**Name**

SELLING YOU vs FULL DISCLOSURE: This is a sales doc to get you a meeting or interview, NOT a job. This may be does mean you have to capture everything you have ever done professionally. Leverage this to make a great first impression!

HEADER:

* Use name you are called, not full legal name.
* No street address, just city, state.
* Mobile number with voicemail set up.
* Customized LinkedIn profile.
* Do not put contact info into the document header

City, State

Mobile - Email LinkedIn URL (not a hyperlink)

**Personal Branding Statement => 3-5 Key Word**

(Think about what makes YOU unique, and come up with 3-5 key words across the top. This could have functional area / job title mentioned. Then go into KEY skills below. )

|  |  |  |
| --- | --- | --- |
| * Skill /keyword
* Skill
* Skill
 | * Skill
* Skill
* Skill
 | * Skill

KEYWORDS: Should use throughout; say the same thing in different ways. * Have a S.T.A.R. story for each one. (Situation, Task, Action, Result)
* Skill
* Skill
 |

**PROFESSIONAL EXPERIENCE**

**Company #1 Name** – Location year-year (or MM/YY – MM/YY; just be consistent)

(optional) One line description of the scope, size, revenue, products, and industry sector of biz.

***Job Title #1*** (2010 – 2013)

One line that gives your scope, team and duties. (TRY TO incorporate into bullets below.) If promoted into it, say this.

* Accomplishment (action + result – quantified with %, #’s or $)

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

* Accomplishment (action + result)
* Accomplishment (action + result)
* Accomplishment (action + result)

***Job Title #2*** (2006 – 2010)

* One line that gives your scope, team and duties. (TRY TO incorporate into bullets below.) If promoted into it, say this.
* Accomplishment (action + result)

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.

* These types of bullets are a lead in for S.T.A.R. stories. (1-2 sentences)
* Accomplishment (action + result)
* Accomplishment (action + result)
* Accomplishment (action + result)

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.

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?

**Company #2 Name** – Location 1995 – 2006

(optional) One line description of the scope, size, revenue, products, and industry sector of biz.

***Job Title #1*** 2003-2006

One line that gives your scope, team and duties. (TRY TO incorporate into bullets below.) If promoted into it, say this.

* Accomplishment (action + result)

EDUCATION: If you didn’t graduate, state hours completed and highlight related coursework 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.

* 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.)

**PROFESSIONAL ASSOCIATIONS**

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

List professional associations and highlight leadership roles

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

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.

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.