



RESUME DEVELOPMENT

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Introduction

Facts:

- Employers generally only scan through resumes.
- They usually do not read them until they find one that catches their eye.
- The average time spent on scanning is 10-20 seconds.
- The first top or half of your resume will make or break you. The first two sentences are crucial.

The Purpose of a Resume

- It is a tool with one specific purpose.
 - To win an interview
- It is an advertisement of a product.
 - You!
- “If you buy this product, you will get these benefits”.
 - Me and the talents that I bring to the company

Tailoring? The ONLY Way To Do It!

- Resumes must be **tailored** to the position that you are seeking, so you must RESEARCH the *position* and the *prospective company* and their *actual needs*. It is imperative to do this RIGHT.



Preparation of a Resume – Ask Yourself

- In preparing to write your resume, put yourself in the place of the employer.
- Ask yourself:
 - **What would make someone the perfect candidate?**
 - What does the employer really want and need?
 - What special talents or abilities would this person have?
 - What would set apart a truly exceptional person from a merely good one?

Preparation of a Resume (contd.)

- Find out what the employer is looking for before you write.
 - Write down each answer about the **perfect candidate** on a separate sheet of paper
- Prioritize the sheets, based on which abilities and qualities you think would be most important to the person doing the hiring.
- Start with the highest priority page and fill in the rest of the sheet.
- Brainstorm about why you are the person who best fulfills the employer's needs.
- Write down everything that you have done which demonstrates that you are perfect for this position.

Preparation of a Resume (contd.)

- Use every accomplishment in your life, not just your job history.
- You will begin to see a relationship between yourself and the employer's needs. This should open up some more brainstorming ideas.
 - Write it all down.
 - This will be the material, from which you will create your first draft of your resume.

Types of Resumes

- Chronological
- Functional
- Combined
- Regardless of the type, it should contain two main sections:
 - The Assertion Section
 - The Evidence Section
- Too often resumes are seen to contain only the evidence section – this is not good advertising copy. (boring!)
- You want not only to inform the employer – you want them to be excited about having found you.....

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ACCOUNTANT

Audits ~ Internal Controls ~ Reports

Meticulous, bilingual Professional with extensive experience at major accounting firms. Audit portfolio includes private and publicly held companies in diverse industries, including banking and manufacturing. Technically proficient in MS Excel / Word and the SCALA Business Solution. Excellent communicator who is fluent in English and Mandarin, conversant in Cantonese and Hokkien, and possesses working knowledge of Malay language. Strong team-working and multi-tasking skills, successfully completes projects within time & budget constraints. Attended the AIESEC Management Training Program. Willing to relocate.

PROFESSIONAL EXPERIENCE

LEVERPOL & SOLOMON, Singapore

2000 – 2001

Accountant

- Supported outsourced financial services of Infineum, Singapore, a joint-venture between ExxonMobil Chemical Company, Shell Petroleum Company Ltd., and Shell Oil. Infineum is one of the market leaders in the development, manufacture, and sale of additives for petroleum fuels & lubricants.
- Directed activities of four staff members in the general ledger department.
- Facilitated communication with the internal and external auditors.
- Refined operational controls in the management reporting process.
- Examined journal vouchers, general ledger reconciliations, and numerous analyses including P&L variance, inter-company accounts, and aging.
- Generated monthly close of financial statements; prepared management reports concerning purchases, sales, and inventory.
- Prepared submission of Exxon US Tax Conform Reporting package and various statutory reports & surveys.
- Assumed responsibility for resolving outstanding balance sheet items from 1999, including payroll-related accounts, suspense & accruals, and purchase reports on long outstanding orders; established more effective internal controls.

Accomplishments

- Awarded significant pay increases within an 18-month period for superior service.
- Designed and developed a general ledger procedure manual.
- Enhanced productivity by automating the month-end reporting process.

ACCELLOR & DAMIEN, Singapore

1997 – 1999

Auditor

- Audited a diverse portfolio, including private and publicly listed concerns involved in trading, investment holding, retail, manufacturing, and banking.
- Coordinated audit team activities to meet objectives within time constraints; mentored junior staff.
- Generated statutory accounts, management letters, and audit issues memoranda.

Accomplishments

- Established strategies to carry out comprehensive audit plans.
- Made recommendations for effective internal controls after careful examination of current system.

