



RESUME RESOURCE PACKET

MARYLHURST UNIVERSITY
CAREER SERVICES
2016-2017

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Career Services - Resume Best Practice Tips

1. **Resume Format:** All job applications should include a targeted resume for the particular opportunity. The days of generic one-size-fits-all resumes are gone! Generally, a Combination, or Chrono-Functional Format, works best for many Marylhurst students in career and life transition.
2. **Keywords:** Use “keywords” to match your resume up with the job description, to show clear “fit” and to make it through initial review. Many times, resumes are put through Applicant Tracking Software, which scans it for keywords related to the job. Also, given that initial review by an employer may not be more than 30 seconds, it’s important for there to be an immediate recognition of how the applicant fits with the job. Online sites like Resunate (<http://resunate.com/>) or Rezscore (<http://rezscore.com/>), might be a useful tool for candidates to see the potential success of their resume by providing a grade or score.
3. **Online Presence:** Given that employers are looking for candidates online, and job seekers are finding opportunities and making connections online, individuals should consider creating an online resume of some kind in addition to the paper resume. Some examples include InnovateCV (<http://www.innovatecv.com/corporate>) and Visualize Me (<http://vizualize.me/>).
4. **Professional Profile vs. Objective Statement:** Resume Objectives are OUT (with a few exceptions). Professional Profiles or Summaries are IN, as the way to start one’s resume. The focus should not be on what the applicant wants, but what the employer needs, and should relay one’s value in relation to those needs (see Addendum A: Using a Profile vs. an Objective).
5. **Personal Positioning/Branding:** What is your personal brand? Who are you, what can you do, and where do you see yourself fitting in the world of work? Your brand represents the snapshot of your key value and skills to an employer. This is the most important work you will do, and need to do, BEFORE you apply for jobs. This will help you target the RIGHT opportunities, and not just any and every opportunity. (See Addendum C: Creating your Personal Branding Statement).
6. **Results and Accomplishments:** Don’t just list job “duties” and “responsibilities” for your resume bullets. Employers want demonstrated examples of knowledge, skills and abilities, which will help them to see what you can do for them. It’s also important to show the HOW of your work. In what ways do you go about working with others and accomplishing your goals? This can help an employer see fit with their culture. Try to list results and accomplishments through your work history, to show the value you’ve contributed to prior organizations.
7. **Powerful Words/Action Verbs:** Utilization of Action Verbs is still a very good thing! Get rid of repetitive phrases like “ability to”, “responsible for”, “experienced in” and “skilled at”. Start your bullets with strong action verbs. Also, don’t speak in the first person or in full sentences on the resume.
8. **Length of resume:** for an experienced professional two pages is not uncommon, and is OK! For less experienced, one page is preferred. However, there is no hard and fast rule. Listing every single job you’ve ever had is not necessary. Given the targeted nature of resumes today, what’s most important is making sure *the most relevant* experience and information for that opportunity is included. Depending on the level of position, employers generally care most about your most current skill set from the last 10-15 years.
9. **Other Things to Include:** Sections to consider for resume include Volunteer/Community Involvement, Awards, Certifications/Special Trainings, Professional Affiliations/Organizations, International Experiences, Relevant School Projects or Internships. Especially, if your formal work experience is limited, focusing on all the ways you have developed and demonstrated skills is important! Your contributions to community and service are also valued.
10. **Keep it Simple!:** It is not necessary to include fancy fonts, colors, lines or graphics in your resume. In fact, these efforts may hinder your resume’s successful screening by applicant tracking software, and therefore, may keep you from moving forward for consideration.

Types of Resume Formats

CHRONOLOGICAL

A chronological resume focuses on your work history, with the most recent position listed first. Employers typically prefer this type of resume because it's easy to see what jobs you have held and when you have worked at them. This type of resume works well for job seekers with a strong, solid work history, especially in the same industry or field.

FUNCTIONAL

A functional resume focuses on your transferable skills and experience, rather than on your chronological work history. It is used most often by people who are changing careers or who have gaps in their employment history. This type of resume is not preferred by most employers and recruiters, and creates more questions than answers regarding your background and work experiences.

CHRONO-FUNCTIONAL / COMBINATION

A combination resume is a blend of the functional and chronological formats. With this type of resume you can highlight the skills you have that are relevant to the job you are applying for, and also provide the chronological work history that employers want to see. Marylhurst recommends this format for most of its students in life/career transition.

TARGETED

A targeted resume is customized so that it specifically highlights the experience and skills you have that are relevant to the job you are applying for. It definitely takes more work to write a targeted resume than to just click to apply with your existing resume. Marylhurst recommends this format to achieve best results in the current competitive climate.

The Chrono-Functional Resume Guide

Functional resumes are a good tool for illuminating the skills you have been working hard to gain during your recent educational, work, volunteer and internship experiences. By combining them with the transferable skills from what you have done in the past, you are able to describe yourself and what you know how to do. You may also have heard this type of resume called a Skills-Based Resume because the format relies on strategically grouping key skills into different categories to demonstrate your qualifications and expertise.

