

# The Resume

Your Primary Marketing Material

# Resume Sections

## Required

- Contact Information
- Headline
- Professional Summary
- Work History/Experience
- Education

## Optional

- Accomplishments
- Skills List
- Relevant Experience
- Training
- Certifications
- Awards/Recognitions
- Volunteer Work
- Anything that helps sell you!

# Contact Information

- Name
  - Magnus Jay Ahlstromer III
  - Jay Ahlstromer
- Address
  - Roy, UT or Roy, Utah
  - **NOT** Roy, **Ut** or **Ut.** or **U.T.** or **Utah.**
  - State Code: Know before you go! **AL is not Alaska**
- Phone Number
  - Question: Which is correct?  
(801) 336-0896 or (801)336-0896 or 801-336-0896 or 801.336.0896
  - Answer: All of them. Just be consistent
- Email Address
  - Question: What's wrong with cutiebutt79@yahoo.com?
  - Answer: Nothing! As long as it's **NOT** on your resume.

# *The 22 Immutable Laws of Marketing* by Al Ries & Jack Trout

“The essence of marketing is narrowing the focus. You become stronger when you reduce the scope of your operations. You can’t stand for something if you chase after everything.”

# FOCUS

# Coca-Cola

- It tastes great!
- It gives you energy!
- It cleans blood off the pavement!

“If you chase two rabbits, both will escape.”

- *Ancient Proverb*

# Objective Statements

Objective: Currently seeking a challenging position with a progressive, growth-oriented company.

Objective: I desire to be a part of a company that is growing and that reflects positive ideas. I want to have a career that is challenging, where I can work as part of a team and have a chance to use and develop my skills. I enjoy an environment where I can help others and work towards a common goal. I seek a position where I can feel proud of my accomplishments and assist in the development of the company.

# The Problem

- Objective statements tend to be too vague or wordy
- They are all about what *you* want, not about the employer's needs.
- You should orient your resume to the needs of the Hiring Manager.

# The Resume Headline

A better approach: 2-3 words that summarize what you are targeting

**MEDICAL ASSISTANT**

**NETWORK ADMINISTRATOR**

**REGISTERED NURSE**

**Pediatrics  Labor & Delivery  NICU**



# Professional Summary

- Further definition of your Central Message can be created through the Professional Summary.
- This section allows you identify your personality
- The professional summary is a focused and concise description of your:
  - Personal Attributes
  - Background
  - Work Style

# Sample Summary

An energetic sales professional with over 10 years experience in the software industry. Excellent interpersonal skills and a keen ability to quickly build rapport and influence people. Major strengths include:

- Successful sales track record
- Excellent organizational skills
- Large client base
- Strong supervisory skills
- In-depth software and hardware knowledge
- Proficiency in Goldmine contact database

# Sample Summaries

A committed and energetic medical office professional with strong management skills. Responsible and knowledgeable about the job and dedicated to customer satisfaction.

A dependable and hardworking computer professional with a very positive attitude and always willing to learn. Known for excellent work as a team player. An extremely responsible and determined employee committed to meet obligations.

Demonstrated successes in multiple marketing functions, customer relations, contract management and tactical/strategic planning. This is complemented by a 19-year background managing information systems and technical teams in large hardware, software, and integration firms.

An enthusiastic accounting professional with expertise in a broad variety of tax-planning strategies and a solid educational background. Experience with popular accounting software and corporate, partnership, trust and individual tax preparation. Excellent interpersonal skills with an acute attention to detail.

# Write Your Summary

1. List some words that describe your attributes
2. Write what other people would say about you
3. Merge steps 1 & 2 into 3-4 concise sentences

A **Professional Summary** template you can use:

A \_\_\_\_\_ individual/professional with \_\_\_\_\_ years of  
(attribute) (# years)  
training in \_\_\_\_\_. Excellent \_\_\_\_\_ skills and a  
(function/industry) (skill)  
strong ability to \_\_\_\_\_.  
(skill)