EDUCATION

UNIVERSITY OF LONDON, United Kingdom

Bachelor of Arts in Accounting and Financial Management, with Honors, 1997

TEACHER'S COLLEGE, Malaysia

South Australian Certificate of Education, 1994

INDEPENDENT HIGH SCHOOL, Malaysia

Unified Examination Certificate (Equivalent to GCE 'A' Level), 1993

Sijil Pelajaran Malaysia (Equivalent to GCE 'O' Level), 1992

Sample Chronological Resume

- The traditional structure for a resume.
- Contains an "Experience" section which is the focus of the Evidence part of the resume.
- Each job is described in some detail and placed in chronological order.
- Most recent jobs are listed first.

QUALIFICATIONS

Business Analyst with superior analytical skills applied to contract negotiations, business processes, data collection and management for major health providers, including *Health First*. Consistently promoted to positions of increased responsibility, advancing three times within a one-year period. Excellent communicator with fluency in English and Spanish. Proven leadership in training employees and conducting formal presentations to all levels of management. Outstanding academic credentials in business, international management, and analytical finance.

SELECTED ACCOMPLISHMENTS

- ◆ Completed contracting for 6,000+ providers within 6 months for CHAMPUS contract.
- ◆ Improved production 20% through the establishment of department production standards.
- ◆ Launched marketing department for the State of New Mexico.

PROFESSIONAL EXPERIENCE**Financial & Business Analysis**

- ◆ Performed complex analyses for system-wide negotiations, projections, and line-of-business reviews in addition to analysis of population distribution, claims/utilization, and cost.
- ◆ Identified, collected, and organized data from multiple sources for input into monthly, quarterly, annual, and ad hoc reports provided to contracting/finance departments and senior management.
- ◆ Designed and implemented database applications used in contract rate and risk management analysis as well as the identification and correction of data errors and discrepancies.

Management & Supervision

- ◆ Analyzed, interpreted, and resolved claims with authorization for payments up to \$75,000.
- ◆ Directed activities of 40 claims analysts at a large project site.
- ◆ Interacted daily with enrollment, claims, utilization/quality management, and customer service to resolve provider issues.

EMPLOYMENT HISTORY

HEALTH FIRST, Albuquerque, New Mexico <i>Manager, Contract Analysis/Senior Financial Analyst</i>	1997-2003
FEDERAL HEALTH SERVICES, Albuquerque, New Mexico <i>Manager, Provider Relations</i>	1994-1997
CROSS HEALTH CARE, Albuquerque, New Mexico <i>Risk Analyst</i>	1993-1994
GROUP SERVICES, Albuquerque, New Mexico <i>Senior Claims Analyst/Project Manager</i>	1990-1993

EDUCATION

GRADUATE SCHOOL OF BUSINESS, Albuquerque, New Mexico
Master of Business Administration, 1992

NEW WEST UNIVERSITY, Albuquerque, New Mexico
Bachelor of Arts in Business, 1989

Sample Functional Resume

- Highlights your major skills and accomplishments from the very beginning.
- Reader can plainly see what you can do for them, rather than read through the job descriptions.
- It helps focus the resume into a new direction or position.

JENNIFER RIVERS

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MARKETING EXECUTIVE

Product Launches ~ Overseas Partnerships ~ Presentations

Accomplished, multilingual Professional consistently recognized for achievement and performance in the fuel industry. Innovative and successful in mining new sales territories and establishing business alliances, including the recent partnership with *MJM Oil* in Korea. Proven leader with special capabilities in building teams, strategizing, and implementing workable marketing plans employing television, radio, Internet, and print media. Fluent in English, Korean, Japanese, and French.

BUSINESS SKILLS

Marketing

- Launch gasoline exports in conjunction with new production plant start-up; target overseas markets.
- Initiate sales of ULS, an environmentally-friendly new product launched in the European market.
- Establish joint venture partnerships in Europe and Far East; implement marketing for aviation fuel and asphalt as a value-added commodity.

Market Planning

- Analyze regional import / export economics and the interregional oil markets.
- Participate in contract negotiations for strategic alliances with major European and Asian concerns.
- Achieved \$25 million in revenue by developing offshore storage programs that fulfilled seasonal market trends in the region.

Product Planning

- Optimize production mode by selecting appropriate refinery; research product specification revisions by country.
- Propose and participate in the Plant Operation Committee, a team effort between production and sales.

PROFESSIONAL EXPERIENCE

TTR CORPORATION, New York, New York 1993 – Present
Vice President, Overseas Business Division

- Promoted to position in March 1996; selected as one of three employees to attend an MBA course in 2003.
- Named *Employee of the Year* in 1996 based on professional achievements.

