



Clear-Sighted Career Online Learning Series Presents:

Stand Out Resumes for Today's Marketplace

Juliana Newbill '02

Career Advisor, Notre Dame Alumni Association

Agenda

Do I Need a Resume?

Applicant Tracking Systems

Best Resume Format...*for you*

Resume Build

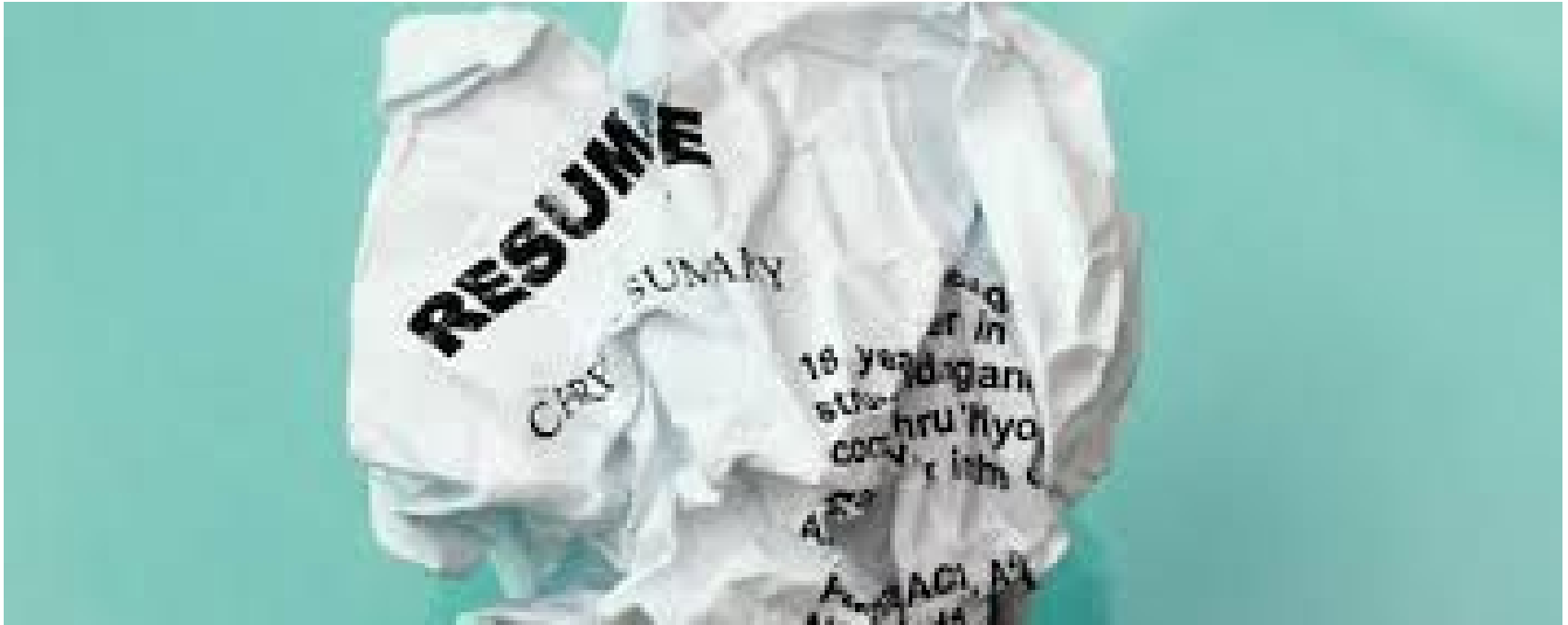
- Problem, Action, Result
- Accomplishment Statements

Do's & Dont's

Resources



Do I Still Need a Resume Today?



YES!

- Competition is stiff
- 74% of U.S. employees are exploring opportunities
- Keep your resume current

Did you know?

ATS reject 75% of candidates!

Tips:

- Do not include logos, pictures, symbols, tables or columns
- Stick to standard fonts - Arial, Calibri, Cambria, Verdana
- Write out all acronyms AND provide the abbreviation
- Use standard section headers



Chronological

- Typical style most widely used by people with a linear career progression

Functional

- Popular with people who have gaps in their work history; are re-entering the workforce; have frequently changed jobs; are looking to transition into new careers or have a specific skill set

Combination

- Great for entry level and senior executives

Chronological Resume

EXPERIENCE

Executive Assistant to Vice President, XYZ Corporation, Butte, MT August 2009 - Present

- Made international travel arrangements for senior-level executives via the Internet, resulting in average net saving of \$250 per person/per trip
- Dispatched messengers on assignments, coordinating trips to ensure that multiple stops were made each time, saving the company approximately \$50 per messenger per day

Senior Administrative Assistant, ABC Magazine, Butte, MT July 2007 - July 2009

- Created reliable and efficient client database, saving the company approximately \$4,500 in technical support expenses

Secretary/Administrative Assistant, RJ Pool Systems, Butte, MT June 2002 – July 2007

- Implemented client data and file management system, saving the company \$65,000 in the first year of use

EDUCATION

Master of Art History, University of Notre Dame, Notre Dame, IN 2004

Bachelor of Arts: English, University of Notre Dame, Notre Dame, IN 2002

SKILLS

Management

- Led a marketing consulting firm generating over \$30 million in new revenue
- Directed and managed creative development team for the successful introduction of luxury cosmetics brand Luxoticala, making it the #1 consumer brand name

Sales/Marketing

- Led a national marketing campaign, resulting in acquisition of 20 new clients
- Redesigned product branding and pricing, resulting in a 65% increase in sales

Communications

- Managed the rollout of a new corporate identity, including a redesign of all merchandise

