

2005 – “What’s next? (part II)_Resumes!”

Files

“2006 - Chronological Resume”

“2007 - Functional Resume”

“2901 - Action Verbs”

“2902 - Magic Sixteen”

“2903 - Lohman_Chester - Training Manager” (NOTE, this file is offered as an example of a completed resume. It is unique in that it is neither Functional nor Chronological. Your resume should represent YOU so be creative!)

“2904 - Resumes - Summary Statement”

A note on changing your resume...

You will get a LOT of feedback on your resume; most of it you asked for. Listen to all the feedback that you receive but don’t feel obligated to make the suggested changes. Suggestions for your resume are like opinions, everyone has one. Run everything you hear (including this document!) through your own filter. Ultimately your resume should always be able to answer one question: “Does this document represent ME and what I can offer a potential employer?”

Don’t be afraid to change your resume or even have multiple styles. I’ve known quite a few people that used a functional resume most of the time but kept a chronological copy for those times when recruiters insist on that style. I *do not* suggest keeping separate resumes for different professions (IE 1 resume for “Brain Surgeon” jobs and 1 for “Astronaut” jobs). The process we will use to build your resume will allow it to be flexible enough to work for *any* job you apply for.

Why do you have a resume?

- Job applications require a resume.
- An introduction. Someone who has never met you should read your resume and WANT to meet you.
 - This one is important. When submitting a resume for a job application, the person reading your resume should want to meet you and interview you for the job!
- A reminder. Someone who has met you should see your resume and be inspired to remember you.

What file type should I use?

- .DOC (MS Word 1997 to 2003) or .DOCX (MS Word after 2003)
- Don’t use .PDF
- NOTE: I also suggest a .TXT (notepad) copy of your resume. Build the resume in MS Word format then save the finished file as .TXT. This removes all formatting and gives you something that makes for easy copy/paste during those rare times you can’t upload a file and you have to enter your resume manually. You may want to open the .TXT file in Notepad and do a little cleanup.

What file title should I use?

- “Firstname_Lastname – Jobtitle.doc”
 - You want your name in the resume so they know which one is yours
 - Job title will help the recruiter when they search for your resume

What format should I use?

- Do a Google search for “resume templates” and you will find a LOT of examples. This will give you some ideas.
- I suggest you stay away from heavy formatting, no pretty pictures or too many separation lines. This kind of formatting usually does not transfer well when uploading your resume to certain job sites. The rule is simplicity. Keeping your resume simple reduces the possibility that a job site could confuse the formatting and make your resume “ugly”. I also suggest black font & white background. Colors (different color fonts or colored paper) look pretty but distract the reader. When submitting your resume in paper copy use good quality paper (if it has a watermark, it’s usually good paper). {Again, remember it’s your resume do what represents you.}
- Keep bullet point styles consistent. Pick a style and stay with it throughout the resume
- Expand your borders! MS word, by default, inserts quite a bit of white space at the top/bottom & sides of a document. Move the borders out and up to increase the amount of space on the page you can use!
- FONT! I strongly suggest you stay with Times New Roman and use a 12pt font. Anything smaller than 12pt can be hard to read and Times New Roman is a very readable font style. **Arial**, **Courier** & **Verdana** are also good choices. Remember, the only thing you want your font style to do for you is make the text on the page readable. ‘Special’ fonts distract the reader from what they are reading.

Chronological or Functional?

- This is an old question and it’s something only you can answer. Go with what works best for you. I mentioned earlier that I’ve known a few people that use both styles. I suggest you stay with one style. Remember that recruiters usually prefer Chronological resume format. If you decide to go with Functional (more powerful in my opinion) you may want to keep a backup copy in Chronological format for when that style is required.
- Chronological Outline
 - Name – Put your name in a larger (18pt) font and center it at the top of the page
 - Address, phone number(s), email address, web address, LinkedIn address. You can also center this but if you push the information out to the left & right borders you can put more information in the same number of lines.
 - What address to use? City & State are sufficient. Use information that you are comfortable with strangers knowing.
 - Phone number(s) If you offer more than one phone number be sure to mark the numbers so the reader will know what is “Home” and what is “Cell”.
 - Email address. Remember when I suggested you set up a new account dedicated to your job search? This is your first chance to use it!
 - Web Address & LinkedIn address. Do you have a website? (flavors.me is pretty common) If your website is dedicated to promoting your job search then *put it on your resume!* Do you have a LinkedIn profile? If not, get one. Either way; be sure to edit the “Public Profile” section so you have an easy URL.