The Chrono-Functional Resume, often referred to as a Combination resume, allows you to emphasize your strengths and downplay the aspects of your career that are no longer relevant to what you want to do next. At the same time, it also allows you to maintain some work history on the resume relevant to your aspirations (this is the “Chrono” part). The process of creating a chrono-functional resume is a good way to identify the skills you have and decide which ones to use as you transition to whatever follows Marylhurst, be that graduate school, a new career, or simply changing your current career to do more of what you love.

- You may begin your functional resume with a current *Career Profile* (see *Addendum A: Resume Profile vs. Objective*).
- Use two to four sections to summarize each area of functional skill or expertise.
- Develop the functional skill headings based on the skills you want to highlight and/or that are most related to your stated objective (See *Addendum B: Career Chronolog Exercise, to help with this part if you're having difficulty*)
- Describe your demonstrated skills in short phrases using examples from your work, and place under the appropriate functional skill categories (focusing on results and accomplishments are key and helpful here!)
- Rank the phrases within each category, placing the most important skill or accomplishment first.
- The resume should also include a brief history of your actual work experience following the section on your skills, giving job title, employer and dates.

Any resume is a work-in-progress. If you plan to use this resume to apply for future employment you should view this document as a template that you can change according to the skills and abilities listed in any future positions in which you may be interested. The descriptions of your skills will change frequently as you apply for different jobs. In this “targeted” approach, you will match the skill set in your resume as closely as possible to maximize your chances for making it through the initial screening process so that you have an opportunity to interview. The employment history section and the education section may stay relatively the same while the skills sections adapt to the particular job for which you are applying.

When applying for a position, the ultimate goal of your resume is getting an interview. You will use your cover letter to enhance the value of your resume by highlighting how your unique set of skills is a perfect match for a particular job posting. Some students may feel that tailoring your resume and cover letter to the particular job opening isn't being completely honest. It may feel like you are playing a game, but the current job market demands this approach. This is truly a way to use your ability to identify how your skills match with an employer's needs in order to find out if there is a fit.

Special Note: Keep in mind there is no PERFECT resume. Every person is unique and puts their unique stamp on the content, language, format and organization of the resume. The following samples are provided just as guides and each has its strengths. We hope you will take the suggestions, tips and samples provided, find your own voice to craft a great resume that works!

SAMPLE 1: Management Related Position

Maria Torres

856 Johnson Rd.
Nashville, TN 37219
(615) 444-3232
mtorres@hotmail.com

Summary of Qualifications

- High energy process and results-oriented professional
- More than ten years of experience planning and organizing creative projects
- Successful history in manager facilitating, coaching and training
- Extensive experience in curriculum design and delivery
- Effective team member, comfortable with leading or collaborating
- Keen intuition and strong interpersonal and communication skills
- Committed to helping managers reach their professional and personal visions

Professional Experience

Planning/Organizing

- Planned, developed and established three new human service projects for County Board of Supervisors; all three still successfully operating
- Directed capital improvement campaigns for a municipal civic center and a community hospital; surpassed financial goals
- Formulated and directed national marketing plan for a software product; experienced profits the first year
- Produced semi-annual regional seminars for middle managers; doubled sales in two years
- Redesigned format for annual meeting that greatly increased the member participation of a national organization; facilitated processes during the meeting

Training (designing and delivering training in):

- | | |
|--|---|
| ▪ Roles and Responsibilities of Middle Managers and Executive Managers | ▪ Time Management |
| ▪ Team management | ▪ Performance Appraisal |
| ▪ Project Management | ▪ Stress Reduction |
| ▪ Supervisory Skills | ▪ Introduction to Microcomputers |
| ▪ Management by Goals and Objectives | ▪ Effect of Microcomputers in the Workplace |

External Consultation

- Defined mission and strategies
- Developed executive level teams
- Performed systems diagnosis, including data feedback and problem solving in six departmental groups
- Developed management information systems and introduced new technologies utilizing Action Research, leading to interventions in intergroup conflict resolution, team building and transition planning.

