



CAREER MANAGEMENT

Creating a Powerful Resume

Doesn't it sometimes feel like getting your resume "out there," is like putting it in a bottle and tossing it out to sea? Hoping that at some point it will reach dry land at that **someone** will find it!

This Career Guide is designed to help you create a cohesive marketing message for your job search. The tangible result of this effort will be a powerful resume. The ultimate result, we hope, will be a better effort on your part to hand carry that message to the intended recipient not just toss it overboard.

The process begins with a review of fundamental marketing principles followed by focusing your marketing message. Next, you will use **STARS** * to document your pertinent accomplishments and strengths clearly, concisely, and convincingly. Then you will position your work history so that it best supports your marketing message.

* **STAR's** are referred to as an abbreviation for **ST**ory, **A**ction and **R**esult.

Principles of Powerful Resumes

Before we begin writing, we need to understand the principles underlying powerful resumes.

The Purpose of Resumes

Employers use resumes to evaluate your abilities and attitudes. Therefore, present the strengths of your background and experiences to support your claims.

Exercise: An Array of Resources

Gather up your Verbal Business Card, the list of your Top Ten Skills, your Target Industries list and some of your better STARS. Find the certificates from all of the training programs you attended. Get out your college diplomas. Retrieve your military discharge papers. Save your personalized reports from the MBTI and the SII.

What you are doing, is getting an array of resources together so that you can design the best marketing brochure in the world for the person you know best—you.

IMPORTANT

Your resume is a brochure that should be given to prospective employers during or after your meetings with them.

Notus does NOT recommend that you send your resume to employers to attempt to generate interviews.

Resumes are Marketing Brochures

They are not merely exhaustive work histories.

Many people believe that a resume should outline every job and type of training you have ever had. This is not the case. Your resume forms a central part of your marketing strategy. Similar in purpose to a product brochure, it serves as a summary and reminder of the benefits of your product—you.

Apply fundamental marketing principles.

People will draw conclusions about you from your resume whether you like it or not. Proper application of marketing principles will ensure that readers draw the *right* conclusions.

Focus on one central message.

The success of your marketing message depends—to a large degree—on its degree of focus. Your resume should be focused directly on your job search target. There should be no doubt in the reader’s mind as to what job you want.

Position everything to support your central message.

Positioning is the art of telling people how to think about something. It lies at the heart of an effective marketing strategy. Present your accomplishments, work history, and education so employers draw the right conclusions about you.

FOCUS

“The essence of marketing is narrowing the focus. You become stronger when you reduce the scope of your operations. You can’t stand for something if you chase after everything.”

- *The 22 Immutable Laws of Marketing*, Al Ries & Jack Trout.

Apply the Rule of Relevance to support the central message.

Carefully examine every element of your resume and evaluate how well it supports your central marketing message. Place emphasis on those elements that support your message, and minimize or eliminate those that detract from that message.

Format your resume to support your central message.

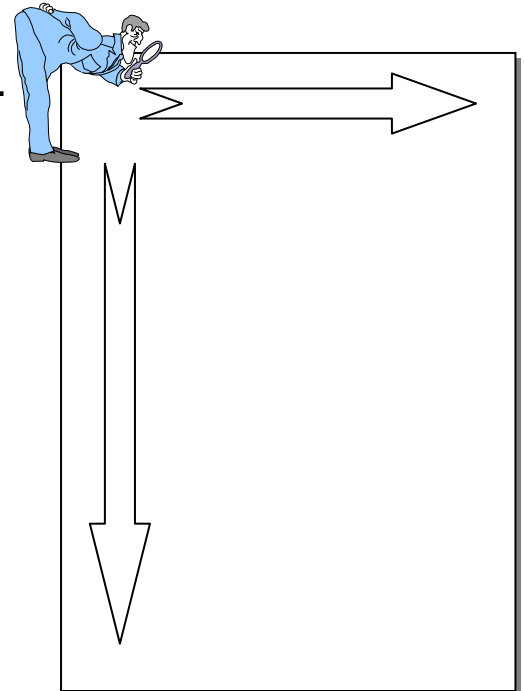
A simple formatting principle makes positioning easier. When reading a resume, the eye of the reader first scans across the top and then down the left side of the page.