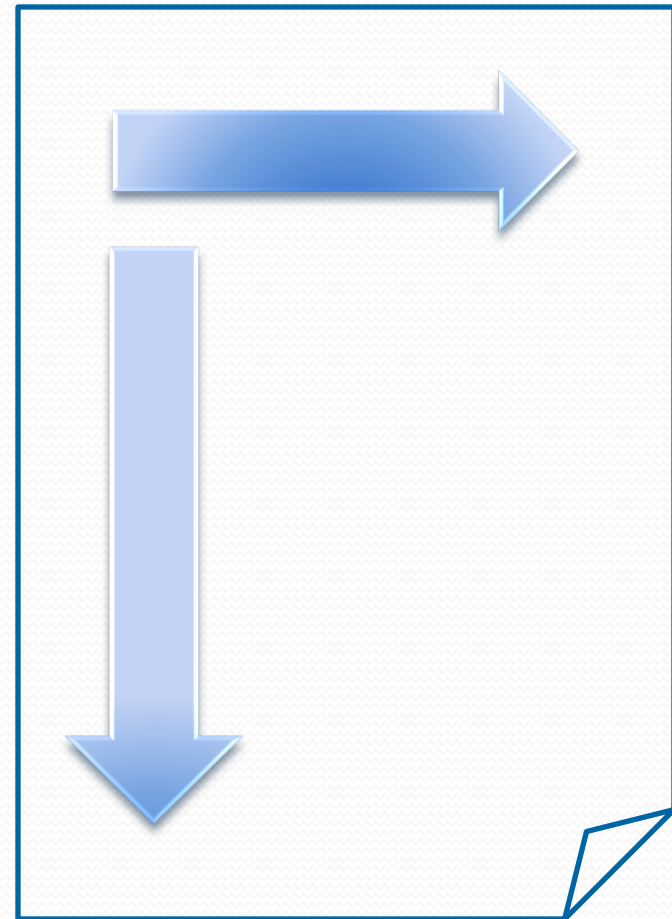
# Work Experience

Every job needs the following 4 items:

- Title or Job Description
  - Title typically best
  - If title is obscure or meaningless, use a descriptive word
    - Specialist I → Project Manager
    - Whoopee Girl → Goodwill Ambassador
- Employer Name
- City, ST
- Dates
  - Years only 2008-2009
  - If only one year: 2008, not 2008-2008

# Don't Play Where's Waldo

- Average resume is looked at for how **10 SECONDS**
- Make your “good stuff” stand out
- Put it where it is most easily seen
- So where does the eye naturally go when scanning?



# Work Experience

Rule: Always put your best stuff first and on the left.

So which should come first?

- Title, Employer, Location ~~X~~ or Dates ~~X~~?
- Target is Medical:
  - Medical Assistant at Diamond Jane's Assisted Living
  - Janitor at McKay-Dee Hospital

# Job Descriptions

## Basic Description

Sales Associate [W] Bath & Body Works [W] Ogden, UT [W] 2006  
- Customer service

## Better: Start descriptions with a verb

Sales Associate [W] Bath & Body Works [W] Ogden, UT [W] 2006  
- Provided customer service

## Best: Show **how well** you did the work

Sales Associate [W] Bath & Body Works [W] Ogden, UT [W] 2006  
- **Increased profitability** by using excellent product knowledge to assist customers

**Bold the first few words for improved visibility**



# Improving Resume Descriptions

In Progressive Order of Effectiveness

**Responsible** for marketing products

**Developed marketing campaigns** for products

**Developed three marketing campaigns** for sixteen products

**Developed three marketing campaigns for sixteen products**, resulting in sales increases of 27% over six months

**Increased sales 27% over six months** by developing three marketing campaigns for sixteen products

# Be Selective – Original

1986 to present      Skinner Electronics      Layton, Utah

- Co-owned Skinner Electronics
- Did conflict resolution
- Managed public relations
- Performed customer service
- Supervised personnel
- Managed day to day operations
- Managed payroll accounts receivable and payable
- Resolved consumer, manufacturer government, and employee issues
- Did troubleshooting
- Resolved technical issues

# Be Selective – Revised

Skinner Electronics  Layton, Utah  1986 to present

- **Responsible for all aspects of company web site**, including design, implementation, and maintenance.
- **Upload/Download documents** to maintain efficient operations and for technical uses and office needs.
- **Install computer software** for efficient operations.
- **Instruct employees on uses of software applications** and web services.
- **Troubleshoot & resolve hardware/technical issues** for company's line of electrical products.

# Accomplishments

- Accomplishments/PARs are the most important component of your resume.
- They build credibility for your Headline.
- The most relevant information in your work history and your most important PARs should come first.
- This shows that you are good at the target function.
- This approach will build excitement in employers who hope you can do the same for them.
- **The proof is in the PAR.**

# Powerful Results

Sometimes the *result* you got from the action is more impressive than the action itself. If this is the case, lead off with the result.

- *Achieved this result by taking these actions.*

Some examples:

- *Saved the company \$50,000 by implementing a computer database to track clients.*
- *Increased sales \$210,000 annually by including a photo pamphlet of the product with every mailing.*

# Impressive Actions

Sometimes *actions* are the most relevant part of your PARs. This is often the case in process-oriented fields like training, accounting, and human resources.

In such a situation, lead with your actions or relevant projects.

- ***Took these actions*** leading to these results.

Some examples:

- ***Implemented a computer database to track clients*** saving the company \$50,000.
- ***Designed and taught training courses*** to over 200 employees in every company department, resulting in higher productivity.

# How to Put PARs in Your Resume

Problem: There was a patient at South Valley Nursing home that would not take her showers. No matter who her caretaker was, she always refused.

Action: I asked if I could assist in trying to get her to take her shower. They agreed, and I went and spoke to the woman. I asked her why she was refusing her showers, and she said that it was because they never blow-dried her hair & styled it afterwards (she was a paraplegic). I told her that if she agreed to take a shower, that I would promise to do her hair for her.