Work Experience

1995 – Present	Management Consultant	JONES & ASSOCIATES, Nashville, TN
1992 – 1996	Senior Associate	THE COMMUNITY GROUP, Memphis, TN
1989 – 1992	Executive Director	THE CENTER, Counseling, Education and Crisis Services, Chattanooga, TN
1987 – 1989	Program Director	COMMUNITY ACTION COMMISSION, Jackson, TN
1985 – 1987	Student Activities	UNIVERSITY OF Tennessee, Dean of Student Knoxville, TN

Education

Master of Arts in Counseling Psychology, Tennessee State University, 1985

Bachelor of Arts in Sociology and Psychology, University of Kentucky, 1983

Local & National Professional Affiliations

- American Society of Training and Development
- Organization Development Network

Professional Development and Training

1996	Internal Consulting Skills , Peter Block, Block, Petrella and Weisbord, Spring Hill, TN
1994	Tavistock Training: Pairing, Partnerships & Mergers , Grex Institute, Harrison, TN
1990	Gestalt Awareness Training: Group Dynamics , Univ. of Chattanooga, TN
1988	Research Evaluation and Design , University of Tennessee at Jackson, TN
1986	Client Centered Therapy , Eastern Behavioral Sciences Institute, Knoxville, TN

SAMPLE 2: Entry-Level Position

James P. Harrington

1235 Turn Arial
Portland, OR 12345
(123) 456-7890
jpharrington@msn.com

Career Profile Up and coming college graduate focused on launching career in banking and financial services. Focused and success-driven; willing to work part-time to gain practical financial career experience.

Education **Lake University**, Chicago, IL Anticipated - June 2005
Bachelor of Science – Finance
Dean’s List – all quarters in attendance

Course Work Financial Accounting Financial Management
Money and Banking Business Law
Business Statistics Capital Growth

Career Achievements

- Supervised a team of three part-time employees to effectively process and audit customer special orders on a scheduled basis.
- Prepared and distributed on-line financial weekly reports.
- Successfully worked with diverse groups of staff and management.

Work Experience

Warrenburg Furniture, Uptown, IL
Client Service Agent April 2003 - Present

- Oversaw the accounts receivable department for a small upscale local furniture manufacturer.

Lincoln Bank & Loan, Springfield, IL
Financial Services Agent Jan 2001 – March 2002

- Professionally serviced loan clients in transactions for loan applications and personal savings accounts.

Activities & Honors

DePaul University Mentor Program Member, 2002 – Present
Finance Club, Emerging Leaders Event Committee Chair, ‘02

SAMPLE 3: Experienced Higher Ed Non-Profit Position

Christine Caton

(phone) (email address)

<http://www.linkedin.com/in/christinecaton>

CAREER PROFILE

Creative adult educator, confident leader and community builder experienced in professional development, program management and communications in higher education and non-profits.

AREAS OF EXCELLENCE

Teaching	Advising	Assessing
Training	Curriculum Development	Organization and attention to detail
Collaboration	Recruiting	Writing, Editing, Oral Communication

PROFESSIONAL ACCOMPLISHMENTS

Teaching and Assessment

- Collaboratively developed a national assessment tool for educators, *The Rubric for Teaching Artists' Residency Design & Implementation*, recognized by the National Endowment for the Arts and used in 32 non-profit arts and education organizations
- Developed and produced an accompanying interactive DVD for *The Rubric*
- Conceptualized, designed and led for six years The Coaching Cadre, an award-winning peer mentoring program for educators
- Recruited, trained and managed community volunteers to assess artists' teaching in schools
- Mentored classroom teachers of diverse populations in a writing program that leveraged literacy learning by integrating individual learning styles, multiple intelligences and the arts
- Increased the teaching effectiveness of 200 artists through one-on-one observation, assessment and advising and the design and presentation of annual professional development trainings
- Taught post-secondary acting, speech, directing and drama, and creative writing, narrative writing, literature and drama
- Directed over 20 main stage university play productions, collaborating with technicians in lighting, costuming, set-design and production management

Leadership and Program Management

- Established and managed a statewide consortium, partnering with four universities and three nonprofit organizations, to expand graduate curricula to include education in the arts for pre-service teachers
- Designed and directed a statewide model for whole-school reform in 22 schools in seven school districts, bringing arts education to over 6,600 K-6 children and professional development to over 100 educators
- Collaborated on the research, development and implementation of a K-6 interdisciplinary social studies program that, over four years, expanded from eight schools in two states to 203 schools in five states
- As part of a national design and development team, launched and field-tested the regional component of a national professional development website, www.arts4learning.org, for educators kindergarten through university
- Led and managed online workspaces for teachers and teaching artists on www.arts4learning.org
- Created and presented over 125 professional development trainings for adult learners in five states
- Developed and monitored annual professional development budgets 10.5

Christine Caton: page 2

Communications

- Collaborated on the writing and editing of 13 editions of an annual publication for kindergarten through secondary teachers distributed to over 750 schools in ten counties
- Co-authored and co-edited a quarterly educators' newsletter with 4,000+ readership. Transitioned it from hardcopy to online
- Co-authored two editions of a compendium of teacher-tested ideas and tools for creating whole school arts plans, used by educators nationally and in Mexico
- Co-authored, edited and/or published over 60 programs and best practice resources in the arts-in education field

