

Resume

JULIE HENRY
SENIOR ACCOUNT EXECUTIVE

CONTACT

000-123-456
YOURMAIL@MAIL.COM
LINKEDIN.COM/NAME
WWW.WEB.COM
STREET, CITY, STATE, ZIP

EDUCATION

DEGREE NAME // MAJOR
University, Location
2008-2010

DEGREE NAME // MAJOR
University, Location
2008-2010

SKILLS

PROFESSIONAL

- New Business Development
- Territory Expansion
- Executive Presentations
- Competitive Market Positioning
- Account Management
- Client Needs Assessment
- Consultative Solution Sales
- Sales and Pricing Strategy
- Contract Negotiation
- Business Management

PROFILE

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages.

PROFESSIONAL EXPERIENCE

WRITE YOUR JOB TITLE HERE
Company Name // Location // 2012 - Present

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Customize for Each Position

Highlight Relevant Experience

Quantify Impact of Accomplishments

Often mirrors LinkedIn Profile



Before You Write Your Resume

- Know **yourself**: strengths, skills, experience, results, personality, potential “issues”
- Know your **target** (Keywords)
- Gather your **dates, details, past roles**
- Write your **stories** (Challenge, Action, Result)

ATS (Resume Parsers)

- Machine learning and predictive analytics
- Notes position on a page and frequency of use
- Address is mandatory (City, State, Zip)
- Use a simple font (Helvetica, Arial, Times New Roman or Courier)
- Send as a PDF (not an image)
- Be careful about being too artsy

Sample Resumes

Natalie Allio

75 Monument Rd., London, England W1T 1JY
Cell: 07956 054 32
example-email@example.com

PROFESSIONAL SUMMARY

Dedicated and focused secretary who excels at prioritising, completing multiple tasks simultaneously. Specialise in administrative support to busy engineering firms. Committed to delivering high quality results with little supervision. Energetic, organised, and professional.

AREAS OF EXPERTISE

- Microsoft Office proficiency
- Business writing
- QuickBooks expert
- Self-directed
- Time management
- Professional and mature
- Strong problem solver
- Resourceful

WORK EXPERIENCE

Secretary, 02/2010 to Current
Hartwell Engineering – London, England

- Drafted meeting agendas, supplied advance materials and executed follow-up for meetings and team conferences.
- Managed the receptionist area, including greeting visitors and responding to telephone and in-person requests for information.
- Designed electronic file systems and maintained electronic and paper files.
- Wrote reports and correspondence from dictation and handwritten notes.

Administrative Assistant, 04/2008 to 01/2010

ProServe Design – London, England

- Created PowerPoint presentations used for business development.
- Posted open positions on company and social media websites.
- Created weekly and monthly reports and presentations.
- Managed the day-to-day calendar for the company's chairman.

Secretary, 08/2004 to 03/2008

Scott Engineering – London, England

- Created and maintained spreadsheets using advanced Excel functions and calculations to develop reports and lists.
- Received and screened a high volume of internal and external communications, including email and post.
- Properly routed agreements, contracts and invoices through the signature process.

EDUCATION

Bachelor of Arts: English, 2004
University of Oxford – Oxford, England

MICHAEL WILLIAMS

1235 Street, Los Angeles, CA 99999 | C: (333) 333-3333 | example-email@email.com

SUMMARY

Multifaceted professional and Reserve Officers' Training Corps (ROTC) cadet. Passionate and determined to build market presence by working closely with clients to match their specific needs with promoted products. Enthusiastic and articulate communicator, adept at cultivating ties with key decision-makers, influencing them to realize the benefits of specialized product lines and become loyal clients. Strong ability to build long-term business alliances and use client satisfaction and loyalty as a competitive advantage. Track record of success in an ultra-competitive, high-pressure selling environment. Bilingual in Russian and Ukrainian.

HIGHLIGHTS

- Customer service expert
- Cash handling
- Courteous demeanor
- Risk management expertise
- Detail-oriented
- Analytical
- Relationship management
- Decision making
- Time management
- Strong organizational skills
- Seasoned in conflict resolution
- Expert in MS Office Suite

EXPERIENCE

08/2009 to 08/2011 **Customer Service Representative**

Snowflake Laundromat - Brooklyn, NY

- Supported the business owner in the running of daily operations.
- Assisted patrons in the use of laundry equipment.
- Accurately determined laundering costs and processed payments.
- Maintained a clean and hygienic environment.
- Prioritized and multi-tasked in a challenging, fast-paced environment.

