

# Seven Steps to Promoting Yourself

1. Write down all your skills, abilities, and accomplishments. For example:
  - a) Reduced waste by 23%
  - b) Balance a checkbook
  - c) Resolve disagreements
  - d) Manage time well
2. Decide what kind of job you're after
  - a) You will need a different résumé for different types of jobs
3. Determine the style of your résumé
  - a) Reverse Chronological (Traditional)
    1. Can be done with a résumé builder
  - b) Functional
    1. No dates
  - c) Combination
    1. Best of two previous styles
4. Categorize your skills, abilities, and accomplishments. For example:
  - a) Customer Service
  - b) Sales
  - c) Medical
  - d) Mechanical
5. Prioritize your skills, abilities, and accomplishments
  - a) On the résumé, place categories in order of most importance to the employer
  - b) Within each category place those skills the employer specifically mentioned in the ad first
6. Create your résumé
  - a) Write your Objective statement (see example résumés) or your Qualifications statement (*do not label on résumé*)
  - b) For a Reverse Chronological résumés list your most recent job and your accomplishments there first and then the job just before it and so on
  - c) For a Functional résumé follow your Objective or Qualification statement (*do not label on résumé*) with the categories and accomplishments within those categories that you have. When you list your employers you will NOT show dates of employment.
  - d) For a Combination résumé follow your Objective or Qualification statement (*do not label on résumé*) with the categories and accomplishments within those categories that you have. When you list your employers you will show dates of employment and job title as well as the employer information.
7. Write your cover letter

# QUALIFICATION STATEMENT EXAMPLES

*(Remember do not label your Qualification statement.)*

## **HEALTH CARE INDUSTRY**

Extensive and diverse health care experience in both primary care and research hospital setting. Knowledgeable of current regulatory standards and biomedical technology. Strong background in designing, implementing and directing patient care programs.

## **ADMINISTRATIVE SUPPORT**

An administrative support professional recognized for taking a leadership role in support of top management. A proven and verifiable record for utilizing strong technical and interpersonal skills to enhance organizational efficiencies and profits.

## **MANAGEMENT (CEO Level)**

Fifteen years of progressively responsible positions in credit union management. Strong financial planning, budgeting, and leadership skills. Proven record of increasing profits through investment management and budgeting.

## **MANUFACTURING**

Over 13 years of experience in various manufacturing settings. Learns new equipment and procedures willingly and quickly. Works well on a team or individually. Adapts well to change.

## **SALES, MARKETING, & BUSINESS DEVELOPMENT**

Aggressive, enthusiastic sales professional with proven talent for making new contacts, closing orders, and generating repeat business through effective account management. Leading-edge presentation skills. Experience managing unique marketing initiatives and programs. Mainframe and PC computer skills.

## **GENERAL MANAGEMENT**

Experienced manager with excellent team abilities; strong leadership and presentation skills. Ability to recruit, motivate, and develop long-term employees. Accomplished in repositioning product markets and developing alternative distribution channels.

## The Fifteen **WORST** Words to Use on Your Résumé

A word cloud of fifteen words considered 'worst' for a resume. The words are arranged in a cluster, with 'Best of breed' being the largest and most central. Other prominent words include 'Think outside the box' and 'Go-getter'. Smaller words are scattered around, including 'Thought leadership', 'Team player', 'Dynamic', 'Go-to person', 'Track record', 'Detail-oriented', 'Self-motivated', 'Results-driven', 'Value add', 'Strategic thinker', 'Synergy', 'Hard worker', 'Proactively', and 'Bottom-line'.

Thought leadership  
Track record  
Detail-oriented  
Go-to person  
Team player  
Dynamic  
Self-motivated  
Results-driven  
Value add  
Best of breed  
Think outside the box  
Go-getter  
Strategic thinker  
Synergy  
Hard worker  
Proactively  
Bottom-line

## The Fifteen **BEST** Words to Use on Your Résumé

A word cloud of fifteen words considered 'best' for a resume. The words are arranged in a cluster, with 'Trained/Mentored' and 'Achieved' being the largest and most central. Other prominent words include 'Managed' and 'Resolved'. Smaller words are scattered around, including 'Revenue/Profits', 'Influenced', 'Launched', 'Negotiated', 'Improved', 'Volunteered', 'Increased/Decreased', 'Created', 'Under budget', 'Won', and 'Ideas'.

Revenue/Profits  
Trained/Mentored  
Under budget  
Managed  
Influenced  
Negotiated  
Won  
Launched  
Achieved  
Improved  
Resolved  
Volunteered  
Increased/Decreased  
Created  
Ideas

**Ford Prefect**

5142 Abacus Avenue  
Port Grapefruit, FL 32127  
386-123-4567  
fordprefect@hfg.com

Experienced in determining effective planetary transport routes and implementation of strategic programs. Increased repeat business by 125% through high customer satisfaction. Strong financial planning, budgeting and leadership skills.

