



Resume Building Workshop

What is the purpose of a resume

Sell yourself

Convince potential employer that you should get an interview



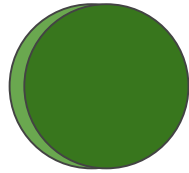
CV vs. Resume

- Same purpose
- CV = Curriculum Vitae
 - Generally much longer
 - List of everything you've ever done in a nice format
 - Used primarily in Europe
- Resume
 - Much more common
 - Tailored to a specific job
 - Typically 1-2 pages

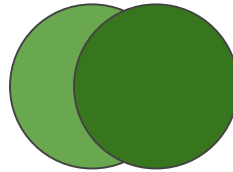


How does a company choose who to interview

Amount of overlap between your skills to what the company is looking for:



Student's perception



Reality

Resume

LinkedIn (ie. online resume)

Networking (ie. personal referrals)



Rules of the Resume

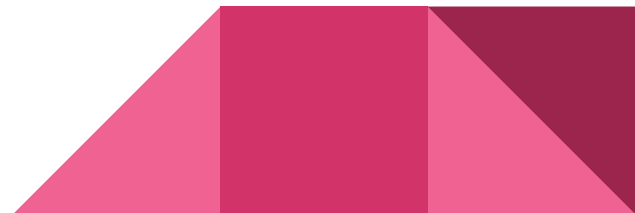
4 Rules to a successful resume:

1. Resume should clearly address how your skills match the company's needs
2. If it doesn't help you it hurts you
 - a. A resume is reviewed for 30 seconds on the first pass
 - b. Good content should not be diluted with average content
3. The resume has to be an aesthetic document
4. Relevant content should be easy to find



Developing your Resume - Process

- Brainstorming!!
- Strengthening the content that you have
- Consolidation and organization
- Formatting
- Tailoring for different companies



Transferable vs. Technical

Transferable Skills	Technical Skills
Skills that are acquired across multiple types of jobs. Can come from coursework, volunteerism, hobbies, technical and non-technical jobs	Skills that you have direct experience with
Examples: <ul style="list-style-type: none">● Collaboration/teamwork● Motivation/Initiative● Time-management: Successfully maintained a 3.8 GPA while working full time and tutoring	Examples: <ul style="list-style-type: none">● Setting up/operating an HPCL● Programming in C++● Synthesizing molecules through air-free techniques

Brainstorming

Skills	Task	Accomplishment/Metric
What did you do on a daily basis?	Why did you do it?	How much?
Build things Make samples Talk to people Organizing Analyzing	Create a new system Measure data Train new staff	Each week 3 hrs/day Trained 5 new staff



Brainstorm on your own! (~10 min)

- Without judgment write down your skills and accomplishments that you would want on your resume!
- Remember this is just a brainstorm so more is better!!



Laszlo Approach

Accomplished [X] as measured by [Y] by doing [Z]

- Member of Management Leadership for Tomorrow (MLT)
- Selected as one of 230 for an 18-month professional development program for high-achieving diverse talent
- Selected as one of 230 participants nationwide for an 18-month professional development program for high-achieving diverse talent based on leadership potential, ability to contribute to this MLT cohort, and academic success



Laszlo Approach

Accomplished [X] as measured by [Y] by doing [Z]

- Managed sorority budget
- Managed \$30000 budget by allocating funds to outreach events and a fundraising event
- **Increased operational budget** from \$30000 to \$45000 by investing a strategic portion of funds to fundraising events.



Deciding on Section Titles

- Depends on your content
- Examples:

Technical Experience

Nontechnical Experience

Work Experience

Additional Experience

Leadership Experience



Last step: Make it look nice!

- Will waste time if you try to format before you have all your content
- Clean formatting
- Do not cram information
- Attention to detail
- Ask others what they think of your format and get input from others!

Name, Contact info
Summary (optional)
Education
Experience
Skills
Awards



JOAN WHITE

888 Wandering Lane
Tifton, GA 32990
(604) 565.4431
jwhite@aol.com

OBJECTIVE

Management trainee position in retail sales, using skills in design, administration and public contact

PROFESSIONAL EXPERIENCE AND SKILLS

Management Coordinated operations, managed and assisted in sales at Pat's Gift Shop

Managed small children's center at Keeping Your Eyes Open, Inc.

Administration Coordinated number of surveys
Prepared all invoices
Customer Service

Special Skills Type 70 wpm; experience with PowerPoint and familiar with excel

WORK HISTORY

- 2007** Manager at Pat's Gift Shop; Tifton, GA
- 2005** Manager at Keeping Your Eyes Open, Inc.; Tifton, GA
- 2003** Volunteer at Girls Club, Tifton, GA



JANE SMITH

111 Street, Las Vegas, NV 99999 | C: (000) 000-0000 | example-email@email.com

Professional Summary

Motivated cosmetology graduate seeking to leverage background and training to take next career step as a hair stylist with a respected salon. Highly skilled in cutting, styling, and coloring hair, and providing recommendations to customers to create on trend hair styles. Demonstrated ability to manage inventories and implement strategies to grow profits and drive salon goals.