Therefore, place your central message across the top of the page so it will be seen first. Then place the strongest parts of your resume on the left side of the page and in priority order. To minimize liabilities, place them lower on the page and on the right side.

Resumes Should Be Easy to Read

- Use white space appropriately.
- Keep paragraphs to three lines or less.
- Use short, concise sentences.
- Use tools for emphasis:
 - Bolding
 - Bullets
 - Lists
 - Fonts

Note: See Appendix B for additional formatting information.



The Audience

Focus on employer needs not just employee features.

It's easy to focus on yourself. After all, you know you best. However, if you focus on yourself, you may miss the mark by not considering the *employer's* needs.

Always be certain you understand the employer needs and then match the resume to those needs. If you are a good fit for the job, your features will mostly match the needs of the employer.

Before you begin creating or revising your resume, consider the following questions about your audience:

Who will be hiring you?

What is their job title?

What are the key things they would be concerned about for the position you would fill?

If you were the hiring manager, what would you look for in the best candidate?

Know your audience

Note: See Appendix A for additional help identifying employer needs.



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Examples of Positioning Statements

Currently seeking a challenging position with a progressive, growth oriented company.

Objective: To obtain a regional, district, or local sales management position with your company.

PRODUCTION MANAGER

MARKETING MANAGEMENT

Product Management • Business Development • Tactical/Strategic Planning

Objective: I desire to be a part of a company that is growing and that reflects positive ideas. I want to have a career that is challenging, where I can work as a team and have a chance to use and develop my skills. I enjoy an environment where I can help others and work towards a common goal. I seek a position where I can feel proud of my accomplishments and assist in the development of the company and employees.

EVENT COORDINATOR

HUMAN RESOURCES/SALES/FINANCE

Objective: To secure a position where I can contribute to the success of a company by using my 19 years of experience in sales, marketing, and engineering.

Community Relations Manager



CAREER MANAGEMENT

Exercise: Positioning Statement

Write your Positioning Statement in the space below:

Rewrite your Positioning Statement in the space below:

Now write it from a different perspective, with a different objective:

Now write it for a different position:

Can you see that you have many talents, that you can market yourself to fit the job or the industry you have targeted!?

Professional Summary

What is it?

- A brief summary of your experience, qualifications, and personality.
- This section is optional, but generally encouraged.

Why is it important?

- It supports the Positioning Statement in positioning you properly.
- It is a chance to show some personality. The more personal communication is, the more effective. Face-to-face meetings are better than letters or phone calls—they are more personal.

What to write?

- Any or all of the following:
 - ✓ Summary of your experience
 - ✓ Qualifications
 - ✓ Work style
 - ✓ Skills
 - ✓ Brief quotes from others about abilities and attitude

The Right Viewpoint

When you write any part of your resume, consider what you are saying from the *employer's point of view*.

Remember! The resume is a marketing piece designed to focus on the needs of the employer, not on you.



Examples of Professional Summaries

PRODUCTION MANAGEMENT

Nearly 20 years experience managing operations with the Air Force, culminating in directing the operations of an entire Air Force Wing. A diplomatic leader able to recognize talent and organize people into a cohesive, effective team. Known as a "can do" person who takes initiative and follows projects through to completion.

Descriptions by supervisors include:

"Exceptional ability to improve processes"	"Clear thinking and calm under pressure"
"Flexible, aggressive, action-oriented leader"	"Sets clear, consistent standards for employees"
"Continuously improves quality"	"Superior technical expertise and versatile abilities"

MARKETING MANAGEMENT

Product Management • Business Development • Tactical/Strategic Planning

Demonstrated successes in multiple marketing functions, customer relations, contract management and tactical/strategic planning. This is complemented by a 19-year background managing information systems and technical teams in large hardware, software, and integration firms.

