



Targeting Your Resume for Maximum Impact

Powerful Tips for Securing Your Next Job Interview

What is Your Resume?

- The key that opens the door to the interview
- An outline of your skills, qualifications, and experience
- Your introduction and first impression



It's YOU!

Goal for a Resume



Goal → To get an interview, job offer or career advancement

Resumes, applications, professional biographies, and references are some of the tools we use to accomplish this goal

Your Resume Should...

Are
You
Ready?

- Support your employment objective
- Target the position you are applying for
- Be no more than 2 full pages
- Highlight your skills and qualifications
- Be FREE of spelling, punctuation, and grammar errors
- Be focused on writing for your reader(s) and not for yourself

Presentation Tips and Guidelines

● Writing style

- Always write in 1st person and use past tense for former jobs – Never use “I” statements!

● Be consistent with the use of “periods” – use them after each bulleted sentence or don’t

● Good visual appeal and use of white space

- 1 inch margin on all sides of the page
- Use appropriate spacing between paragraphs and sentences
- Avoid photos (unless requested or applying for an international position using a “CV”)



Nuts and Bolts of a Resume

- Name and Contact Info
- Objective or Professional Summary
- Qualifications
- Skills
- Professional Experience
- Education and Training

Optional:

- Certifications and Licenses
- Professional Affiliations



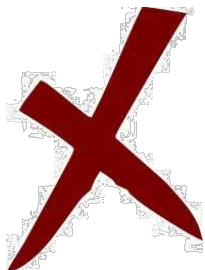
Name and Contact Information

- Place as 1st page document heading
- Contact Information
 - Name
 - City, State and Zip Code (*Street address is optional*)
 - Phone number → *Use hyphens in phone numbers*
 - LinkedIn or Website URL (optional)
 - Professional Email address
 - ✓ Firstname.lastname@email.com

Avoid using usernames such as huggymom05 or marinefamily01

Name and Contact Information

- Place as 1st page document heading



Joe M. Dirt
123 1st Street
Orlando, FL 32807
407-555-1212
myemail@email.com



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Objective vs. Profile Summary



The objective or summary helps describe the value you can bring a potential employer, or lets an employer know what you want – what job are you looking for?

The 'Summary' Has It

You are better off using a professional summary, unless you fall into one of these three categories:

1. You're just entering the workforce
2. You're re-entering the workforce after an extended absence; or
3. You're changing careers



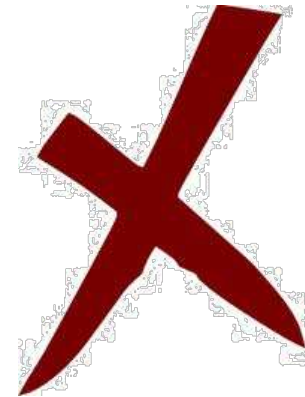
Make Sure Your Objective/Summary:

- Is specific - lay out what you want
- States what you can do for the employer



Job Seeker Focused vs. Employer-Focused

Wrong: Job Seeker-Focused



OBJECTIVE: A position in corporate procurement in the retail industry that can utilize five years of negotiating and research skills and eventually lead to a management-level role.

Right: Employer-Focused



OBJECTIVE: A position as a Procurement Clerk for Johnson & Johnson that can utilize skills in research and negotiating gained from 5 years of experience in another industry, helping a retailer cut costs and improve its competitive position.

Example of Profile Summary

PROFESSIONAL SUMMARY: Corporate procurement professional with 10 years of experience in the high-end retail apparel industry. Highly skilled at performing due diligence on potential suppliers around the globe, negotiating contracts, controlling corporate risk, and minimizing costs. Fluent in French and Spanish.

Guidelines for Objective & Summary

- Objective should be a one-liner; no more than 50 words
- Succinct and straightforward
- An effective communication of your value – sell your skills and potential
 - What you have to offer
 - How that fits with the employer's needs

Qualification Summary

Does two things simultaneously:

1. Tells the hiring manager that you are qualified for this position
2. Declares what you, the candidate, can do for the company

Set it up the right way!

- Use bullets
- Be brief and honest
- Answer their needs as laid out in the job description

What to List In Qualifications

Whatever qualifies you for the position you are applying for:

- Degree, license, or certification (*CPR, A+ Certified, etc.*)
- Years of experience *“10+ years call center management experience...”*
- Abilities that you need to have to do the job WELL

Condense your accomplishments and achievements into general qualification statements.

- Use strong action words that evoke confidence

Manage	Operated	Organized
Planned	Spearheaded	Trained

- Keep your list to no more than 9 qualifications that are relevant to the job you are applying for
- Avoid overusing these descriptors. Use your thesaurus to maintain creativity with word choice.

Joe M. Dirt

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PROFESSIONAL SUMMARY

Corporate procurement professional with 10 years of experience in the high-end retail apparel industry. Highly skilled at performing due diligence on potential suppliers around the globe, negotiating contracts, controlling corporate risk, and minimizing costs. Fluent in French and Spanish.

QUALIFICATIONS

- 10 Years experience in **Procurement (purchasing)/Import/Export**
- 7 Years **Management** experience
- **Masters degree** in **Business** and **Economics**
- Exceptional customer service and interpersonal skills; experienced in working with clients, suppliers, partners & affiliates, and fellow employees at all levels.
- Excellent oral and written communication and presentation skills
- Multi-lingual (English, French, and Spanish)

Skills Summary

A list of your core competencies as they relate to your targeted career goal.

