right message either. You must concisely demonstrate your skills and accomplishments to generate interest from a potential employer. Give examples: How did you reduce costs and improve efficiencies, and/or solve business issues? Increase your marketability by emphasizing your unique core competencies, talents, strengths, and achievements. Never exaggerate or lie about your capabilities and successes.

Think of your resume as a marketing piece. It must sell the employer on you. It is valuable real estate and must catch the reader's attention. Do NOT include personal data such as marital status, a photograph, or date of birth. This information is irrelevant.

Before you begin to craft your resume, take the time to compile a list of the positions that you have held and the corresponding duties. From this, outline your accomplishments and results in each role. Compile an inventory of your top 8 hard and soft skills. This process can be challenging but will provide you with the fundamentals to create an impressive resume.

TOP MYTHS AND MUST-HAVES

Must-Have #1 - Include a Headline above your Experience and Skills Summary. A Headline provides a succinct, unique, memorable overview of your focus, functional, and industry expertise.

Must-Have #2 - Emphasize your industry experience- Include a company descriptor that allows the reader to better understand your background.

Must-Have #3 - Emphasize your skills- Enhance your bulleted job description by using action words such as “Charged with,” “Proven performer in,” “Successful history of,” “Drove,” “Championed,” etc.

Must-Have #4 - List all the titles you held within a company- Demonstrate your career progression and success by promulgating all of your titles within a company.

Must-Have #5 - Include a reason for leaving- If your last 3 - 5 positions were less than one year, providing information about the reason for your moves will help alleviate questions. Include a simple clause under the position.

Must-Have #6 - Use consistent fonts and sizes- More than ever, it is essential that your resume is well laid out and that it is pleasing to the eye! The layout, fonts, and sizes are crucial in creating that overall impression. Be consistent and provide some visual interest to the page. This can be achieved in many ways: placing a line under your name and contact information, centering headers, using bold for your company name or title. Search the internet for good examples and templates, some to consider are [Microsoft](#), [Canva](#), and [Google Docs](#).

Must-Have #7 - USE SPELL CHECK – TWICE! - Ask at least two people to review your resume for grammar, spelling, and content.

Myth #1 - A resume must be one page- At one time, this was the preferred length, however, this is no longer the case. Two pages are perfectly acceptable, three if absolutely necessary. Do not try and use every inch of the space. Don’t pad it with unnecessary information. Make sure you leave margins (this is a perfect space for the interviewer to write notes). Your name, contact information, and page number should appear on every piece of paper.

Myth #2 - A resume should include an Objective - Everyone has the same basic objective, so replace this valuable real estate with a Skills Summary - 6-9 bullet points in 2-3 columns that highlight your unique skills & talents.

Myth #3 - “References available on Request”- There is no need to include this, it’s a given.

CANDIDATE

Street
City, State Zip

email@email.net
(555) 555-5555

GLOBAL MARKETING & SALES LEADER

Accomplished senior executive with over 20 years of experience providing leadership and direction in marketing, sales and operations with extensive P&L responsibility

A successful history of turning around underperforming business units, managing worldwide sales quotas and directing all aspects of marketing, including strategic product and company branding

A natural ability to take complex business challenges and turn them into actionable objectives

SUMMARY OF QUALIFICATIONS

- Global Marketing & Sales Management
 - Product Life Cycle Management
 - Customer, Competitive & Market Trend Analysis
 - Process Improvement & Program Management
 - International P&L Administration
 - Media, Communications & Public Relations
 - Personnel Development
 - Proven Cross-Functional Management Expertise
 - Start-Up & Mature Business Management
-

PROFESSIONAL EXPERIENCE

ABC Company, San Diego, California
Brief 1-line company description

Date - Date

Chief Marketing Officer

- Hired to build and oversee marketing team and sales operations which provide marketing leadership and direction, coordination of sales activities, ongoing support and account management to retail customers, and assistance to retailers in establishing end-consumer marketing and awareness campaign
- Drive ongoing development and day-to-day execution of the company's marketing plan translating changing market dynamics into actionable brand strategy to enhance company and product positioning; develop international and corporate business to business strategies for the company's product
- Direct customer service; developed service monitoring processes to ensure client retention service to support department and ensure the third party support provider delivers to business performance metrics
- Generate new and advance existing business relationships; manage major retail accounts to ensure achievement of triple digital growth projections
- Accountable for company's media and industry relations, communications, advertising, and interactive programs
- Administer market research and analysis; supervise the management and research teams on product development
- Manage budgets, financial reporting and scheduling across multiple departments; established effective metrics, business processes, performance reviews and forecasting
- Established policies and best practices; track improvements and prepared progress reports for executive team and Board of Directors

XYZ INC., San Diego, California
Brief 1-line company description

Date - Date

General Manager

- Assumed Full P&L responsibility; realigned the organization and developed 5 year business plan to enable improved performance and ensured successful merger
- Assumed interim CEO role and duties per the request of board upon CEO departure
- Reviewed companies cost structure reducing head count and removed unprofitable business segments

Name

(555) 555-5555

Page 2

- Drove focus of organization on financials and customer satisfaction instituting monthly departmental meetings to guide and measure all aspects of the business
- Implemented service and support improvements to advance profitability
- Chartered and enhanced sales and product collateral to increase high quality sales
- Realigned distributor agreements to reward performance and eliminated poor performers growing revenue and margin
- Established pricing agreements and extended warranty pricing to focus on margin rather than revenue

PHOGENIX IMAGING LLC, San Diego, California

Date - Date

*Brief 1-line company description***Senior Marketing Director**

- Built and managed the product marketing department; charged with product definition, competitive analysis, worldwide pricing, beta testing, trade-shows and global product launch
- Devised all marketing deliverables completed including pricing, collateral, packaging development; assisted retailers with marketing and the development of in store collateral
- Worked closely with R&D, service and manufacturing to ensure product objectives were met; conducted competitive analysis and user need evaluations
- Responsible for company's media and public relations, communications, press releases and tradeshow execution
- Controlled the development of marketing budget and a key contributor to long term business plan and budget design

HEWLETT PACKARD,

Date - Date

*Brief 1-line company description***Commercial Solutions Manager**

Date - Date

- Responsible for all marketing deliverables for division affording \$500 million in revenue
- Delivered product management requirements, forecasts, design objectives, and market analysis
- Collaborated with worldwide printer division partners to deliver forecasts and requirements for each phase of the development cycle from inception to market launch; executed 13 programs
- Developed international communication and team objectives for marketing communication and sales
- Worked with local country managers to preserve balance of competitive pricing while maintaining margin goals; formulated pricing recommendations

Product Line Manager

Date - Date

- Managed team of product managers delivering inkjet consumables across the company printing businesses; responsible for product marketing deliverables, forecasting and marketing collateral
- Develop and execute market research projects using focus groups, surveys and third partner research management; drove customer and distributor visits on world wide basis to ensure programs were meeting customer needs ensuring customer driven organization and program success

EDUCATION

Bachelor of Business Management

University Name, City, State