Descriptions by superiors include:

▪ "Exceptional professionalism and dedication"	▪ "Unstoppable, unwavering 'can-do' attitude"
▪ "Represents the best we have to offer"	▪ "Gets the job done right and on time"
▪ "Excellent presenter and communicator"	▪ "Readily adapts to new situations"
▪ "Loyal, dedicated and stable"	▪ "Keen ability to grasp and integrate complex ideas"

TRAINING & DEVELOPMENT

A successful, results oriented individual with experience in education, business, financial services, and sales. Special depth in:

• Banking/Insurance/Financial Services	• Program Design/Development
• Customer Service/Needs Assessment	• Training/Public Speaking
• Inside/Outside Sales	• Communications/Management

CAREER COUNSELOR

A personable Career Counselor with 4 years experience counseling university students. Noted for strong presentation and interpersonal skills. Treats people with sympathy and warmth, while helping them to discover their abilities. An innovative thinker, skilled at matching people with tasks or positions. Understands and motivates people with optimism, confidence and keen observations.

- “Melanie’s greatest strengths are her reliability, leadership and interpersonal skills.”
Brent Smith, Professor at Smith College
 - “Outstanding sense of ownership for projects. Melanie never offers excuses, only solutions.”
Troy Smith, President - Smith One Capital
 - “Melanie is a networking goddess! She knows more people in this city than the whole group of us put together!”
Steve Smith, Career Advisor - The Smith Group
-
-

EVENT COORDINATOR

“Monica is an amazing event coordinator. She has amazing organizational skills and has so many connections with various hospitality vendors that her ideas are virtually limitless. I highly recommend her for coordinating and planning any event.”

Robert Smith, Manager, Customer Quality Support - The Boeing Corp.

“Monica has strong communication and customer service skills. She has the ability to meet tight deadlines, juggle several projects simultaneously and shift priorities as required.”

Karen Smith, Manager, State Contacts—Faith Hospital and Medical Center

MANUFACTURING MANAGEMENT

Over twenty years of responsible manufacturing management experience, including full P&L responsibility. Strong ability and enthusiasm for start-up situations.

Particular strengths in production management, materials management, labor relations in both union and non-union environments, as well as engineering and construction oversight.

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Exercise: Analyze Career Highlights

Critique the following examples of Career Highlights.

For each, ask yourself:

- Are the most important STARs listed first?
- Is the most important information on the left side of the page?
- Is the information functionally relevant?
- Is it convincing?
- Is it easily readable?
- What do you like or dislike?

From an “Operations Manager” Resume

CAREER HIGHLIGHTS

As **Vice President of Operations** at Smith Helicopters, the nation’s largest manufacturer of medical helicopters, I joined the executive management team when the company was in acute financial crisis after 5 years of operating losses. I spearheaded a reorganization of business operations under chapter 13 protection, with the following results:

- **Brought** company out of bankruptcy.
- **Achieved** \$2 Million profit in one year.
- **Paid off** debt of \$3.5 Million in one year.
- **Reduced** operating costs by 40%.
- **Saved** \$345,000 in retraining costs by reducing turnover 35%.
- **Reduced** support personnel by 45%, while maintaining the same level of production.
- **Improved** product reliability to highest in the nation.