EXPERIENCE

Managing Director, *Smithsons*, Smithsons, VA

General Manager, Sales and Marketing, *Tastemaker*, McLean, VA

Marketing Manager, *Luxoticala*, Luxoticala, VA

EDUCATION

Master of Business: Marketing, University of Notre Dame, Notre Dame, IN

Bachelor of Science: Business Administration, University of Notre Dame, Notre Dame, IN

SKILLS

Management

- Led a marketing consulting firm generating over \$30 million in new revenue
- Directed and managed creative development team for the successful introduction of luxury cosmetics brand Luxoticala, making it the #1 consumer brand name

Sales/Marketing

- Led a national marketing campaign, resulting in acquisition of 20 new clients
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Communications

- Managed the rollout of a new corporate identity, including a redesign of all merchandise

EXPERIENCE

Managing Director, Smithsons, Smithsons, VA	August 2009 - Present
General Manager, Tastemaker, McLean, VA	July 2007 - July 2009
Marketing Manager, Luxoticala, Luxoticala, VA	June 2002 – July 2007

EDUCATION

Master of Business: Marketing: University of Notre Dame, Notre Dame, IN	2004
Bachelor of Science: Business, University of Notre Dame, Notre Dame, IN	2002

Build a Functional Resume

Name, CPRW

XXX-XXX-XXXX

firstname_lastname@provider.com

linkedin.com/in/juliana-newbill

SUMMARY

Ten years experience as an IT professional with a blend of conceptual/visionary thinking and hands-on technical acumen. Adept at comprehending complex challenges and delivering solutions.

SKILLS

Process Improvement	Vendor Sourcing & Management	Contract Negotiation & Cost Control
Business Analysis	Strategic Planning	Demand & Change Management
Technology Infrastructure	Enterprise Application Integration	Technology Deployment & Evaluation

Languages: UML, Data Modeling, XML, XSLT, ESQL, Java, C, VB, COBOL, EDI X12, SWIFT

Database: DB2, SQL Server, Oracle

EXPERIENCE

IT Manager, We-Solve-It: Solutions Designed For You, Altamont, NY

Call Center Manager, IT Designs, Schenectady, NY

IT Leadership Program Intern, PWC, New York, NY

EDUCATION

Master's of Information Technology, University of Chicago, Chicago, IL

Bachelor of Science: Information Technology, University of Notre Dame, Notre Dame, IN

P * A * R Framework

Problem: What problem existed in your organization?

Action: What action did you take to resolve the problem?

Result: What were the beneficial results of your action?

Resolved employee grievances by introducing dispute resolution process, lowering grievance rates by 50% in the first year

Reduced overall purchasing costs by 10% by implementing product locator and cost comparison software programs

Recruited, screened and hired 20 technical and sales positions for start-up company. Successfully organized team in 3 months, exceeding expectations and allowing company to launch new product line 6 months earlier than expected

Resume Checklist: Do's

- ❑ Customize your resume for each role; embed keywords
- ❑ Align margins of 0.5" to 1"
- ❑ Utilize a 11 or 12 point font size
- ❑ Select a standard font - Arial, Cambria, Calibri or Verdana
- ❑ Use bullets, bold, italics, and capitalization sparingly
- ❑ Use standard section titles - Skills, Education, Experience
- ❑ Craft accomplishment statements
- ❑ Make use of action verbs (see list in *Resources*)
- ❑ Be consistent
- ❑ Write out all dates as Month, Year
- ❑ Keep the layout clean and easy to read
- ❑ Include prior 10-15 years work experience unless earlier jobs are related to the role

Resume Checklist: Do's

- ❑ Write out all acronyms AND provide the abbreviation
- ❑ When using numbers:
 - Write out numbers that are less than 10
 - Use K for thousands (\$600K)
 - Use M for millions (\$300M)
- ❑ Update frequently:
 - Have you changed jobs, earned a promotion or expanded responsibilities
 - Are your proficiency level and years of experience current?
- ❑ Limit your resume to one page
- ❑ Proofread, proofread, proofread!
- ❑ Send as a Word or Google doc instead of a PDF
- ❑ Ensure the accuracy of all information

Resume Checklist: Dont's

-
- ❑ Do not add contact information in the header
 - ❑ Remove any pronouns such as I, me, my, etc.
 - ❑ Do not include References
 - ❑ Limit non-essential information
 - ❑ Do not include gpa or personal information such as SSN, age, sex, height, weight, marital status, picture, etc.

Thank You!

- IrishCompass.nd.edu
 - my.ND.edu/career
 - career@alumni.nd.edu
 - [Action Verbs for Resumes](#)
-

Build a Chronological Resume

Name, CPRW

XXX-XXX-XXXX

firstname_lastname@provider.com

linkedin.com/in/juliana-newbill

Summary

Project Manager with 12+ years experience specializing in web production, education publications, public outreach and consumer packaging. Professional, creative, flexible with proven analytical skills. Adept at researching and crafting award winning marketing campaigns for a wide variety of clients and products

Experience

Senior Project Manager, XYZ Corporation, Butte, MT August 2009 - Present

- Made international travel arrangements for senior-level executives via the Internet, resulting in average net saving of \$250 per person/per trip
- Dispatched messengers on assignments, coordinating trips to ensure that multiple stops were made each time, saving the company approximately \$50 per messenger per day

Senior Project Manager, ABC Magazine, Butte, MT July 2007 - July 2009

- Created reliable and efficient client database, saving the company approximately \$4,500 in technical support
- Implemented client data and file management system, saving the company \$65,000 in the first year of use

Education

degree: major, university, location

Year awarded

Build a Combination Resume

Name, CPRW

XXX-XXX-XXXX

firstname_lastname@provider.com

linkedin.com/in/juliana-newbill

SKILLS

Management

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