EMPLOYMENT SUMMARY

1995 - 2009	Young Audiences of Oregon & SW Washington, an arts and education non-profit organization	Director of Education
1990 - 1994	The Galef Institute, Los Angeles, award-winning school reform and professional development organization	Curriculum Developer, Trainer, Consultant, Writer
Prior to 1990	California State University, Northridge, Theater Department	Associate Professor, Director, Community Outreach Coordinator
	Loyola Marymount University	Adjunct Professor, Director

EDUCATION

Master of Arts, California State University, Northridge
California Teaching Credential, Loyola Marymount University, Los Angeles
Bachelor of Arts, Marymount College, Los Angeles

AWARDS

Sunburst Arts Education Hero Award, Young Audiences of Oregon & SW Washington, 2009
Community Partners Award, Portland State University Graduate School of Education, 2004
National Staff Member of the Year, Young Audiences, Inc., 2002

COMMUNITY SERVICE AND LEADERSHIP

Marylhurst University Alumni Mentoring Program, 2009-2010
Volunteer: Life by Design NW, Lake Grove Presbyterian, Metropolitan Family Service, 2009-2010
Clackamas County Arts Alliance Advisory Board, 2009-2012
Oregon Arts Commission Arts Learning Grant Panelist, 2009
Portland Right Brain Initiative Planning and Professional Development Committees 2007-2009
Clackamas County Cultural Coalition Grant Panelist 2007
Panel Facilitator/Presenter, Leadership Portland, NW Business for Culture and the Arts 2003, 2004

SAMPLE 4: Experienced Public Relations/Communications Position

CELINA L. ROSE

Address | City, State, ZIP | Telephone | E-mail address

PROFESSIONAL PROFILE

Versatile communications professional with a focus in public relations; exceptional attention to detail and ability to handle multiple priorities under pressure. Interest in helping a mission-centered organization reach its service goals through dynamic, proactive communications.

EXPERIENCE HIGHLIGHTS

Corporate Communications and Public Relations

- Acted as media and public relations liaison. Conceptualized PR and communications programs for events
- Performed research, developed content and supervised print production for a client's publications: city government fact book, departmental flyers and monthly news bulletins for the city's internal and external stakeholders
- Performed research and administrative studies for potential fundraising and public relations campaigns for an international non-profit organization's child survival project. Conceptualized a social media public relations plan for its national child survival campaign
- Generated content and multimedia elements for a non-profit's new web site. Consulted in the current website's search engine optimization plan
- Produced flyers, brochures, press releases and a crisis communication plan for a local non-profit organization

Program Coordination

- Completed operational requirements which include marketing, advertising and promotions, sponsorship generation, event collaterals preparation and venue logistics
- Performed research and analysis of city government and national laws and policies for case applicability
- Identified performance and productivity levers critical to business goals
- Conceptualized and designed training materials for client companies. Organized seminars and trainings for managers and employees of the client company for productivity improvement
- Established criteria for project measurement and implemented evaluation methods
- Collaborated with the VP for Communications and the International Programs department for the marketing of a non-profit organization's child survival campaign

Special Event and Meeting Planning

- Organized trade fairs, product launches, fund-raisers and company celebrations
- Spearheaded and managed large-scale fundraisers for charity. Raised \$20,000 in 2 months' time in a third world market for a fundraising project
- Managed the events' social media accounts and used these for event marketing
- Hired, trained and supervised volunteers and support staff required for events

Public Speaking and Broadcast Reporting

- Served as program emcee for private and corporate functions
- Appointed image DJ and spokesperson for the reformatting of DZRJ-100.3 FM
- Hosted the Philippine launching for Fear Factor's second season
- Hosted store openings, fashion shows, media interviews and press conferences for Levi's Philippines
- Worked with three broadcast outfits: ABS-CBN Channel, Silverstar Sports Productions, and the Philippine Basketball League. Served as a member of live broadcast teams for 3 championship series
- Researched, created and implemented story lines and beats during live broadcasts
- Assisted in the conceptualization and preparation of marketing programs and activities
- Served as a spokesperson for the marketing and advertising of sporting events, including being a television commercial talent

EMPLOYMENT HISTORY

- Communications and Public Relations Intern: Medical Teams International, May 2009
- Special Events and Meeting Planner: Freelance and for Performance Solutions Advocates, Inc. (Manila, Philippines), March 2004 – August 2007
- Account Coordinator and Executive Assistant: Performance Solutions Advocates, Inc. (Manila, Philippines), March 2004 – August 2007
- Contractual Host, Public Speaker and Radio Disc Jockey: Manila, Philippines, February 2000 – August 2007
- Sports Reporter: Manila, Philippines, August 2001 – February 2004

EDUCATION

- Marylhurst University: B.A. in Communications, Certificate in Public Relations, August 2009
- U.S. Career Institute: Certificate in Wedding Consulting and Event Planning

SAMPLE 5: Social Services Position

Katherine Standout

ABC Avenue ♦ Gresham, OR 97030 ♦ (503) 123-4567 ♦ kstand@hotmail.com

Profile

Motivated, personable professional with a degree in Human Studies -- a combination of Psychology, Anthropology, Sociology, and Gerontology -- committed to social services as a profession. Accustomed to handling sensitive, confidential records; Excellent team building and effective listening skills; Flexible and versatile; able to maintain a sense of humor under pressure; Poised and competent with demonstrated ability to easily transcend cultural and social differences; Works well within deadline-driven environments; Demonstrated history of producing accurate, timely reports.