Result: The woman took her shower that day and I was placed on her unit. I was always the one responsible for her care and she continued to take her showers.

## On Resume

**Assigned to care for high-need residents** because of my willingness to go the extra mile.

# How to Put PARs in Your Resume

Problem: Associates were complaining about favoritism when assigned certain tasks.

Action: The supervisor & myself made a schedule of all jobs and established a rotating pattern for all associates to cycle through and posted the schedule where all could view.

Result: In the end, most associates were happy. They felt more informed and were able to plan ahead for their duties for the day.

## On Resume

**Created a rotating duty roster** for employees, resulting in increased job satisfaction.



# How to Put PARs in Your Resume

Problem: When I worked at one of the nursing facilities, I realized that there were a lot of mornings that we did not have the things we needed around the facility (gloves, cotton swabs, bed pads, etc). It was time consuming to have to go and get the things we needed from the supply room all the time.

Action: I talked with the head nurse and told her it would be best if the night shift was assigned the duty of making sure everything was in stock before they left for the night (seeing as how the patients were sleeping & there was less workload).

Result: The head nurse spoke with people above her & shortly after, it became a duty of the night shift. It freed up a lot more of our time & we got things done in a more efficient manner.

## On Resume

**Increased facility efficiency** by changing inventory assignments between shifts.

# How to Put PARs in Your Resume

PAR: Got a resident to drink her fluids by getting her own water fountain in her room.

PAR: Got a client's son to make a nightly call to comfort an Alzheimer's patient & make him more cooperative.

PAR: Got a burn-proof bib made for a resident to keep her from burning herself & her clothing when she kept falling asleep while smoking.

PAR: Came up with a new fastener system for a patient's pillowed booties that kept them on and allowed bed sores to heal.

## On Resume

**Improved many residents' health, comfort and sense of well-being** by introducing creative solutions, such as burn-proof bibs, new clothing fastener systems, and involving patients' families in their care.

# Education

Your schooling needs the same 4 items as Experience:

- Degree/Major/Program of Study
  - Okay to abbreviate
    - “Associate of Occupational Studies in Medical Specialties”
    - “Associate of Medical Specialties”
- School Name
- City, ST
- Dates
  - Years attended “2008-2009” or “2008 to Present” or
  - Year graduated: “2010”

# Education

Leave off High School – Usually works against you

- Identifies your age
- What if GED?
- What if “Alternative” High School?

# Can You Read This?

I cdnuolt blveiee taht I cluod aulacly uesdnatnrd waht I was rdanieg The phaonmneal pweor of the hmuan mnid Aoccdrnig to rscheearch at Cmabrigde Uinervtisy, it deosn't mttar in waht oredr the ltteers in a wrod are, the olny iprmoatnt tihng is taht the frist and lsat ltteer be in the rghit pclae. The rset can be a taotl mse and you can sitll raed it wouthit a porbelm. Tihs is bcuseae the huamn mnid deos not raed ervey lteter by istlef, but the wrod as a wlohe. Amzanig huh? yaeh and I awlyas thought slpeling was ipmorantt

# Spell Check

## Beware of Auto Correct

Chris Bultinck    became    Chris Bootlick

## Right Spelling, Wrong WORD

Perform Vital Signs    or    Perform Vital Sins ?!!!

## ALL CAPS

EXPERIENCE    or    EXPERENCE

# Do they HEAR Your Message?

- Resumes can look and feel different, but all great resumes incorporate fundamental marketing principles.
- Use the HEARS questions to ensure your resume utilizes those fundamental marketing principles.

# HEADLINE

- Does my resume have a clear, concise central message?
- Can the reader identify my job target within one second?



# EASY ACCESS

- Is my resume easily scannable?
- Did I write any dense paragraphs?
- Did I try to cram too much information into a small space? (If so, two pages is perfectly acceptable)
- Did I use bolding, bullets and other formatting to emphasize important points?

# AUDIENCE

- Have I kept in mind the perspective of the Decision Maker?
- Do I know what they want & need, what 'pain' they have, and how can I benefit them?
- Using that information, did I tailor my resume to this specific opportunity?
- Did I focus on what Decision Makers care about: experience and accomplishments?

# RELEVANCE

- Did I put the most emphasis on the most relevant experience?
- Did I list the most relevant sections first?
- Did I structure my resume to emphasize my best accomplishments
- Did I list the most impressive duties and accomplishments first?
- Is the most important information on the left side of the page?
- Did I start every sentence with the best, most impressive, most relevant information?

# STANDARDS

- Did I forget any sections I should have included?
- Did I put “Resume” at the top of my resume? (If so, take it off)
- Did I put “References available upon request” at the bottom? (If so, take it off)
- Did I use a decent grade and non-distracting color of paper?
- Did I use standard fonts that are easy to read?