EDUCATION

2015

Associate of Arts: Economics

Stony Brook University - Stony Brook, NY

- Reserve Officers' Training Corps (ROTC) Cadet
- Leadership Development and Assessment Course (LDAC), 2014
- The West Point Cadet Field Training (CFT), 2013

INTERESTS/ACTIVITIES

- Innovator and captain of the Ranger Challenge Team, Stony Brook University
- Member of both the rugby and running clubs, Stony Brook University

Summary Statement

(Written Elevator Pitch)

EXAMPLE 1: Weak

- Responsible for relationship building, marketing, and program development
- Proven ability to manage multiple projects while meeting challenging deadlines

EXAMPLE 2: Much Better

Outstanding sales manager with proven track record of relationship-building and development, resulting in \$2M annual sales. Top regional sales manager for the past three years.

Summary Statement

Another Example

Bilingual communications and human resources professional with vast public and private sector experience, seeking a role that builds more diverse and inclusive workplace cultures. Skillful relationship-builder adept at forging and maintaining long-term partnerships with key clients and stakeholders, with focus on engaging multicultural audiences.

What's a good story?

"CAR" METHOD

Challenge

What Challenge existed in the workplace or volunteer setting?

Example: purchasing for each plant handled separately, no record keeping system for new orders, customers paying late

Action

What Action did you take to Resolve the problem?

Example: Centralized purchasing, Developed electronic sales order system

Result

What were the quantifiable results of your Actions?

Example: Orders processed 40% faster, Saved \$xx

What Matters to Employers

- Make Money
- Save Money
- Save Time
- Make Work Easier
- Solve a Specific Problem
- Be More Competitive
- Build Relationships, Brand, and Image with Internal/External Customers, Vendors, Public
- Expand Business
- Attract New Customers
- Retain Existing Customers

Questions to Ask Yourself

- What types of problems am I best at solving?
- Is there something on my resume that I never, ever want to do again?
- What themes run through your work/volunteer experiences...what do you do wherever you go?
- How would former managers, coworkers describe me? Past performance reviews?
- Where did I do something that wouldn't have happened if I hadn't been there?
- What is the hiring manager's ideal candidate?
- Is there a gap in experience I need to fill?

Biggest Resume Mistakes

- **Grammatical Errors and Typos** – when in doubt, Google punctuation. Have other people read your résumé. Read it aloud, read it backwards.
- **Incorrect Information** – contact information, job titles. Tell the truth.
- **Being Vague** - called on customers and grew sales
- **Not Using Metrics** or Results
- **Not including Skills** – either in separate section or woven into summary & achievement
- **Telling, not selling.** Features, not benefits

More Resume Mistakes

- **Weak verbs** – in charge of, assisted, (Check Google list of active resume verbs)
- **Repetitive language** - check number of times you use keywords and verbs – use thesaurus
- **Page 2 problems** - awkward split, no heading
- **Flowery Language:** Utilize instead of use, for ex
- **Pronouns used** – I, we, they
- **Visually busy** or not enough white space
- **It's all too much!** Fonts, Bullets, Lines of Text

10 worst fonts for your resume



1 COURIER NEW

Date released: 1985 | Category: Monospace | Classification: Web Safe

2 LUCIDA CONSOLE

Date released: 1983 | Category: Monospace | Classification: Modern, Old Style

3 COMIC SANS

Date released: 1994 | Category: Script | Designer: Vincent Connare

4 BRADLEY HAND

Date released: 1996 | Category: Script | Designer: Rickard Bröllyg

5 BRUSH Script

Date released: 1982 | Category: Casual script | Designer: Robert E. Smith

6 CHALKDUSTER

Date released: 2000 | Category: Unclassified | Designer: Apple Computer, Inc.

7 APPLE CHANCERY

Date released: 2004 | Category: Display | Designer: Apple Computer, Inc.

8 MAYALAM MN

Date released: 1984 | Category: Bitmap, Fixed Width | Font type: True Type

9 HARRINGTON

Date released: 1982 | Font type: True Type | Designer: David Berlow

10 BRAGGADOCIO

Date released: 2008 | Font type: True Type | Category: Monospace

MONSTER
font

Anatomy of a Perfect Resume

1 **JOSÉ SMITH** 518 Woodfield Rd. Chicago, IL 60652
555-212-8533 • jose_smith807@gmail.com

2

3 **KEY SKILLS**

Soft Skills	Hard Skills
Brand Positioning & Storytelling	Google Analytics
Project Management	Marketo
Team Leadership	Salesforce
Communication	Excel