Core Qualifications

- Customer Service
 - Inventory Management
 - Workstation Maintenance
 - Hair Styling and Coloring
 - Scheduling
 - Styling Trends
-

Experience

Hair Stylist / Cosmetology Student 01/2009 to 03/2013
Paul Mitchell the School / Linda Beauty School San Diego, CA

Customer Service and Sales

- Interfaced with customers to identify needs; consulted with customers to recommend hair styles complementing their facial structures and coloring.
- Educated customers on style/color maintenance to maximize service.
- Upsold and cross-sold products and services to maintain styles at home.

Hair Styling and Coloring

- Evaluated hair texture and condition to develop treatment plans.
- Utilized state-of-the-art techniques to color and treat hair to restore beauty and resilience.
- Cut, trimmed, and shaped hair and hairpieces based on customer preferences and hair type utilizing trimmers, scissors, clippers, and razors; styled hair utilizing curling/straightening tools.

Station Maintenance, Scheduling, and Inventory Management

- Stocked, maintained, and organized workstation and treatment rooms with products, equipment, and supplies to meet customer needs.
 - Sanitized workstations and equipment in accordance with salon policies and federal, local, and state regulations.
 - Maintained calendars and scheduled customers for hair styling and coloring appointments; pre-booked appointments to increase customer retention and drive repeat business.
 - Completed routine inventory audits to replenish retail products, salon supplies, and styling/coloring supplies.
-

Education

License: Cosmetology 2013
Linda Beauty School San Diego, CA
Coursework: Cosmetology
Paul Mitchell the School San Diego, CA

Marian Warden

1 Main Street, New Cityland, CA 91010
Home: (555) 322-7337 | Cell: 000-000-0000
example-email@example.com

PROFESSIONAL SUMMARY

Customer Service expert looking for a position in which to be an asset to a company by offering professional service. Focused on the customer as well as upholding the store or company reputation.

CORE QUALIFICATIONS

- Extremely personable and agreeable in nature
- Leadership skills needed to lead a customer service department
- Great communication skills with customers and coworkers
- Able to handle high-stress situations with upset customers
- Ability to handle a multi-line telephone system
- Capable of multitasking and remaining organized
- Proven ability to enhance skills and move up in a company

EXPERIENCE

Customer Service Manager, 2/1/2007 - Present
Kohl's Department Store - Waterford, MI

- Execute the management of the customer service department its policies and employees
- Provide schedules for employees to ensure there are adequate workers for all shifts
- Interview and hire new employees for open positions
- Work with accounting department to ensure employees are paid the right amount on time
- Train new employees in all company policies and procedures
- Work the front desk handling customer complaints returns or exchanges

Customer Service Representative, 3/1/2001 - 2/1/2007
Kohl's Department Store - Auburn Hills, MI

- Assisted customers in returning or exchanging items purchased offering refunds or store credit
- Aided customers with finding the desired size or product
- Prepared reports of returned damaged or unwanted items
- Answered phones and customer inquiries

EDUCATION

High School Diploma, XXXX - XXXX
Waterford-Mott High School - Waterford, MI

Jessica Claire

dsample@live.com | H: 508-278-2542 | C: 781-669-5989 / 123 Main Street, San Francisco, CA 94122

PROFESSIONAL SUMMARY

Successful sales professional with 10+ years experience in large-scale food and retail environments. Implement cost control measures to ensure operations remain within company targets. Maximize bottom-line performance through P&L, merchandising, staff management, loss control and inventory management initiatives.

WORK EXPERIENCE

Verizon Wireless, San Francisco, CA
District Manager | 09/2009 - Current

- Directed recruitment/training/staff development initiatives to maximize productivity and revenue potential through development of a sales team.
- Successfully increased employee retention by created a positive work environment in 18 stores.
- Administered daily operations to ensure policies were adhered to and understood by sales staff.
- Cultivated strong business relationships with customers to drive business development.
- Planned and executed floor merchandising initiatives in collaboration with merchandise management.
- Ensure store is prepared for internal audits through analysis/preparation of quality assurance and inventory statistics

Walgreen, Inc. San Francisco, CA
District Manager | 09/2009 - Current

- Oversaw opening/closing operations for a \$4 million annual revenue store in compliance with current company policies/procedures.
- Managed operational costs by spearheading inventory control and leading shipping department activities as well as setting wage targets.
- Administered financial processes including accounts payable/accounts receivable, managing an accounting office and updating customer service files.

