



GET ATTENTION With a Compelling Resume

Today's marketplace is turbulent and intensely competitive. Companies are much more selective, thereby requiring you to sell them on what makes you so special. In other words, you must be able to effectively communicate your professional value and how you can enrich a prospective employer.

Employers care more about maximizing revenue and cutting costs than your passion for the job. Sure, it's important to convey your enthusiasm for their job, but they'll really get excited about you when your resume tells them how your special talents will contribute to the company's success. The goal here is to NOT communicate just your functions and responsibilities, rather, how your work has added value to an enterprise; either by increasing revenues/profits, lowering costs, and/or mitigating risks.

GET THIS! Use conventional templates from the internet or career services as a guide for resume format. While it should look clean and organized, what will grab attention is the strength of the language you use to communicate your value.

RESUME HEADING

Stack and center your name, address, telephone number(s) and email address at the top of the page. If you are a college student it is not necessary to list two addresses, as long as you can be reached via your email or cell phone during school breaks.

Example

Name Address Telephone Email
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OBJECTIVE STATEMENT

The Objective Statement is your definitive bragging statement of what you are seeking, leveraging and selling. It is essentially a synthesis of your professional value and should answer the question, "Why Me?"

EXPERIENCE

From the way you identify your employers to the way you describe your accomplishments, every word you write about your experience is part of your sales pitch. This is not the time to be modest! The following guidelines help break it down.

GET THIS! Be truthful and complete. Companies can easily verify your employment and educational background.

Company Description & Job Title

If you are describing a traditional job, indicate only the years in which you worked for each employer. If you worked for a semester or a summer, indicate the term (i.e. not the months).

Example:

ABC Company, City, State

2005 - 2009

Describe your role in the company; i.e. what you were hired to do. Include a brief description of the company's business and scope of operations, even if the company is well known. Also include the division in which you worked, describing its size, function and mission.

Example:

Recruited as a sales associate by this middle market supplier of high tech gizmos and gadgets to expand presence on college campuses across the Northeast.

Accomplishments

Hiring managers are not just interested in the job functions you performed. They are more interested in the "actions" you took to achieve your accomplishments AND your results. In other words, how you made an impact on the organization. By articulating the personal attributes and/or resources you used to get the job done, as well as the outcomes that your work yielded, you are telling a prospective employer that you understand the relevance and importance of your job function.

Some possible scenarios of HOW you achieved an accomplishment are:

- Collaborated with peers, management, external vendors
- Initiated a new idea or process
- Challenged the status quo
- Assumed a significant risk
- Outperformed others (internally or externally)
- Led or influenced others
- Worked overtime to meet a deadline
- Applied independent judgment

- Served as a valued liaison
- Applied analytical skills
- Applied technical skills (software, equipment, programming)
- Applied foreign language skills
- Applied interpersonal skills
- Applied problem solving skills
- Applied organizational skills
- Applied best practices
- Mentored by an expert
- Applied persuasive communication skills
- Negotiated a favorable deal
- Engaged senior management or Board
- Learned a new system or product
- Maximized use of scarce resources

Regardless of your role in the hierarchy, it is likely that you achieved one or many of your accomplishments/results either independently or as part of a team. In both cases, someone or something is usually affected. This is where it's critical to describe the impact of your accomplishment on your colleagues, boss, organization, school, industry, etc. Some possible RESULTS scenarios include the way you:

- Increased profits and/or revenues
- Mitigated risks
- Changed or improved processes
- Improved customer service/satisfaction
- Led projects or people
- Decreased costs (or produced under budget)
- Exceeded revenue goals
- Accelerated the timeline for project completion
- Retained current clients or secured new clients
- Increased market share or opened a new market
- Saved management time
- Enhanced employee morale and/or productivity
- Earned a special award or recognition
- Made a difference in your college community

Note: For additional RESULTS scenarios, please see the Resume & Pitch page on www.getwhatyouset.com

Example using quantitative and qualitative terms:

Applied advanced knowledge of internet search applications to complete an ownership study of over 50 properties in less than 15 hours, 10 hours ahead of projected time allocation. This enabled the company to close a critical deal.

Example using quantitative and qualitative terms:

Outperformed sales team over a 3-month period by cultivating new customers in an untapped territory. Generated \$50,000 in sales, which was 25% over the sales target.

Example if it is impossible to quantify your accomplishments:

Took the initiative to upgrade a simplified PowerPoint template into a compelling presentation which captured the attention of nationally recognized companies such as Starbucks and Verizon.

GET THIS! Make your resume reader-friendly and visually appealing. Use *no more than 3-4 bullet points* in each section.

EDUCATION

Example

Name of College/University
Candidate for X Degree, Month, Year *
Major (with concentration if applicable)
Minor (if applicable)
Grades if notable (also SAT score if notable)
Scholarships and Awards (also provide a description)

* After graduation eliminate "Candidate for"

Note: Place Education above Experience if you're still in school or graduated in the last 2 years

ACTIVITIES & SKILLS

Include professional credentials (i.e. licenses or certifications), awards, volunteer activities and associations where applicable. If you were in a leadership position, describe your impact.

Include foreign language and software/hardware skills.

Do not include personal items like your marital status, birth date, nationality and hobbies.

REFERENCES

Leave references off the resume but have them prepared. It is assumed that you will make them available on request.