

Resumes – How to Create the Best Marketing Piece

by Angel McCormack 2008

A resume is a concise summary of your education, work experience, accomplishments and skills.

The Look:

- A resume should ideally fit onto 1 page- this can most easily be achieved by making use of the entire page by changing your margins to at least .3 on the top and .2 bottom and .7 on right & left, indenting accordingly. Microsoft Word will prompt you to 'fix' but hit 'ignore'.
- Make sure all the bullets in your document are identical.
- Use one type font no smaller than 11 point, using Bold, Bullets and Indentations to emphasize. Use Italics very sparingly, such as for publications you may have written to keep in APA style.
- Graphics are generally not appropriate for business resumes, keep it simple.

The Formats:

Although there are 3 general formats for a business resume (Chronological, Functional and Combination), I prefer to use the best elements of each, boiling it down to two formats to create the most effective marketing piece relevant to your particular situation.

- **Chronological w/ Functional Experience Headings** - The chronological resume lists your education and work experience in reverse chronological order and presents other relevant information when applicable. Using the elements of a functional resume, you can use a functional titles as opposed to the generic "Work Experience", such as "Finance / Accounting Experience" or "Management Experience" to target your resume.
- **Functional w/ an "Employment History" section** - The functional/combo resume plays down your work history and focuses on the functions you performed. The functional resume can be very helpful if you feel you may not have experience which is directly related to your career objective, but the skills you have developed are transferable. Even though it plays down your Employment History, you should still list all of your employment in reverse Chrono order at the bottom in the Employment History section.

The Content:

Always be thinking about **specific tasks, accomplishments, and results, quantifying** and **qualifying** as much as possible.

- **Quantifying:** numbers, dollar amounts, number of people, scope of projects, etc.
- **Qualifying:** descriptors, programs you used, businesses or high profile clients' names with whom you may have worked, etc.

The Sections:

- **Name/Phone Number/E-Mail Address** - This information can be anywhere at the top of the page. Your name should be in a larger font than the rest of the resume. For security reasons, you don't necessarily need to use a physical address any longer, since resumes are posted all over the internet.
- **Objective** An objective it should be clear, concise and tailored for each position. "A -----
--- position to fully utilize and merge nearly a decade of ----- and ----- experience with my current MBA curriculum (or MBA Degree expected this spring." Once you have stated an objective on your resume, you must be sure that all the information which follows supports and is focused toward that objective.
- **Education and.....** List schools, undergraduate and graduate, in reverse chronological order. Indicate degree(s) received, dates(s) received or expected, majors/concentration/minors, honors and relevant course work. Keep your education right under the Objective if it's recent and relevant. You can also rename the section "Education / Certifications" and list certifications, or "Education / Licenses" Etc.... This can save space and streamline your resume.
- **Work Experience (Chronological w/ Functional Experience Headings)** (Use a functional title as opposed to the generic "Work Experience", such as "Finance / Accounting Experience" or "Management Experience" to target your resume) This section should list the relevant positions you have held, in reverse chronological order, emphasizing skills, accomplishments and knowledge. Depending on how you want to slant your resume, you can begin with either your title or the company. Underneath this, you want to use bullets to describe your accomplishments and begin each with an action verb. (See the page of action verbs included following this section).
- **Employment History** - This section is use if you have only used Functional Headings in your Experience Sections without having listed your places and dates of employment yet. This is merely a LIST of your Titles, Company, City, Dates in reverse chronological order. Depending on how you want to slant your resume, you can begin the list with either your title or the company.
- **Community Service / Activities** - In addition to educational and work experience, you should include other information reflecting the value and depth you can bring to an organization.
- **Publications** -This is where you may list anything you may have published if applicable.
- **Additional Qualification** - This is where you may list your computer knowledge, foreign languages, etc. if applicable.

Action Verbs

Leadership Skills

Advocated
Directed
Enlisted
Formed
Founded
Governed
Hired
Initiated
Inspired
Instituted
Started
Led
Managed
Moderated
Motivated
Pioneered
Presided
Recruited
Represented
Selected
Spearheaded
Sponsored
Staged

Management Skills

Administered
Analyzed
Assigned
Attained
Chaired
Contracted
Consolidated
Coordinated
Delegated
Developed
Strengthened
Directed
Evaluated
Executed
Improved
Increased
Organized
Oversaw
Planned
Prioritized
Produced
Recommended
Reviewed
Supervised

Organizational Skills

Arranged
Assembled
Centralized
Coordinated
Catalogued
Distributed
Disseminated
Executed
Formalized
Implemented
Installed
Maintained
Organized
Planned
Prepared
Processed
Routed
Recorded
Reorganized
Scheduled
Updated

Creative Skills

Conceived
Conceptualized
Created
Composed
Designed
Devised
Established
Invented
Originated
Produced
Revolutionized

Research Skills

Clarified
Collected
Critiqued
Diagnosed
Evaluated
Examined
Identified
Inspected
Interpreted
Interviewed
Investigated
Organized
Reviewed
Summarized
Surveyed
Systematized

Detail Skills

Approved
Arranged
Catalogued
Classified
Collected
Compiled
Executed
Implemented
Inspected
Monitored
Operated
Prepared
Processed
Purchased
Recorded
Retrieved

Helping Skills

Aided
Arbitrated
Assisted
Attended
Counseled
Expedited
Facilitated
Fostered
Guided
Helped
Mentored
Referred
Rehabilitated
Resolved
Represented
Settled
Supported
Treated
Tutored

Communication Skills

Addressed
Answered
Apprised
Arbitrated
Briefed
Conducted
Corresponded
Contacted
Demonstrated
Directed
Drafted
Educated
Edited
Explained
Familiarized
Formulated
Influenced
Informed
Instructed

Interpreted
Interviewed
Lectured
Listened
Mediated
Moderated
Negotiated
Persuaded
Presented
Promoted
Publicized
Publicized
Reconciled
Reported
Recruited
Taught
Trained
Translated
Wrote

Analytical Skills

Analyzed
Assessed
Audited
Consulted
Discovered
Evaluated
Examined
Identified
Interpreted
Investigate
Researched
Surveyed
Tested