EDUCATION

San Francisco State University
San Francisco, CA
2009

Master of Business Administration:
Operations Management Speech and Communication, Sociology and Psychology

CERTIFICATIONS

Verizon, Inc.
07/2009

Certified Retail District Manager

SKILLS

- Executive team leadership
- Inventory report generation
- Client/Vendor relations
- Market analysis
- Budgeting and financing
- Project management
- Team liaison
- Strong verbal communication

ENTRY LEVEL JOB SAMPLE RESUME TEMPLATE

100 HOME STREET • SOMEWHERE, NY 00000
555.555.5555 • USERNAME@EMAIL.COM

JANE SMITH

EDUCATION

2014 Bellwood Community College West Seneca, NY
Associate's, Computer Science

SUMMARY OF QUALIFICATIONS

- Proficiency in addressing customer complaints, increasing customer base and improving sales.
- An aptitude for developing marketing for social media and traditional commercial outlets.
- Experienced in point of sales transactions, accounts receivable management and billing.
- Coursework completed in computer diagnostics, electrical engineering, computer programming, and computer networking.

PROFESSIONAL EXPERIENCE

2013-Present Stellar Call Center Buffalo, NY
Computer Technician/Customer Service Representative

- Developed Excel-based database for documenting customer concerns; decreased response time for service & product complaints.
- Trained staff in use of MS Office software; served as primary office computer technician. Setup wireless network throughout call center.
- Mediated customer disputes and provided answers to phone queries regarding company service plans and merchandise.

September-December 2013 Computerware, Inc Buffalo, NY
Computer Technician/Intern

- Adept at repairing laptops and desktops; expertise in helping customers setup a computer network for their business.
- Assisted in stocking of merchandise and distributing of advertisements.
- Provided administrators with guidance in use of Excel for business analysis.

MICHAEL EXAMPLE

(615) 337-1036
1111 KARMA LANE, GALLATIN, TN 37066
SUPPORT@CPRESUMES.COM

Results-driven and highly qualified Marketing Professional with a proven track-record of generating new business through strategic negotiation while cultivating new relationships with key decision makers. Adept at developing and supervising marketing strategies, managing accounts, analyzing market conditions, and ultimately generating high levels of revenue. Currently seeking a management position in Marketing which will effectively utilize all acquired skills and abilities, bringing 8+ years of related experience as follows:

KEY STRENGTHS

- Marketing/Sales Strategy
- Client/Vendor Relations
- Team Building/Leadership
- Project Management
- Account Management
- Market Research/Analysis
- Client/Employee Training
- Budget Management
- Business/Revenue Growth
- Advertising Campaigns
- Relationship Building
- Online Marketing

CORE COMPETENCIES

Marketing

- ✓ Generating business growth through client acquisition, increasing sales volume, and by driving sales through effective prospecting techniques.
- ✓ Cultivating and nurturing relationships with clients to provide product and service information, including features, advantages, and profitability, as well as to ensure repeat business.
- ✓ Selling interactive marketing solutions to further develop the awareness and presence of client companies.
- ✓ Assessing the client's needs and local market to develop effective traditional/online advertising plans.
- ✓ Creating materials to showcase company capabilities and provide new leads to increase business.

Management

- ✓ Supervising marketing strategies for accounts with combined monthly billings in excess of \$1M.
- ✓ Directing and supervising the execution of global marketing events and quarterly/annual meetings.
- ✓ Leading teams in partnering with top marketing vendors to bring services to clients.
- ✓ Developing and implementing training courses to further educate clients.
- ✓ Liaising between clients and internal teams to communicate client expectations/guidelines.
- ✓ Managing vendor relations, budgets, production timelines, and projects from inception to completion.

PROFESSIONAL PROFILE

Prime Interactive, Raleigh, NC Mar. 2009 – Jul. 2009

Account Executive

- Led a sales team in prospecting for new clients and conducting interactive marketing needs analysis to further develop a client's online marketing presence.
- Reviewed needs analysis with prospects that featured Organic and paid search results, Social Media Marketing, Email Marketing and Display advertising.

The King Partnership, Raleigh, NC Jan. 2008 – Feb. 2009

Account Manager

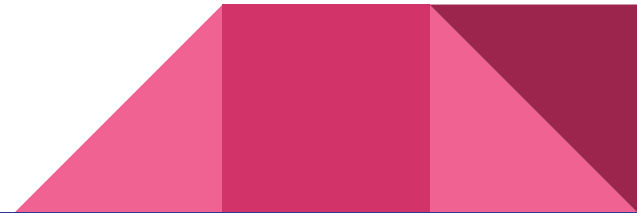
- Planned and created marketing solutions for Automotive retail clients.
- Successfully led the agency in diversifying from its traditional advertising channels to include Social Media Marketing and Mobile Text Marketing strategies that increased Marketing ROI for our clients and generated additional revenue sources for the company.
- Managed a group of associates to ensure that all project deliverables were achieved.

Carlson Marketing Worldwide, Troy, MI Feb. 2001 – Mar. 2007

Senior Project Manager – Ford Motor Company Account

- Coordinated the development of multiple Event, Web based training and print projects for Ford Motor Company Marketing initiatives.
- Collaborated with both internal and external clients to ensure project specifications, deadlines, and budget guidelines were met or exceeded.

Questions and Discussion



Practice the Laszlo Approach (~10 mins alone
and ~10 mins with a partner)

Accomplished [X] as measured by [Y] by doing [Z]