4 **PRIOR WORK EXPERIENCE**

5

Umbrella Corp.
Dec. 2016 - Present
Marketing Intern

- Collaborated with a team of 4 people to brainstorm 3 major creative campaigns which ultimately drove 100,000+ web site visits and a 27% year-over-year increase in traffic
- Drafted copy for 3 ebooks and associated email marketing campaigns, resulting in 10,000 downloads and 3,000 new leads generated
- Analyzed data from Google Analytics and Marketo to optimize marketing efforts moving forward, leading to a 24% increase in downloads from campaign 2 to campaign 3

6

Coffee 2 Go
Sep. 2012 - Dec. 2016
Barista, Shift Manager

- Served 50-100 customers per day, driving roughly \$800 per day in sales
- Consistently upsold offerings and daily specials, resulting in an average yearly revenue increase of 12%
- Trained, managed, and coordinated schedules for a team of 6 in order to ensure top-quality customer service

7 **EDUCATION**

Springfield University Sep. 2012 - Dec. 2016
Bachelors of Business Administration (Specialization in Marketing)
Graduated Summa Cum Laude with a 3.7 GPA

8 **ADDITIONAL EXPERIENCE**

- Recipient of the Springfield University Hispanic Marketing Society's Rising Star Award, April 2016
- Volunteer, Springfield Animal Rescue
- Avid cyclist and jazz piano player

9

1. Design Matters
2. Be Reachable
3. Show Off Your Skills
4. List Your Experience
5. Quantify Your Experience
6. Include Other Positions
7. Show your Education
8. The Extra Stuff
9. Keep It Concise

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Sample of Returner

*Experienced writer with a passion for creating strategic messaging and supporting Democratic candidates.
Talent for managing projects and leading teams around a shared vision.*

POLITICAL EXPERIENCE

Steering Committee Member, Electing Women Bay Area (EWBA) – December 2016 to present

- Serve on leadership team for EWBA's fundraising and campaign initiatives for female candidates for president, governor, the U.S. Senate and the U.S. House of Representatives
- EWBA raised more than \$1 million for candidates during the 2018 mid-term cycle, contributing to historic gains in the number of women in Congress

Co-Founder, Project Round Table – November 2016 to present

- Established a political action committee engaged in weekly grassroots action to elect Democrats across the country and counter the Trump Administration's destructive policies
- Host fundraisers for state and federal candidates, communicate with elected officials and voters, and organize marches and community education around key issues
- Canvas for Democratic candidates, including Jacky Rosen's campaign for U.S. Senate, and phone-bank in coordination with the Democratic Volunteer Center and the San Mateo County Democrats

GOTV Volunteer, Hillary for America – 2016

- Part of focused effort to Get Out the Vote in Florida during the presidential election

Community Organizer, Obama for America – 2008

- Co-created and led Women for Obama, a large fundraising event with 300 attendees in Seattle which raised more than \$200,000 for the Obama campaign
- Partnered with speakers from Planned Parenthood for the event

PROFESSIONAL COMMUNICATIONS EXPERIENCE

- Communications Director for more than a decade with leading non-profit and private sector organizations in Atlanta, Washington DC, and London
- Primary services included creating communications plans and writing editorials, grant proposals and product literature, as well as presentations, speeches, video scripts and letters for C-suite executives
- Directed public relations including writing press releases and responding to press inquiries
- Provided art direction and managed relationships with photographers and design companies

OTHER ACCOMPLISHMENTS

Published Author

- Published short stories, essays and poetry in literary journals; published and marketed a memoir

Community Leadership

- Communications copy writer, event planner, logistics coordinator and volunteer leader for local schools
- Former Board Director, Mountain Area Preservation Foundation (Truckee, CA)