**EXPERIENCE**

**05/11 – 02/12 *Lead Renovator* Galactic Renovations, Daytona Beach, FL**

- Planned, scheduled and executed planetary removal activities, under budget and on time
- Created weekly calendar using Empire Transportation software
- Monitored inventory levels and disbursement of equipment
- Established good working relationships with sub-contractors
- Troubleshoot and resolved problems creating win/win situations
- Provided motivation for cooperation

**03/08 – 02/10 *Throughway Scout* Transports R Us, Daytona Beach, FL**

- Traveled to multiple planets and trained employees
- Supervised staff of 7 to 18
- Performed employee evaluations
- Created budgets
- Purchased promotional inventory
- Prepared monthly and quarterly reports

**01/07 – 02/08 *Wormhole Manager* Horseshoe Nebula, Milky Way, G1**

- Prepared profit and loss statements
- Tended bar, cooked and organized special events
- Maintained inventory control

**05/05 – 01/07 *Caretaker Spaceship Graveyard* Dust Cloud 3, Milky Way, G1**

- Dismantled ships for parts
- Sold parts increasing company bottom line 20%
- Processed various craft for dismantling

**04/99 – 05/05 *Manager Galactic Bar & Grill* Wormhole Entrance, Milky Way, G1**

- Staffed facility
- Performed equipment maintenance
- Handled public relations
- Created newsletter with ad campaign increasing business 5%

**EDUCATION**

Double Star Degree in Planetology      Alpha Centauri University      Oxbow, FL  
Orbital Degree in Galactic Planning      Galactica Community College      Oxbow, FL

**ADDITIONAL SKILLS**

Competent Toastmaster, Space Guild Toastmasters Club  
Organized fund raisers for major non-profits  
Setup Neighborhood Watch Program

**Jane Doe**  
1234 Main Street  
Daytona Beach, FL 32114  
386-255-1234  
jane\_doe25498@yahoo.com

**OBJECTIVE** To obtain a position in sales

## **SKILLS**

### **Sales**

- Worked inbound and outbound calls at call center
- Sold business-to-business consistently exceeding daily quota
- Participated in door-to-door sales to businesses

### **Customer Service**

- Located merchandise for customers
- Accepted payment of cash, checks, credit cards, and debit cards
- Prepared orders to customer specifications

### **Administrative**

- Monitored inventory on continuous basis
- Checked in, transferred and stocked merchandise
- Counted money drawer and balanced against sales receipts
- Made money drops into the safe
- Closed down computer system nightly

### **Supervisory**

- Handled customer complaints resulting in repeat customers
- Performed duties as lead worker
- Filled in for absent workers and called in substitute workers
- Double checked all cash drawers against sales receipts
- Maintained labor costs within established budget
- Opened and closed store

## **RELEVANT WORK HISTORY**

### **Sales**

Contract Publishing, Inc., Roanoke, VA  
Pro-Team, Inc., Winter Park, FL  
Fanueil Group, South Daytona, FL  
Evergreen Marketing, Daytona Beach, FL

### **Food Service Industry**

Burger King, Daytona Beach, FL  
Dairy Queen, South Daytona, FL  
Blimpies, Daytona Beach, FL  
Subway, Ormond Beach, FL  
Taco Bell, Daytona Beach, FL

### **Hotel Industry**

Aku Tiki Inn, Ormond Beach, FL  
Sea Garden Inn, Daytona Beach Shores, FL

## **EDUCATION**

High School Diploma      Mainland High School      Daytona Beach, FL

**John Doe**  
123 Main Street  
Daytona Beach FL 32118  
386-123-4567  
jdoe3@internet.com

**OBJECTIVE** Sales Associate position with Home Depot

## **EXPERIENCE**

### Sales/Customer Service

- Increased sales by 125%
- Located merchandise for customers
- Accepted payment of cash, checks, credit cards, and debit cards
- Prepared orders to customer specifications

### Administrative

- Monitored inventory on a continuous basis
- Stocked merchandise
- Counted money drawer and balanced against sales receipts
- Made money drops into the safe

### Supervisory

- Performed duties as lead worker
- Double checked all cash drawers against sales receipts
- Filled in for absent workers
- Called in substitute workers

## **WORK HISTORY**

06/12 – present	Sales Associate	Wal-Mart	Port Orange, FL
01/06 – 06/12	Counter Help	McDonalds	Daytona Beach, FL
03/05 – 12/05	Washer	Speedy Wash	Holly Hill, FL
06/00 – 02/05	Clerk	7-11	Daytona Beach Shores, FL

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Increased profits by 20%  
Dynamic presenter  
Expert Level user of Quantum Express  
Create win-win outcomes

Fluent in Eeknay  
Increased business by 15%  
Understand and provide clear communication

**EXPERIENCE**

**05/11 – 02/12    *Lead Renovator***

**Galactic Renovations Daytona Beach, FL**

- Planned, scheduled and executed planetary removal activities, under budget and on time
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**Horseshoe Nebula    Milky Way, G1**

