

HEADER: Use the name that you are called, not full legal name. Mailing address is not necessary, just city, state, zip. For sure a mobile number with voicemail set up. Two phone numbers if you can and a web link to your LinkedIn profile.

NAME

City, State zip

Email

Phone #1 | Phone #2

LinkedIn URL (not a hyperlink)

SELLING YOU vs FULL DISCLOSURE: A resume is a sales tool to get you an interview, not a job. This is not a place to document everything you have ever done professionally. Put your best foot forward and make a great first impression!

Personal Branding Statement => 3-5 Key Word

The career summary statement used to be in this space. Think about what makes YOU unique, and come up with 3-5 key words across the top. Then go into KEY skills below.

- Skill /keyword
- Skill
- Skill
- Skill
- Skill
- Skill
- Skill

KEYWORDS: Use throughout; say the same thing in different ways: sales, business development, cold calling, prospecting, etc.

PROFESSIONAL EXPERIENCE

COMPANY #1 NAME – Location year-year (or MM/YY – MM/YY; just be consistent)
(optional) One or two line description of the scope, size, revenue, products, and geographic presence of the company.

Job Title #1 (2010 – 2013)

One line that gives your scope, team and duties. (many times this can be incorporated into bullets below.) If promoted into it, say this.

- Accomplishment (action + result – quantified with %, #'s or \$)
- Accomplishment (action + result)
- Accomplishment (action + result)
- Accomplishment (action + result)

HEADERS: Notice how you can show your promotions and advancement through the organization all under the same company. Highlight your consistency.

Job Title #2 (2006 – 2010)

One line that gives your scope, team and duties. (many times this can be incorporated into bullets below.)

- Accomplishment (action + result)
- Accomplishment (action + result)
- Accomplishment (action + result)
- Accomplishment (action + result)

ERRORS: Donut rely on spell check to catch everything. Have several trusted friends read your document. Repeat. This is critical.

ACCOMPLISHMENTS: Every statement on your resume should have a \$, # or % tied to it, if possible. Avoid simply listing job description statements; instead, tell what you delivered for the employer.

COMPANY #2 NAME – Location

1995 – 2006

One or two line description of the scope, size, revenue, products, and geographic presence of the company.

Job Title #1

One line that gives your scope, team and duties. (many times this can be incorporated into bullets below.) If promoted into it, say this.

- Accomplishment (action + result)
- Accomplishment (action + result)
- Accomplishment (action + result)
- Accomplishment (action + result)

EDUCATION

Degree, Major, Name of School, Location

(If you didn't graduate, tell the number of hours completed.)

EDUCATION: If you didn't graduate, tell how many hours you completed and highlight coursework related to the job you are seeking and work you have done. If you did be sure to say "graduated" or "degree". Unless this is recent, skip the dates because it may hint at your age.

PROFESSIONAL ASSOCIATIONS

List professional associations and highlight leadership roles

ASSOCIATIONS: Don't just offer a laundry list of memberships (i.e. chamber of commerce), tell me what committee you served on. If you didn't serve or lead, it may not be worth including.

DIFFERENTIATE: If you list only your job duties, employers can't tell what you uniquely bring. What problem do you solve? What makes you better than another candidate?

WHITE NOISE: Don't clutter your resume with the same things everyone else says. "Hard working professional" says nothing about you because it is so common and blocks out what is unique about you.

LENGTH: Two pages max or it better be really interesting. Some IT, legal or other professionals may need to tell more. Universities teach one page resumes to new grads. Once you have 2+ years of experience, you should be at least touching the second page.

EXCEPTIONS: There are almost always exceptions to every guideline about resumes. It can be maddening! This is YOUR document so you must be comfortable with it.

FILE NAMING: Save your document and name it after YOU!
First_Last_MMY is a good format for naming. You can add the employer's name to which you are applying if you customized.