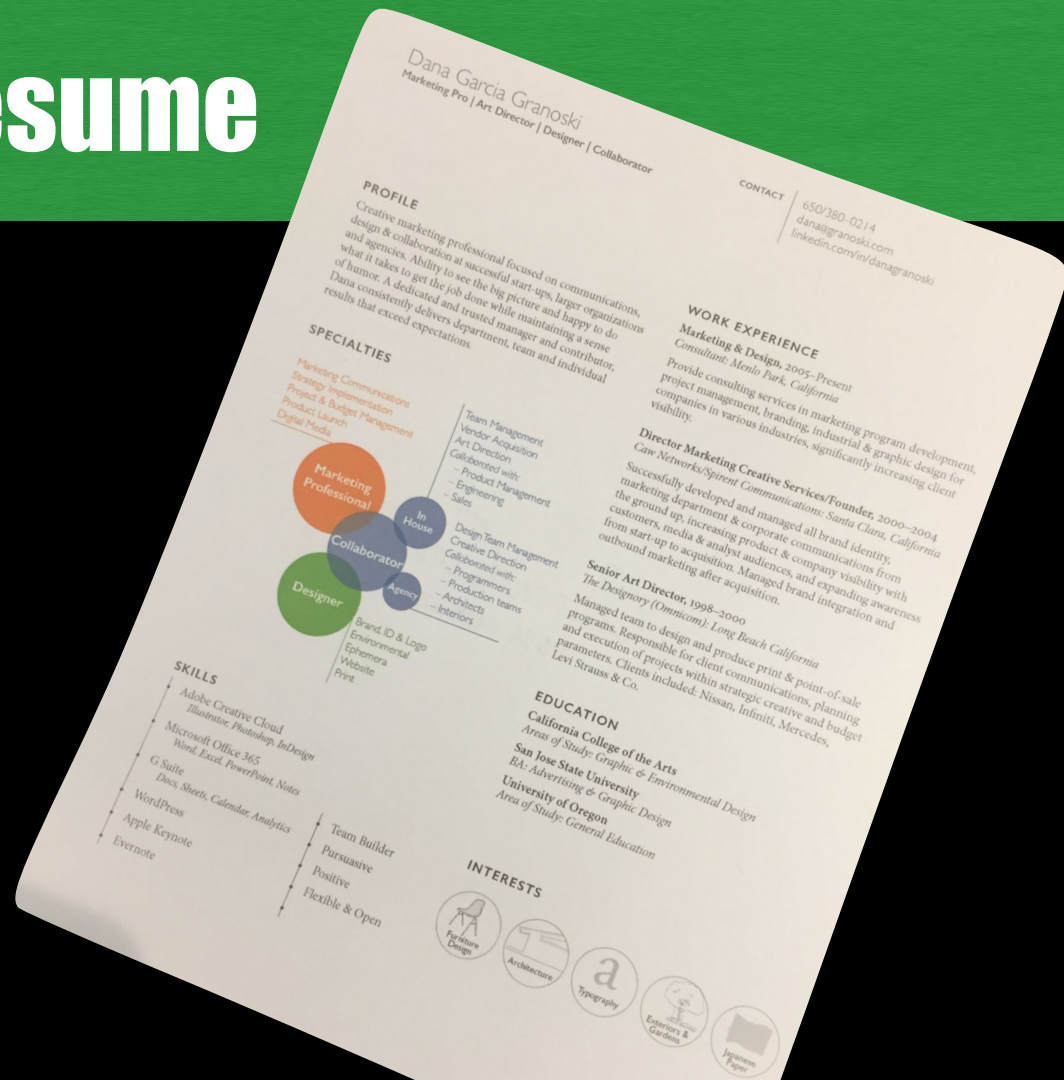
EDUCATION

- M.A. in Liberal Studies, Humanities Concentration – Georgetown University (1998)
- B.A. in English and French – Vanderbilt University (1992)

OF NOTE

Extrovert | Conversationally fluent in French | Mother of three sons
Adept multi-tasker | Obsessed with my Hawaiian | Tennis junkie

Designer Resume



Resume Checklist

First impression

- Does the resume look original and not based on a template?
- Is the resume inviting to read, with clear sections and ample white space?
- Does the design look professional rather than like a simple typing job?
- Is a **career summary** included so the reader immediately knows your value proposition?
- Is the **resume's length** and **overall appearance appropriate** given your career level and summary?

Appearance

- Does the resume provide a **visually pleasing, polished presentation**?
- Is the **font appropriate** for the career level and industry?
- Are there design elements (bullets, bolding, and lines) to guide readers' eyes through the document and highlight important content?
- Is there a good balance between text and white space?
- Are margins even on all sides?
- Are design elements like spacing and font size used consistently throughout the document?
- If the resume is longer than a page, does the second page contain a heading? Is the page break formatted correctly?

Resume sections

- Are all resume sections clearly labeled?
- Are **sections placed in the best order** to highlight your strongest credentials?
- Is your work history listed in reverse chronological order (most recent job first)?

Career goal

- Is the resume **targeted** to a specific career goal, as opposed to a one-size-fits-all document?
- If this is a **resume for a career change**, does it include supporting details that show how your past experience is relevant to the new job?

Accomplishments

- Does the resume include a solid listing of your **career accomplishments**?
- Are **accomplishments quantified** by using numbers, percentages, dollar amounts, or other concrete measures of success?
- Do accomplishment statements begin with **strong, varied action verbs**?
- Are your accomplishments separated from your responsibilities?