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**ORGANIZATIONS AND COMMUNITY INVOLVEMENT**

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## **AREAS OF EXPERTISE**

### ***MANAGEMENT***

- Supervised staff of 7 to 18
- Performed employee evaluations
- Handled public relations
- Established good working relationships with sub-contractors
- Planned, scheduled and executed planetary removal activities, under budget and on time
- Traveled to multiple planets and trained employees

### ***SOFTWARE AND TECHNOLOGY***

- Used Empire Transportation software to create weekly work calendar
- Monitored inventory levels with Invictus software
- Tracked location of over 3,000 pieces of equipment throughout Omega Sector
- Created budgets using Excelsior software
- Performed computer equipment maintenance

### ***MARKETING AND PUBLIC RELATIONS***

- Established good working relationships with sub-contractors
- Troubleshoot and resolved problems creating win/win situations
- Purchased promotional inventory
- Created newsletter
- Provided motivation for cooperation
- Tended bar, cooked and organized special events

## WORK HISTORY

05/11 – 02/12 *Lead Renovator*  
Galactic Renovations Daytona Beach, FL

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## ORGANIZATIONS

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## COMMUNITY INVOLVEMENT

Organized fund raisers for major non-profits  
Setup Neighborhood Watch Program

# Action Verbs For Résumés

Accomplished	Controlled	Functioned (as)	Monitored	Requisitioned
Accounted	Coordinated	Furnished	Motivated	Researched
Accumulated	Cooperated	Generated	Negotiated	Reshaped
Achieved	Corrected	Granted	Neutralized	Responsible(for)
Acquired	Correlated	Graphed	Normalized	Retained
Activated	Counseled	Guaranteed	Notified	Retrieved
Adhered	Created	Guided	Opened	Reviewed
Administered	Credited	Handled	Operated	Revised
Advertised	Debugged	Headed	Orchestrated	Scheduled
Advised	Decided	Helped	Ordered	Screened
Allocated	Decreased	Hired	Organized	Secured
Approved	Deleted	Implemented	Participated	Selected
Arranged	Delivered	Included	Performed	Sold
Assigned	Designed	Increased	Persuaded	Served
Assisted	Determined	Informed	Planned	Set Objectives
Assumed	Developed	Initialized	Posted	Set up
Assured	Directed	Initiated	Prepared	Solved
Audit	Dispersed	Inspected	Presented	Sorted
Augmented	Displayed	Installed	Processed	Specified
Authorized	Distributed	Instructed	Procured	Staffed
Automated	Documented	Integrated	Produced	Standardized
Bought	Edited	Interfered	Programmed	Stimulated
Built	Educated	Interpreted	Projected	Strengthened
Catalogued	Emphasized	Interviewed	Promoted	Structured
Changed	Employed	Invented	Proposed	Subcontracted
Coded	Engaged	Investigated	Protected	Submitted
Collected	Engineered	Involved	Provided	Succeeded
Communicated	Enhanced	Issued	Publicized	Summarized
Compared	Enlarged	Joined	Purchased	Supervised
Compiled	Ensured	Judged	Qualified	Supplied
Completed	Equipped	Justified	Quantified	Supported
Composed	Established	Lead	Quenched	Synthesized
Computed	Examined	Learned	Reclaimed	Taught
Conceived	Executed	Leased	Recommended	Tested
Concentrated	Exercised	Lessened	Reconstructed	Tracked
Conducted	Experienced	Loaded	Recruited	Trained
Configured	Expanded	Maintained	Reduced	Transferred
Considered	Expedited	Managed	Released	Translated
Constructed	Extended	Marketed	Repaired	Updated
Consulted	Evaluated	Mastered	Reported	Upgraded
Continued	Fixed	Measured	Represented	Upgraded
Contracted	Flow Chart	Met	Requested	Utilized
Contributed	Forecast	Modified	Required	Wrote

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February 13, 2014

Name  
Title  
Organization  
Address  
City, State, Zip Code

Dear Mr./Ms. Last Name:

Having grown up in this sector I'm aware of the wonderful reputation your organization enjoys, so when I read the ad in the Space Gazette for a Regional Coordinator I knew I had to apply.

A Regional Coordinator needs to be flexible, trained in a variety of skill sets from equipment maintenance costs to computer server operations. My varied background and fluency in Vegan make me the ideal candidate for this position.

Currently employed as a Sector Manager with Stars R Us, my ability to deal with clients, employees and vendors is proven daily. The retention of both clients and staff has increased 15% in just the past quarter.

I believe my enthusiasm and experience with implementation of new business strategies, along with my management skills qualify me for consideration as your next Regional Coordinator. I look forward to meeting with you in person and discussing how your organization can benefit by adding me to your team.

Sincerely,

Ford Prefect

Enclosure: Résumé