Examples to think about:

- Customer service skills
- Computer skills
- Critical thinking skills
- Negotiating skills
- Quick learning skills

QUALIFICATIONS

- 10 Years experience in **Procurement (purchasing)/Import/Export**
- 7 Years **Management** in personnel and project experience
- **Masters degree** in **Business and Economics**
- Exceptional customer service and interpersonal skills; experienced in working with clients, suppliers, partners & affiliates, and fellow employees at all levels.
- Excellent oral and written communication and presentation skills
- Advanced skills in negotiating purchasing contracts and obtaining the most cost-effective outcome
- Multi-lingual (English, French, and Spanish)

SKILLS

- Excellent computer skills
- Knowledgeable in supply chain management
- Good knowledge of supply sources, graphic arts services, and engineering and technical service suppliers
- Excellent organizational skills
- Detail oriented, dependable and motivated

Professional Experience

Streamlined Resume:

- One-line your work history and place after the qualifications and skill summaries.
- Start with most recent employer and include:

Dates of Employment	Job Title
Name of Company	Company's City/State

*There are several ways to format your work history.
Here is one example.*

WORK HISTORY

October 2006 –June 2010 - Director, Malena’s Mini School II, Pensacola, FL 

- Position details/accomplishments
- Position details/accomplishments
- Position details/accomplishments

October 2004-August 2005 – Accountant, Bizzell, Neff, & Galloway, Pensacola, FL 

- Position details/accomplishments
- Position details/accomplishments
- Position details/accomplishments

March 2003-July 2004 – Bartender, Fat Daddy’s Lounge/Holiday Inn, Columbus, MS 

- Position details/accomplishments
- Position details/accomplishments
- Position details/accomplishments

WORK HISTORY

Another Example format for Work History

Malena's Mini School II

October 2006 –June 2010

Director

Pensacola, FL

Managed and directed all personnel (74 total employees), programs, curriculum, students (312 students) and projects for the school. Coordinated with the district and state education office to build educational program in conjunction with state and federal mandates.

- Position details/accomplishments
- Position details/accomplishments
- Position details/accomplishments

Bizzell, Neff & Galloway

October 2004-August 2005

Accountant

Pensacola, FL

Account Executive charged with preparing annual tax returns, performing internal corporate audits for clients, and managing a staff of seven employees.

- Position details/accomplishments
- Position details/accomplishments
- Position details/accomplishments

Fat Daddy's Lounge/Holiday Inn

March 2003-July 2004

Bartender

Columbus, MS

- Position details/accomplishments
- Position details/accomplishments
- Position details/accomplishments

Traditional Chronological Format:

- Use bullets: 3-5 statements per employer
- Include statements of accomplishment
Action → Impact → Result
- Last 3 employers or last 10 years of employment
- Start with most recent employer and include:

Dates of Employment	Job Title
Name of Company	Company's City/State

Education

2-4 year Degrees:

- List name of educational institution or school
- Date graduated (*this is optional unless requested*)
- If you have a Bachelors degree or higher, do not list your high school or associates degree information
- This section is typically listed last unless you are a newly graduated student with no work history.

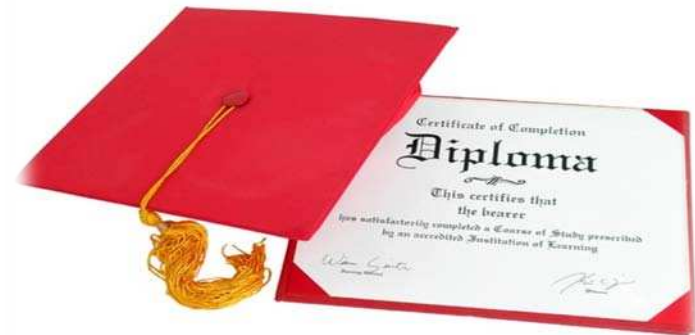
Remember....

- Your degree should be listed at the top of your resume in the 'QUALIFICATIONS' section.
- The 'EDUCATION' section is your opportunity to show where you received your degree, training, certification or license that you list in your 'QUALIFICATIONS'.

Optional Items

Include if relevant to the position of interest:

- Licenses and Certifications
- Professional Affiliations
- Publications
- Professional Training



Format

Font Type	Verdana, Arial, Times New Roman, Tahoma, Georgia
Font Size	10 to 12 point
Font Style	Bold , <i>Italics</i> , CAPTILIZATION
Page #'s	Header/Footer starting on page 2

Definite Don'ts

Skip Referencing the Following:

- Marital Status
- Military affiliation (unless relevant)
- Race
- Photograph
- Religious or political affiliations
- "I" statements
- Personal information (unless relevant)
- Weight
- Salary
- References
- Hobbies (unless relevant)
- Children
- Outdated information (anything from your childhood or before 10 years professional unless relevant)



Congratulations!

You are now well on your way to completing your resume!

REMEMBER TO...

- Target! Tailor your resume to each job you are applying for
- Have a friend or professional proofread your resume
- Double-check for spelling, punctuation, grammar errors

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askus@msccn.com

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