Skills Summary

- ♦ Property Management
- ♦ Report Preparation
- ♦ Written Correspondence
- ♦ Youth at Risk coursework
- ♦ Computer Savvy
- ♦ Customer Service
- ♦ Conflict Management
- ♦ Professional Presentations
- ♦ Multicultural Experience
- ♦ Recording Meeting Minutes
- ♦ Front-Office Operations

Professional Experience

MANAGEMENT

- ♦ Manage a 44-unit USDA Rural Development Federally subsidized low income housing complex for the elderly and disabled.
- ♦ Communicate and relay information to seniors, families of seniors, Rural Development, and any other relevant agencies on a daily basis.
- ♦ Verify and certify income, assets, and medical needs of resident and applicants.
- ♦ Conduct small-group as well as one-on-one sessions on meditation techniques.
- ♦ Assist residents and applicants with setting up utilities, welfare benefits (State and local), and any other assistance programs they may need.

ADMINISTRATIVE SERVICES

- ♦ Collaborated and assisted in planning the Lane Community College Foundation's largest annual fundraiser.
- ♦ Designed and created a new and improved system to inform recipients of scholarships and awards.
- ♦ Created informational packets of information for in-house grant writers.
- ♦ Assisted in starting up new nonprofit corporations.
- ♦ Assisted new nonprofit corporations achieve 501c3 tax exempt status

DETAIL MASTERY & ORGANIZATION

- ♦ Manage all aspects of day-to-day operations as property manager:
 - Facility rental/maintenance.
 - Resident and applicant scheduling for busy office averaging 20 appointments weekly.
 - Compliance with all USDA Rural Development requirements.
- ♦ Assisted in installations of art exhibits at art gallery during Track Town USA pre-Olympics in Eugene.
- ♦ Assisted in facilitating free community art classes for youth.

CERTIFICATIONS AND CONTINUED EDUCATION

- ♦ Rural Development Section 515 Specialist Certified.
- ♦ Institute of Real Estate Management Property Operations Certified.
- ♦ Rural Development Spectrum Training Award recipient. Certified through The Spectrum Companies.
- ♦ Attended numerous Housing and Urban Development (HUD) and Rural Development (RD) and new information trainings.
- ♦ Attended the past four years of the annual and intensive Oregon Affordable Housing Management Association (AHMA) professional conference.

Employment History

THE NEEL MANAGEMENT TEAM – Sherwood, OR
Resident Manager, 2010 to Present

PROFESSIONAL CREDIT SERVICE – Springfield, OR
Administrative Assistant, 2007-2008

LANE COMMUNITY COLLEGE FOUNDATION – Eugene, OR
Administrative Assistant, 2006-2008

NONPROFIT SUPPORT SERVICES– Eugene, OR
Interned then hired as an Administrative Assistant/ Client Support, 2006-2008

MAUDE KERNS ART CENTER– Eugene, OR
Intern/ Volunteer, 2008

Education

MARYLHURST UNIVERSITY – Lake Oswego, OR
Bachelor of Arts, Human Studies, 2010

LANE COMMUNITY COLLEGE – Eugene, OR
Associates of Art Oregon Transfer, 2008

SAMPLE 6: Entry-Level Position

John Smith

2312 N. Sheffield, Chicago, IL 60614
(555) 555 – 5555
smithj@email.edu

Career Profile New college graduate with aspirations in retail management. Experience providing exceptional customer service in both retail and educational environments. Trained, mentored and supervised others towards achieving organizational goals. Focused and ambitious, with a desire to grow as a management trainee.

Education **DePaul University**, Chicago, Illinois
Bachelor of Arts in Psychology, June 2004
Minor: Management

Honors Golden Key Award Recipient, 2003
Psi Chi, Psychology Honors Society member, 2002 - 2003
Psychology Club, Alumni Relations Team Leader, 2002 – 2003
Dean’s List, all quarters in attendance

Experience

Interpersonal

- Demonstrated ability to handle customer complaints efficiently
- Provided effective customer service
- Utilized effective persuasive skills in retail sales

Organizational

- Planned and organized store displays of merchandise
- Designed and developed merchandise system for university business course research project
- Recognized by supervisors as being detail-oriented in the office setting

Management

- Trained 9 new employees in effective sales techniques
- Coordinated and supervised various youth activities in church youth group
- Served as store supervisor in manager’s absence

Work History

2001 – 2002	JCPenney Company Sales Clerk/Cashier	Niles, IL
2001 – 2002	DePaul University, Department of Psychology Secretary/Receptionist	Chicago, IL
2000 – Present	Church of the Holy Spirit Adult Youth Group Recreation Leader (Part-time)	Chicago, IL

SAMPLE 6: MBA Position

Jane Smith
3315 W. Phillips Ave.
Chicago, Illinois 60617
555-666-7777
jsmith@email.com

Career Summary: Results-oriented professional with ten years of real estate development experience in large corporations and restaurant/hospitality and retail home improvement industries. Proven ability and effectiveness in market research, site selection, lease negotiation, budgeting, design, development and on-going maintenance for selected sites. Experience accompanied by graduate business degree, professional association leadership and community development.