FUEL INDUSTRY OF AMERICA, New York, New York 1989 – 1992
Manager of Marketing

- Provided analysis on fuel industry, drafting report for the White House.
- Awarded the *Honor Prize* in 1992 based on performance evaluations of oil producers.

EDUCATION

UNIVERSITY OF NEW YORK, New York, New York
Bachelor of Arts in Communications, 1988

Sample Combination Resume

- A combination of the chronological and functional elements, but using different approaches.
- May have a shorter chronology of job descriptions preceded by a short “Skills & Accomplishments” section or with a longer “Summary” including a skills list or a list of qualifications”.

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**Editorial Note: Ori
resumé all appear
one page**

Another Sample Combination Resume

CAREER OBJECTIVE: **Management Consultant—Wireless/Telecom Industry**

SUMMARY OF QUALIFICATIONS

Results oriented professional with proven experience in the wireless industry as a consultant, program manager and business development director. Strategic and tactical leader with unique blend of technical and business acumen. Extensive R&D experience with keen global assessment skills of new products and services from conception to launch. Exhibit superior planning, organization and communication skills. Widely respected for the development and management of key customer/strategic partner relationships.

PROFESSIONAL EXPERIENCE

Management consultant, Verizon Wireless, New York, NY 2001–Present
Director Product Development, Network and Business Development, Cellular Inc., New York, NY 1998–2001
Senior Consultant, Andersen Consulting, Chicago, IL 1996–1998
Project Manager/Engineer, MCI, Overland Park, KS 1991–1996

Product/Program/Project Management

- Ten large scale wireless projects during the last decade that led to reduced cost and introduction of new products and services generating new revenue streams. Major duties included: general management of business unit, leadership of cross-functional teams; coordination of R&D efforts; establishment of strategic alliances, new product development plus adding/evaluating revenue streams with forecasting, budgeting, and developing pricing methodology.
- Managed day-to-day operations of a Verizon Wireless Business Unit serving partners and affiliates in a General Manager role coordinating business and technical operations, product development, technology development, **engineering**, operations, IT, documentation, and training. Results: added products, established policies and procedures/processes, significantly improved technical support, implemented staff training plus generated a 60% increase in annual revenues.
- Pioneered the R&D work combining wireless with the Internet utilizing an Intelligent Network approach that produced a patent-pending technology that will dramatically increase Information Services options Telecom Carriers will be able to offer end user customers.
- Served as committee member writing the Wireless Industry Standards

Business Development

- Analyzed AT&T Wireless product sales and market trends, then conducted service assessments on potential new service offerings to determine feasibility of potential new revenues, product fit, expenditures, staffing requirements; summarized data into a strategic planning report for senior management.

- Extensive experience analyzing and establishing key strategic partnerships and then served as client account manager to these corporate customers. Also managed third-party vendor relationships.

HONORS

Co-inventor on patent-pending application for the wireless and Internet convergence
Who's Who in Science and Technology in America, 2001 Edition
Served as Program Director for educational seminars and exhibits,
IEEE Conference Fall 1998

EDUCATION

BSEE, Electrical/Computer **Engineering**, Michigan State University, 1991

Assertion Section

- The Assertion Section can be divided into 2 or 3 sub-sections.
 - Objective
 - Summary
 - Skills & Accomplishments
- You may omit one or two sections depending on your experience. Some prefer to combine Objective and Summary into one section.

Objective

- You start by naming your intended job.
- This can be a separate section (Objective) or combined with the Summary. Your resume should focus on why you are the perfect candidate for this one specific job or position.
- You must be crystal clear in your objective and with your career direction.
- A vague or broad objective will be perceived by the employer that you are not sure that this position is right for you.

Writing The Objective

- First decide on a specific job title for your objective.
- Think of 2 or 3 qualities, achievements, and abilities that make you stand out?
- Highlight your major skills and accomplishments from the very beginning.
- Reader can plainly see what you can do for them, rather than read through the job descriptions.
- The Objective must be to the point.
- Remember, you have only a few seconds while the reader scans your resume.
- Your first sentence must jump out and grab them.

Writing The Objective (contd.)

