

Tried and True Résumé Writing Methodology – Used by Karen Tinucci, karen.tinucci@gmail.com, if questions.

What is the purpose of a resume? Its purpose is to get YOU an interview!

What kind of resume is going to achieve this? One that is a powerful but subtle advertising copy for YOU!

That means that one size does *not* fit all, since we are all unique individuals. It needn't be kept to a single page, nor to a specific format, but *you need to plan prior to beginning to write*. (What is your strategy for finding your next job? Shotgun approach or do you have a vision for your career and know the next job role that will help to take you closer to achieving the goal? This is a separate topic in its own right and not covered here.)

Though no set rules, there is a tendency for reviewers to prefer résumés in a simple format, with white space: Contact Information, Professional Profile, Skills and/or Accomplishments, Professional Experience, Education & Professional Development, Professional Organizations and/or Volunteer Roles, which show experience in descending chronological order, by month and year range, rather than in functional résumé format.

SAMPLE RESUME SECTIONS

Contact Information:

First Middle Lastname
Job Role(s) Interest

Contact Information (share this info to the degree comfortable)

Professional Profile:

One of the most important aspects of your resume is the Professional Profile paragraph. It needs to be compelling and really punch, to entice the reader to keep reading instead of tossing it aside and picking up another. The reader wants to get to know YOU (in an abbreviated manner); your job role interest, core skill set, and the value you would bring to their organization (your key strengths and attributes for the job role).

See Sample Summary Statements at link:

http://www.pmisvcjobs.org/PMI_Job_Team/Before_After_Summary_Statements.pdf

EXERCISE #1 – Writing the Professional Profile Paragraph

Please answer the following 4 questions, and then work with your “résumé buddy” to turn these answers into a killer Profile Paragraph!

1) Describe the job that you would MOST like to have as your next career opportunity. (Role title and any additional specifics that apply) Also state whether you are interested in Consulting, Employment, or Either.

NOTE: As you work to answer the next 3 questions, ask yourself: What would make someone the perfect candidate? What does the employer really want? What special abilities would this person have? What would set a truly exceptional candidate apart from a merely good one? It is very important to do this step well. If you are not addressing their real needs, they will not respond to your resume. What are the talents you bring to the market place? What do you have to offer the prospective employer? You are still writing to sell yourself to the reader. *You do not need to hard sell and should never make any claims that are not absolutely true. People more often buy the best-advertised product than the best product. Remember, subtle and powerful!*

2) What are the 3 to 4 greatest strength areas that you would bring to this role? (skills used for the job role described above)

3) What are the 3 to 4 greatest interpersonal skills (the soft skills) that you would bring to this role?

4) How would your co-workers, bosses, vendors, etc. describe you if they were to observe you in your job role? (adjectives/descriptors) BRAG about yourself! (i.e. energetic, proactive, results driven, etc.)

Skills and/or Accomplishments:

If you do not point out your skills and achievements, how will employees know about them? This is a section that some people have in their resume and others do not. Some only highlight them within the Professional Experience section.

Professional Experience:

Begin with listing the company, length of time in the position, and the job role title:

Company Name (and create a hyper-link on the name to their corporate website) Month YYYY – Month YYYY
Job Role Title

Followed by a sentence describing the business. (As some readers may not know anything about the company. You can usually get this information from the company website.)

Follow this with highlights of your experience in that Job Role Title, frequently in a bulleted format. Put your most important value-adds at the top of the list, so that anyone skimming your resume will read the meaty part and get hooked.)

Employers want to see where you have added value and how you will add value to their company. Don't just state the business value that the initiative added, but document how YOU made a difference in its success.

What are/were the key skills/experience that you drew upon to add value, helping to ensure success?

Highlight the results you produced, what happened as a result of your efforts, what you are especially gifted or experienced at doing; the talents you bring to the market place, what you have to offer the prospective employer through enthusiasm, persistence, intelligence and more. **Tell your story! Brag!**

Include facts to support your statement. Question "So what?" after each statement, to help to address what is still missing from the statement.

Example:

BEFORE: "Increased first-time customer complaint resolution rate." So what?

AFTER: "Increased first-time resolution rate for all customer calls from 65% to 82%, saving support team members 1 hour per day and enabling costs to be reduced by \$10k per month. Even then, so what?"

What did YOU do to contribute to that outcome? (i.e. brought dysfunctional team together, ...)

FURTHER: "Personally identified and brought forth recommendation to modify Help Desk process, resulting in increased first-time resolution rate for all customer calls from 65% to 82%, saving support team members 1 hour per day and enabling costs to be reduced by \$10k per month.

When you are finished writing this section: Compare it to the opening summary profile paragraph. Tie what you stated in the opening profile to the work experience section statements. If you can't, then either you forgot to include work experience that you should have (so add it now), or you exaggerated (so correct it now). Also check to see if you short-changed yourself in the opening profile and should have more strongly stated something, given your actual work experience.

EXERCISE #2 – Writing high impact Professional Experience statements

1. Take out a separate sheet of paper for each position you have held. Brainstorm - For each position, jot down your accomplishments. Don't be too concerned with punctuation and grammar.
2. Now go back to each sheet and fill in the details. Keep asking "So what?" Revise your statements.

3. Let someone else read your accomplishments. Any well thought out ideas should be incorporated.

Use high-impact action language, personality words and adjectives, and avoid the passive tense:

<http://www.seekingsuccess.com/articles/art110.php>

<http://jobmob.co.il/blog/positive-personality-adjectives/>

Ensure that your resume is accurate and not exaggerated. Fill it up with relevant examples that show off your skills, achievements and successes. **Check your spelling! Have someone else proof it also.**

Education & Professional Development and/or Professional Organizations and/or Volunteer Roles:

Pretty self-explanatory sections.

THIS PROCESS MAY TAKE 2 WEEKS TO GET IT RIGHT! DON'T GIVE UP – JUST DO IT! :-)

Internet References:

Add Value To Your Resume with Accomplishments and Achievements

by Theresa Johnson <http://www.eslteachersboard.com/cgi-bin/resume-tips/index.pl?page=3;read=1607>

The Secret “So What?” Method To Resume Writing Success by Andrew Rondeau <http://jobmob.co.il/blog/secret-method-resume-writing-success/>

How to Build Value on Your Resume by Nick Corcodilos <http://www.asktheheadhunter.com/habuildvalue.htm>