Work Experience: **Real Estate Ventures, Milwaukee, Illinois**
Vice President, Real Estate Development April 1997-present

Vice President of real estate development for publicly held major retail home center chain in twenty states. Manage all site development ranging from selection and lease negotiation to monitoring each store's operational budget related to maintenance and expense.

- Organized the company's first real estate development department and created a company prototype of an electronic "build to suit" lease document that can serve as a model for all future developments.
- Administrated company's capital budget of \$15-\$20 million per year. Supervise staff of 20-25; maintain 65 units and 12 different departments in stores that are approximately 115,000 square feet.
- Developed 10-12 locations per year, each with building budget of \$70-\$10 million and 20 year leases.
- Developed new market growth strategies that resulted in new units generating first year sales of nearly \$50 million.
- Increased company's net worth through leasehold assets by \$70-\$100 million each year.

Dodgemen Associates, Chicago, Illinois

Assistant Vice President September 1995-April 1997

Assistant Vice President of real estate for \$3 billion discount department store chain with complete responsibility for all real estate/site selection and development along eastern seaboard.

- Department added economic net worth of approximately \$55 million through leasehold improvements.
- Renegotiated all existing leases and increased the company's economic worth by nearly \$10 million during tenure at the corporation.
- Developed six new units per year with each lease between \$7-\$10 million for 250,000-400,000 square foot units located in established shopping centers, with unlimited use to sublet, and for all 20 years.
- Developed on-going risk/benefit analysis for all properties and leases.

Real Estate Development Partners, Evanston, Illinois

Assistant Director

May 1991-September 1995

Assistant director of real estate development, responsible for coordinating and negotiating hotel management contracts which provided present value income to company on the basis of fees to be paid for contract life.

- Negotiated contracts that provided a value of \$750,000 to \$2.2 million. Annualized the contracts and provided the company with average of \$7.5 million in additional economic worth.
- Coordinated development of company-owned hotel properties. Total costs ran approximately \$35 million.
- Managed all expansion budgets for restaurant/lodge development. Coordinated approximately ten restaurant developments at \$3.2 million and ten lodge developments at \$ 4.1 million dollars.

Accounting/Office Manager Assistant

June 1990-May 1991

- Implemented all bookkeeping and accounting practices for regional offices.
- Introduced process improvement for billing system that increased collections and decreased errors by 75%.
- Designed and delivered staff accounting training program which was adopted by all regional offices.

Education:

Marion University, Chicago, Illinois

Master of Business Administration, June 1995
Finance Concentration

University of Forest Pines, Roundville, Illinois

Bachelor of Science, June 1990
Accounting

Computer Skills:

Proficient in Microsoft Word, Excel, PowerPoint, Access

Languages:

Proficient in oral and written Spanish

Professional

Affiliations:

National Real Estate Management Association, Chicago Chapter
Treasurer, 1999-present
Program Committee Chair and Member, 1990-present

Volunteer:

Marion University Alumni Sharing Knowledge (ASK) Program
Career Mentor, 1996-present

Recognition:

Founder's Award, Chicago Community Trust, 1999
City of Chicago Neighborhood Economic Development Award, 2000

SAMPLE 7: Art Therapy Counseling Resume

Paige M. Johnson, M.A.

1234 Wellness St, Portland, OR 97201, 503-555-5555, pmjohnson@fakemail.com

PROFESSIONAL PROFILE

Versatile counselor/art therapist with a focus on helping struggling families; exceptional communication skills and innovative treatment planning that combines art based counseling, motivational interviewing and CBT. Interest in helping a mission centered, team focused agency serve emotionally disturbed children and their families through creative, solution focused interventions.

EXPERIENCE HIGHLIGHTS

Art Based Counseling

- Developed and implemented art projects designed to strengthen parenting skills in the, "Nurturing Moms" group at a domestic violence shelter.
- Created and led evening art groups for children ages 5-12 suffering from the trauma of domestic violence.
- Generated and implemented art therapy directives for a psycho-educational, CBT based curriculum in a minority, adolescent girls counseling group.
- Designed and implemented art based counseling directives to enhance communication between dementia residents and visiting family.