- Objective: A(n) **XXX** position in an organization where **YYY** and **ZZZ** would be needed.
 - (Or, in an organization seeking **YYY** and **ZZZ**.)
 - Where **XXX** represents the name of the position you're applying for (like maintenance, engineering, structural engineer) .
 - Where **YYY** and **ZZZ** represent your skills which match what the company is searching for.
- If you apply for different positions, adapt your resume to each position.
- Each job position should have an its own objective that matches it perfectly.

Example of OBJECTIVE

OBJECTIVE: Position of Rotating Machinery Specialist in an organization seeking an extraordinary track record of machinery problems identification, creative & cost effective solutions implementation and enthusiastic inter-personal relations.

Summary

- The “Summary of Qualifications”.
 - Consists of concise statements that focus on the abilities, achievements and qualities you have to offer.
 - It should be strong and convincing.
 - It may be your one and only chance of grabbing their attention.
- Focus every word on your targeted goal.
- Pick the experience that best demonstrates why they should hire you.

Skills and Accomplishments

The final part of the Assertion Section of your resume.

- You go into more detail but are still selling yourself.
- Bring out the most important highlights in your summary.
- Let them know what results you have produced.
- Not too much detail, preserve a bit of mystery.
- In a chronological resume some prefer to incorporate the Skills and Accomplishments into the Evidence section.
 - It becomes the first few phrases of the descriptions of the various jobs you have held.

Skills & Accomplishments (contd.)

- Other possible titles, depending on your situation.
 - Summary of Accomplishments
 - Areas of Expertise
 - Professional Highlights
- You can list skills or accomplishments separately or both together if using bullets.
- Under each heading you should mention specific accomplishments which help illustrate your skills.
- If using a chronological resume,
 - List of bulleted accomplishments or skill paragraphs under each job.

Things to Consider when Naming Your Accomplishments

Did you:

- save the company money? How much and how?
- help improve sales? By how much?
- improve productivity and efficiency?
- implement any new systems or processes?
- help launch any new products or services?
- achieve more with (same or fewer) resources?
- resolve a major problem with little investment?
- participate in any technical/operational improvements?
- exceed accepted standards for quality or quantity?
- identify the need for a program or service?
- resolve customer problems?
- get rated as outstanding in performance reviews?

The Evidence Section

- The “Evidence” section includes some or all of the following:
 - Experience
 - Education
 - Awards
 - Professional Affiliations
 - Civic/Community Leadership
 - Publications
 - Comments from Supervisors
 - Personal Interest
 - References

Experience

- List jobs in reverse chronological order.
- Don't go into detail on jobs held early in your career.
- Focus on the most recent and/or relevant jobs.
- You can summarize the earliest jobs in one line or a very small paragraph.
 - List only the basic facts with no position descriptions.
- Decide which is more impressive.
 - Your job titles or
 - Company names you worked for.
 - Then consistently begin with the more impressive of the two – use boldface type for emphasis.

Top 10 Do Not's in Your Resume

- Do not use "I", "me" or "my" statements; use the telegraphic method and drop the pronoun to make it more active. Instead of "I wrote the 40-page operations manual", say "Wrote 40-page operations manual"
- Avoid giving locations of your educational institutions
- Do not include location or addresses of past employers
- Avoid the use of the words "responsible for" and "duties included"
- Do not include personal information, such as age, health, ethnicity, marriage and family status. Employers will throw your resume out if it has such information because they could someday be accused of hiring bias

Top 10 Do Not's in Your Resume (Continued)

- Do not include your photograph
- Don't send extra papers such as letters of recommendation, certificates or samples of your work. They clutter your presentation and are too premature. Use in the interview if appropriate. There are **EXCEPTIONS** to this rule!
- Never include salary information
- Do not provide a list of references
- Do not explain your reasons for leaving your previous jobs or gaps in your employment history

Accuracy/ Honesty/ Stretching the Truth

- Make sure you can back up what you say.
- Keep the claims within the range of your own integrity.
- There is no harm in pumping up things – so communicate who you are and what you can do at your very best.
- Remember it is an ad copy – so go ahead and toot your own horn.

Use Power Words

- Power words are verbs that convey a sense of dynamism
- These descriptor words should be used for every:
 - Skill
 - Accomplishment
 - Job description
- They are especially useful if an employer is searching a resume database for these words.
- Begin sentence with these verbs except when sentences must be varied to avoid repetition.

Web Resources

- Check out this web link – you will find most of the stuff we have talked about today there:
 - <http://www.rockportinstitute.com/resumes.html>
- A very useful website which provides information on marketing yourself:
 - <http://www.csun.edu/~sp20558/dis/market.html>

The End