Relevance

- Is the information relevant to hiring managers' needs?
- Does your resume's content support your career summary?
- Did you include **keywords, appropriate buzzwords**, and industry acronyms?
- Is applicable, **additional information** (awards and affiliations) included, and is personal information unrelated to the job (marital status, age, nationality) omitted?

Writing style

- Did you avoid writing the resume in an implied first-person voice with personal pronouns (I, me, and my)?
- Is the content flow logical and easy to understand?
- Is the resume as perfect as possible, with no **careless typos** or spelling, grammar, or syntax errors?

Cover Letter

- If an employer requires a cover letter, it will be listed in the job posting
- Even if the company doesn't ask for one, you may want to include one anyway (Many companies no longer require them)
- Show that you understand the company mission and culture
- Don't simply repeat what's on your resume; Say why you're a strong match
- It's your "sales pitch" to land the interview
- May be appropriate to cite how your volunteer experience is applicable
- Make it one that someone wants to read!

Elements of Cover Letter

Subject: Mention specific role

Greeting: Show you know the company; how can you stand out?

Body: match your qualifications to the job requirements; how do your soft skills make you uniquely qualified?

Close: Have an ask

Signature: full name, phone, email, and your LinkedIn URL

Portfolio

“Show and tell” your skills

- Introduction
- Professional background summary
- CAR behavioral examples (Challenge, Action, Results)
- Awards and recommendations
- Samples of your work
- Closing page/References/Contact info

Portfolio

WHEN REQUIRED

Creative roles

Graphics

User experience design

Web development, coding

Mobile App development

Portfolio Benefits

- Shows you're serious
- Demonstrates your enthusiasm
- Communicates you can do THIS job
- Directs conversation; Used as cheat sheet

Portfolio Success

- Visually Engaging
- Think Infographics
- Easy to read quickly
- Make it YOURS

Portfolio Example

This adds up to



Portfolio Example



Portfolio Example

In Action The Refinery Project

Home Bound

There were many people who DID have viable businesses out of their homes. How many of these people would flourish in a store front setting?



The Big Picture

She showed that investing in the economic mobility of the individual spurs growth of the entire community.



Researching a Thought

A thought occurred — How many would-be business owners have viable ideas, but no way to execute? She found out.



Education

Olivia sought to make education and legal advice available so that the visions of these future community capstone leaders could be realized.

Portfolio Example

COMMUNITY WORK & AWARDS

One Young World

Was prestigiously recognized for her government and policy work.

The Refinery Project

Founded an organization to spur economic mobility in low income neighborhoods.

The Alternative Prom

Tirelessly worked to gain support to host an alternative prom for bullied students.

The Prevention Network

Assisted in identifying, creating, and delivering interventional and education community programs.



Portfolio Example

I AM inspired by opportunities to make a difference,

and I do that by finding innovative ways to fund projects requiring maximization of output within tight budgets –

all the while improving overall support for public policy programs.

Portfolio Example

Contact Information Jennifer Little-Fleck



Mobile
412-555-1212



Email
jennifer@novovos.com



LinkedIn
Jennifer Little-Fleck



Twitter
[@jlitlefleck](https://twitter.com/jlitlefleck)

Online Portfolio

The screenshot shows the top portion of a LinkedIn profile for Mia Brozovich Nacke. The header includes the LinkedIn logo, a search bar, and navigation icons for Home, My Network, Jobs, and Messaging. The profile picture is a circular portrait of Mia, and the background banner image shows a harbor with boats at sunset. The profile name is 'Mia Brozovich Nacke • 1st', followed by her title: 'International Marketing Communications Manager | PR & Public Affairs Strategist | Policy Advocate | Creative Storyteller'. Her location is listed as 'San Francisco Bay Area'. To the right, there are four interactive options: 'Digital media, startups & nonprofits', 'Thunderbird School of Global Management', 'See contact info', and 'See connections (307)'. Below the profile information are two buttons: 'Message' and 'More...'. A short bio follows: 'Integrated marketing communications specialist with expertise in media/government/public relations, branding, sustainability, social impact and corporate social responsibility (US, Europe, Asia). Experienced PR strategist and policy advocate with talent for engaging media, influencer...'. At the bottom, there are two links: 'Mia Brozovich Nacke: Online Profile' and 'Mia Brozovich Nacke: Online Portfolio', each with a small thumbnail image and an external link icon.

Personal Website

Kirsten Mickelwait | Content & Copywriting



[Home](#) / [Portfolio](#) / [My Story](#) / [more...](#)

(707)343-1423

kmickelwait@kirstenmickelwait.com

Search