Therapeutic Private Practice

- Created and maintained a 23-year thriving, massage therapy private practice serving children, adults and the elderly.
- Utilized skills of assessment, communication, and perceptive attention to develop effective individualized treatment.
- Built lasting therapeutic healthcare relationships by attending to changing needs of the client and adapting treatment interventions to aid healing.
- Managed all aspects of a small business including charting, marketing, accounting and insurance billing.

Supervision-Instruction

- Supervised students of massage in clinical application of massage.
- Taught an ethics curriculum to clinic massage students.
- Created and implemented a cooperative education collective of massage therapists.
- Generated training for massage therapist's continuing education requirements.

WORK SUMMARY

1989-Present Massage Therapy, Private practice, Portland, OR
2010-2011 Hearthstone Murray Hill, Beaverton, OR. Practicum student counselor, art therapist.
2009-2010 West Women's Domestic Violence Shelter, Portland, OR. Field study art therapist.
2000-2002 Oregon School of Massage, Portland, OR. Clinic Supervisor
2011-2012 St. Andrew's Nativity School, Portland OR. Volunteer group counselor, art therapist.

PROFESSIONAL ACCOMPLISHMENTS

Publication; 2007, This Narrow Place We Navigate, Traprock Books, Eugene, OR

EDUCATION

Master of Arts, Counseling Art Therapy, Marylhurst University
Bachelor of Science, Psychology, University of Oregon
Prerequisite Art Curriculum, PCC Sylvania
Massage Therapy Training, License #0000

ADDENDUM A: USING A PROFILE vs. OBJECTIVE

A decade ago, no resume was complete without a Resume Objective. Today, resume objectives statements are gradually becoming obsolete, and it's recommended that you omit or replace it with a well-written Professional Profile on your resume.

What's the main reason for this change?

The resume is a tool used to sell yourself to a potential employer. Its job is to get you in the door for an interview. Using an objective focuses the attention on the candidate's needs and desire (what *you* want). The Profile offers an opportunity to focus more on the employer's needs and *what benefits you offer to the hiring company*. For this reason, replacing the objective paragraph with a profile will include more information on your unique value, including accomplishments and experience, which are much more meaningful to recruiters.

Some other reasons for omitting the resume objective are:

- ❖ While including a resume objective can't hurt seriously a candidate's chances, being too specific will prompt a hiring manager to judge his/her credentials only against that specific objective, eliminating the candidate from jobs she/he would want that are slightly different from the objective.
- ❖ Even when the resume objective, commonly at the top of the page, is a general one, the hiring manager won't look beyond the objective paragraph unless he is specifically interested. As an example, suppose that the objective is "progress to a marketing research position". In this case your resume may never be passed along to the Sales department where someone may be interested in your knowledge and background.
- ❖ Resume objective statements can still be used by recent graduates with limited experience. If you decide to include an objective statement, make sure that you have a targeted job, you know what skills you want to mention, or you are applying for a particular position.

Do not include an objective when:

- ❖ there are many potential positions which you are qualified for in one organization
- ❖ you cannot be specific about your targeted job
- ❖ you are using it at a job fair

Sample Resume Objective:

To make a senior executive more effective with my skills gained over 5 years as an Executive Assistant: professional communications, superb scheduling and priority-making, and office software proficiency.

A Resume Profile is also called a “Professional Summary” or “Qualifications Summary”.

Because the Profile is more focused on the employer and what benefits he or she will receive if hiring you, this is the recommended option to use instead of an objective as it is stronger choice for most situations. Resume profile statements feature your skills, accomplishments, and career level, and can also include your career objective as well, but with the advantage to look more attractive and interesting to recruiters.

Resume Profile Tips

- ❖ Even though the profile can be a little longer than an objective, it should be no more than eight lines. You should write powerful, but honest, advertising copy that makes the reader immediately perk up and realize that you are that person he/she is looking for. To write a good resume profile is essential to make it really sharp and concise. Do not use first-person language (“I have 15 years experience...”)
- ❖ The most effective resume profiles are those that target one career goal. If you have more than one possible objective, you must consider drafting different versions for different resumes. Keep in mind that this section helps the hiring manager determine if you should be called for an interview, or not.
- ❖ Relay your value: Briefly weave your top selling points into your resume opening statement and try to prioritize those which better match with the job’s description
- ❖ Light it up with keywords: Fill your summary with keywords related to your career field.
- ❖ Promote your years of experience (if applicable) and certifications: special industry certifications, advanced degrees you hold, like CPA, a law degree, etc.

Sample Resume Profile:

“Master of Business Administration with 15 years progressively responsible experience in Operations Management. Proven ability to provide the highest level of corporate services while consistently reducing expenditures. Fully knowledgeable in all aspects of warehousing, purchasing, security, facilities planning, staff management and cost control. Bilingual in English and Spanish. Established competitive bidding for maintenance contracts reducing 30% overhead costs and increasing service quality.”