- Objective. *Don't use an objective on your resume.* Years ago this was standard for any resume. More recently, “Objective” statements are seen as selfish (what can the company do for me?) because they describe what you are looking for. Feel free to use this space to list your preferred title (or even use the title of the position you are applying for!)
- Summary. *USE THIS INSTEAD OF OBJECTIVE!*
 - 2 to 3 sentences selling your experience and strengths.
 - Be sure to insert a powerful accomplishment statement.
- Career Experience
 - Start with most recent job, work your way backwards.
 - Company title is enough, no need to waste time describing what the company does. Remember YOU are applying for the job, not your former company.
 - Be sure to list the position you held.
 - List at least the start year and end year. Month is also OK to list but you don't need to be so detailed as to list the start & end day. (Use either “Apr 1999 – Feb 2003” or “1999 – 2003”).
 - When describing what you did at each job, use your accomplishment statements! Giving a description of your responsibilities makes the Career Experience read like a job description and does not SELL YOU
 - Highlight all measureable information (\$\$\$, %, “...above goal”, “...ahead of schedule”, “...under budget”) in bold font. You want to draw the reader's eyes to the good stuff!
 - Education. If you went to college PUT IT ON YOUR RESUME. It doesn't matter if it's not a related degree, it's a degree.
 - This is also a great section to list accomplishments from school. Had a 4.0 your entire time in school? Presidents Honor Roll? Graduate Phi Beta Kappa? PUT IT ON YOUR RESUME
 - Professional Affiliations or Technical Expertise
 - Optional section. Are you a leadership member in a ministry or public service group? Mention it. Membership is not enough to put something like this on your resume unless there is a (related to the job) accomplishment to be had from mentioning it.
- Functional Outline
 - Name – Put your name in a larger (18pt) font and center it at the top of the page
 - Address, phone number(s), email address, web address, LinkedIn address. You can also center this but if you push the information out to the left & right borders you can put more information in the same number of lines.
 - What address to use? City & State are sufficient. Use information that you are comfortable with strangers knowing
 - Phone number(s) If you offer more than one phone number be sure to mark the numbers so the reader will know what is “Home” and what is “Cell”
 - Email address. Remember when I suggested you set up a new account dedicated to your job search? This is your first chance to use it!
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- Summary. *USE THIS INSTEAD OF OBJECTIVE!*
 - 2 to 3 sentences selling your experience and strengths.
 - Be sure to insert a powerful accomplishment statement
- Accomplishments
 - This is where the functional resume becomes different. List your accomplishments with a bullet for each one. You can even segregate your accomplishments by category, a section for Management, a section for Sales, etc
- Career Experience
 - You still list your career history on a functional resume but the formatting is different. Put the company name, Dates you worked there and your title. No other information is required.
- Education & Professional Affiliations / Technical Expertise
 - These sections are the same as a chronological resume

How long should my resume be?

- This is a great question. In my opinion, your *master* resume should be long enough to house all of your accomplishments. If that takes 10 pages then you have a 10 page resume. You're not going to hand in a 10 page resume however!
 - A short note on length. Bob Costello; who has far, far more experience than I, believes that a two page resume can be built to cover 90% of the jobs you will apply for. The rest of your accomplishment statements can be kept in a separate document. The advantage here is that you are not customizing your resume for every application. Bob has an excellent point and again, has way more experience than I do. Choose what works for you; if you choose Bob's suggestion, you won't need the next two bullet points.
- When creating your master resume, don't concern yourself with length. Make sure the information on your resume tells the story you want to tell without too many words but, make sure you use enough words to tell the story! It's a fine balance and one you will 'play with' for awhile before you're completely comfortable with your resume. Your master resume will contain 100% of your employment history and all of your accomplishments so don't worry about the length.
- When submitting your resume, either for a job application or to share it during a networking meeting; remove the information that does not apply. If you are applying for a Brain Surgeon position, remove all the Astronaut information. The resume you submit for a job application should be no longer than 2 pages *so use your best and most applicable accomplishments!*
 - I mentioned you would want to trim your resume for networking meetings. This is a more flexible situation. First level contacts (we will talk more about contacts in the Networking section) should probably see your master resume. Second level contacts and beyond will most likely see a shorter version. It depends on the situation so use your best judgment and don't be afraid to make mistakes. Henry Ford said it best; "*Failure is simply the opportunity to begin again, this time more intelligently.*"

A few final notes on resumes.

- Try your resume out for a month. If you are submitting it for job applications and not getting interviews, consider changing it. It may represent you, but it is probably not representing you very well. **KEEP YOUR MIND OPEN TO THIS POSSIBILITY AT ALL TIMES.**
- Use normal font, stay away from *italic*. Use bold to highlight the measurable parts of accomplishments. The reader will give your resume between **7 & 15 seconds** before they make a decision. You want to make those seconds count. Draw their eyes to the value that you offer a company so they are encouraged to read more and contact you!
- Your summary statement is important. You want these few sentences to act as a quick highlight of what you do and your value. Be sure to read “2904 - Resumes - Summary Statement” when building your resume.