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.....RESUMES

RESUMES
MARKETING YOURSELF
WHAT IS THE PERFECT RESUME?

*A written communication that clearly demonstrates your ability to produce results in an area of concern to potential employers, in a way that motivates them to meet you.....

- Real communication is being able to ensure that a message is received.
- Demonstrates how you do things-how well you think-how you get a job done.
- Ability to produce the results needed. All the employer wants are the results you can provide; that is the bottom line.

- **RESULTS** – What happened when you arrived – what you have produced since you came – and/or what the prospective employer can see you producing if you are hired – what you can bring to the position.

- The resume is *not* the biography of your life – it is a prospectus for the future!

***The resume is not designed to get you the position –
But it is designed to get you the interview.***

By putting yourself through the discipline of preparing the perfect resume, you will discover with greater clarity your own ability about your own work life, skills, and purpose. It will increase your ability to present yourself in a way that creates interest and desire to motivate the employer.

TEN MOST COMMON RESUME WRITING MISTAKES!

1. Misspellings, typing errors, poor grammar – PROOFREAD!
2. Poorly typed.
3. Overwritten – takes too long to say too little.
4. Too long.
5. Disorganized – too hard to follow.
6. Too sparse.
7. Personal Information – height, weight, gender, health, etc.
8. Too fancy – binders, photographs, exotic paper, etc.
9. Lacks your job/career accomplishments.
10. Misdirected – clear objective.

RESUMES

The purpose of a resume is to generate interest in interviewing you on the part of an employer.

You will not be hired on the basis of your resume, but you can certainly be rejected on that basis.

A resume is a commercial about you, a Marketing tool. It does not have to describe or explain every aspect of your education or work history. It should highlight those aspects of your education/work history most likely to attract the employer.

Employers want to know (**Briefly!**) what your experience/credential/accomplishments are, and their relevance to the position available.

Major areas covered should be:

- Dates
- Employment History
- Skills/Qualifications
- Education/Formal Training
- Achievements (primarily work related, though if you competed in the Olympics, by all means, mention it!)

Optional areas include:

- Personal qualities
- Community activities/hobbies
- Military Service
- Objectives
- Willingness to travel/relocate

Do **NOT** include:

- Age, height, weight
- Marital status
- Children: number of or lack of
- Religion
- Salary history or salary requirements. (If requested, list these on a cover letter or handwrite in on the bottom of the resume. Never provide unless you have to)
- Memberships or affiliations that indicate age, religion, political beliefs, etc., unless you know for a fact that it would be a positive.

THERE ARE ONLY TWO WRITTEN-IN-CEMENT RULES WHERE RESUMES ARE CONCERNED:

1. Whenever possible, get it onto one page.
2. The resume should be neatly typed on good paper with correct grammar, spelling, and punctuation.

Regarding rule number one, an amazing amount of detailed information can be crammed onto one page if it is laid out well.

However, exceptions to the one-page rule would apply to academics, presidents of companies, or others who have achieved a high degree of position or responsibility.

JOB HUNTING SKILLS
Resume Writing: Do's & Don'ts

Do's:

1. Keep sentences and paragraphs short (no paragraph of more than ten lines and no more than one paragraph about each job).
 2. Use "indent" and "bullets" before important statements rather than complete sentences.
 *Increased production by 75% within two weeks
 3. Use simple terms rather than complex expressions that say the same thing.
 4. Use quantities, amounts, dollar values where they enhance the description of what is meant.
 Example: "...increased sales by \$100,000 per year."
 5. Have another person, preferably someone with good English skills, check the finished draft for spelling, punctuation, clarity and grammar.
 6. Avoid excessive use of the word "I"/No more than four "I"'s in a letter or resume.
 7. Avoid technical jargon. Remember...not everyone may know this language.
 8. Demonstrate the value that you can add to the position. Focus on your potential.
 9. Include honors and awards.
 10. Include hobbies/interests/community work.
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Don'ts:

1. Don't get off the main idea. Keep it organized and easy to follow.
2. Don't overwrite. Keep it simple. Don't be long-winded about your accomplishments.
3. Don't include your gender, weight, health problems, pictures, or other personal information.
4. Don't use fancy binders or folders. Be professional.
5. Don't highlight personal problems. Example: divorced or disabled.
6. Don't include salary information. This information goes on the cover letter.
7. Don't misspell words, have typing errors or poor grammar. **PROOFREAD.**
8. Don't have a poorly typed or printed resume. It must be picture perfect.
9. Don't mention religious background or political affiliations.
10. Don't include your grade point average unless it is a 3.5 or above.

OBJECTIVE

Seeking a challenging position in Customer Service/Administrative

COMPUTER/EQUIPMENT SKILLS

Microsoft Word, Works, Excel, PowerPoint and DOS

Copiers: Cannon, IBM and Dell

COMPETENCIES

CUSTOMER SERVICE

- Able to handle telephone requests and phone orders in a professional and pleasant manner
- Greeted and assisted customers with accurate, courteous, and up to date information, as well as working to resolve problems to meet customer satisfaction.
- Traced back orders in a fast and proficient manner to resolve customer complaints.
- Scheduled appointments for all customers to meet quotas and to promote sales.

ADMINISTRATIVE

- Performed data entry to maintain current customer record and inventory control information to ensure record accuracy. On line services to update records. Daily e-mail requests.
- Worked as a team player with minimal direction
- Accessed information from records for personnel and supervisors to organize seminars and special events. Organized seminars including handout materials and brochures to keep up to date on current trends.

CLERICAL

- Kept spreadsheets for accounts receivable and accounts payable. Assisted with 1099 tax forms
- Provided department support to supervisors, sales associates, customers and general office staff as a team player to accomplish tasks as well as to train new co-workers.
- Knowledge of basic office equipment operation with copiers, fax machines, and computers.
- Implemented and maintained client files, spreadsheets and portfolio information to promote efficient customer service.

EXPERIENCE

Customer Service-Sales Consultant, (Pomerants Staffing, Inc.) Waterford Crystal,
Kaufmann's Summit Mall, Akron, OH **10/2003-12/2003**

Administrative/Clerical-Bridal Consultant, May Company/Kaufmann's Chapel Hill Mall
Akron, OH **7/1998-6/2003**

Administrative/Clerical/Customer Service Administrative Director, American Brokerage,
Munroe Falls, OH

EDUCATION

Graduate/Teaching Certificate, Akron Beauty School, Akron, OH

Graduate, Akron Garfield High School, Akron, OH

Course Work/Computer, Cuyahoga Falls Night School, Cuyahoga Falls, OH

Sales and Marketing Course Work, University of Akron, Akron, OH

AWARDS

Diamond Star Winner for Outstanding Performance

Professional, Organized and Dependable