Source: Adapted from www.EasyJob.net

ADDENDUM B: CAREER CHRONOLOG EXERCISE

Directions: Use this tool to help you translate the experiences you've had (including volunteer, travel, interning and other life experiences) and positions that you have held into what you know and can do. The specific examples should be "stories" from your experience that you can tell to *demonstrate your knowledge and skills*; these may come in handy for interviews! The first page provides examples.

When (year/s)	Where (Place/ Site)	What I Did (Position/Role/Duties)	Knowledge & Skills I Gained (Think about what you might want to teach your replacement?)	Demonstrated Examples
EXAMPLE 2006	Seattle, WA	Attended Business Ethics Seminar	<ul style="list-style-type: none"> • Can differentiate between ethical and honest behavior • Can evaluate situations as they arise and apply ethical thought processes • Understand legal issues surrounding ethical/unethical behavior 	1. When Larry used company UPS account to send out his Christmas presents. 2. When we had to make decisions about who to layoff and why – we had to think ethically and humanly in addition to strategically.
2005 – Present	Portland, OR	District Manager for sales firm Summary: Managed a \$5 million branch office with 7 specialized sales divisions / 30 employees	SUPERVISION SKILLS <ul style="list-style-type: none"> • Can hire, train, supervise, develop, and fire employees • Can coach team members to develop their sales skills and meet goals • Can motivate sales employees • Can write performance plans and hold employees accountable SALES SKILLS <ul style="list-style-type: none"> • Can develop new customers • Can overcome objections • Can provide motivation / incentives to buy • Can monitor satisfaction and grow relationships and referrals 	1. Establishing new sales team: Michael, Jana, Jeremy, and Leslie: Hired team members, trained on products, coached on sales technique; set goals and monitored progress; held accountable; had to fire Jeremy for poor performance. 2. Developing relationship with Clark and Sons, Inc. – developed into \$1 million account over 3 years. Difficult at first; needed to convince Mr. Clark that our products were a better value.
2005	Portland, OR	Volunteer for local non-profit	<ul style="list-style-type: none"> • Non-profit development and fundraising • Grant writing and research • Event planning and Management 	1. Performed research in support of grant request to support a new program; created first draft of proposal for Development Director 2. Recruited 30 volunteers to staff fundraising event; delegated tasks; managed their performance during event; facilitated a debrief session to get feedback

				and input for next event
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When (year/s)	Where (Place/ Site)	What I Did (Position/Role/ Responsibilities)	Knowledge & Skills I Gained (Think about what you might want to teach your replacement?)	Demonstrated Examples
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ADDENDUM C: CREATING A PERSONAL BRANDING STATEMENT

Misconceptions abound about personal branding, and what actually goes into a brand statement. Your personal brand statement is not an anemic job description stringing together your functional areas of expertise. Instead, it represents your promise of value to your next employer, and it should generate chemistry.

Understand first that we all already have a personal brand or reputation. Everyone is known for their own unique set of attributes, strengths, and passions that drives them at work and in life. Maybe you haven't thought about the defining characteristics that differentiate you from everyone else.

To put your brand to work for you in your job search, you'll need to pull together all the pieces that make up your value proposition in the marketplace. A vibrant personal brand statement makes it that much easier for those assessing you to get an indication of whether you will be a good fit for their organization.

Answer These Questions:

Here are some questions to help prompt you to uncover and craft a crystal clear personal brand message that will resonate with your target audience. Take the time to dig deep when you're working on them:

1. What are you most passionate about? What do you care deeply about?

Think about the activities, interests, situations, and challenges that fascinate or excite you and energize you. Your passions are the things you can't wait to get to each day and feel cheated when you don't get the opportunity to do them. How do your passions converge with what you are best at doing and the value you offer your next organization or client?

2. What are your top 3 or 4 personal attributes – the things that define how you make things happen?

Think about how those around you (at work and elsewhere) describe you. Ask them for feedback about these things. To give you an idea, here are some possible attributes, but don't limit yourself to these: Collaborative, resourceful, flexible, forward-thinking, risk-taking, connected, visionary, diplomatic, intuitive, precise, enterprising, ethical, genuine, accessible.

3. What are your 3 or 4 greatest strengths or top motivated skills (things you love doing) that have benefitted your companies/employers?

Again, think about what those around you say about you. How do they introduce you to others? Here are some possible areas of strength: Identifying problems, seeing the details, leading, delegating, performing analysis, fact finding, crunching numbers, anticipating risk, motivating, mentoring, innovating, managing conflict, writing, listening, communicating.

4. What differentiates you from your competition for your next job? What do you have to offer that no one else does?

Bottom line: Spend some time uncovering your personal brand. Have the courage to embrace the things that make you unique. What differentiates you from your peers is exactly the message that will hit home with the decision makers you're trying to influence.

Source: Meg Guiseppi - <http://www.job-hunt.org/personal-branding/creating-your-personal-brand.shtml>