As **Vice President of Technical, Safety and Regulatory Matters** at Omniglide, Inc., I was faced with the challenge of reducing duplication of effort and standardizing operating procedures when we purchased another company:

- **Reduced** overhead costs by 20%.
- **Maintained** customer satisfaction.
- **Increased** productivity and product availability



CAREER MANAGEMENT

From a “Financial Manager” Resume

Accomplishments

As Branch Manager at Pacific Rim Financial, a personal financing company, I was hired to manage a branch which had been without a manager for several months. There were few standardized procedures. Account collections, merchant relationships, records, and reports were in disarray:

- **Improved** branch efficiency and productivity by standardizing processes and computerizing all loan notes, applications, and paperwork.
- **Created** client database to systematically track accounts.
- **Created** incentive system and empowered employees to adjust fees to encourage customers to bring accounts current.
- **Trained** employees to use spreadsheets to track collections efforts.
- **Collected** over \$6,000 from returned checks within first month of implementing tracking system.
- **Reduced** delinquent accounts 9%, recovering over \$50,000.
- **Increased** merchant referrals of clients by 15%.
- **Increased** branch revenues by 33% in 3 months.

From an “Environmental Affairs” Resume

CAREER HIGHLIGHTS

As a Regulatory Compliance Investigator at the Maryland Department of Environment, Air and Radiation:

- **Saved mining company \$15,000** in EPA penalties.
- **Diffused public relations concerns** over air quality issues.
- **Saved 2 years in permitting process** by expediting equipment upgrade.
- **Prevented business from being forced to leave county** over air quality concerns.
- **Gained approval for production increases** at one firm by providing expert testimony in court case. This approval nearly doubled the company’s growth and profitability.
- **Conducted air quality public relations campaign** significantly reducing violations.
- **Reduced corporate complaints 50%** by implementing consistent inspection procedures.
- **Initiated air pollution monitoring equipment calibration policies**—now used state-wide in Maryland.



CAREER MANAGEMENT

From a “Technical Writer” Resume

Relevant Accomplishments

Managed help system for flagship software product after three months experience.

Prevented outsourcing of all writing functions, by performing, as a rookie and without a manager, at an exceptional level.

Managed documentation for two products responsible for well over 75% of company revenues.

Completed documentation for these two products exactly on schedule in spite of a two-month slip in the development schedule.

Initiated, created and coordinated printing of 36-page four color marketing brochure that significantly improved company image, increased requests for demos, and enhanced interest in our products.

Initiated and managed writing department’s software transition from Quark Xpress to FrameMaker.

Designed company’s first standard style guide for all documentation.

Directed creation of comprehensive index for 900-page User’s Guide. I created a model and process to accomplish this manually, as we were without documentation files which had been previously lost.

From an “Event Coordinator” Resume

CAREER HIGHLIGHTS

Planned and coordinated events at Microsoft, including the launch party of Windows95 and other major world releases and assisted in coordinating event for 10,000 people with theme.

Designed over 50 events in a variety of situations, including weddings, anniversaries, wine tasting parties, military events, association networking meetings, fundraisers, and retail conferences.

Administrated event planning for the release of virtual reality products, including catering, bartending, decorations, and entertainment.

Coordinated meetings for up to 400 people at 13 different sites for Washington Interactive Television, a video telecommunications company. Managed meeting space, personnel, catering coordination, and all other aspects of planning.

Attended and participated in the following trade shows:

- SIGGRAPH ‘94, Orlando, FL
- COMDEX ‘94, Las Vegas, NV
- Consumer Electronic Show ‘95, Las Vegas, NV



CAREER MANAGEMENT

From an “Operations Manager” Resume

CAREER HIGHLIGHTS

As a **Superintendent and Senior Supervisor** at Hill Air Force Base:

Directed operations of 2,000 employees.

Managed assets worth \$84 billion.

Administered annual budget of up to \$3 billion.

Improved productivity 9% and quality 4%, while reducing manpower requirements by 58% and saving \$72,000 in materials annually. Consolidated four production sites into one.

Eliminated 40% production error rate of more than 200 products.

Received highest performance award given in the Air Force (Daedalian Award). Best performance review ever given in the Air Force up to that time.

Directed 5 overseas deployments, each requiring 44 individuals and 300 tons of equipment.

As a **Senior Supervisor** at bases in Torrejon, Spain and Bentwaters, UK:

Surpassed all established records for production times.

Reduced delivery times by 90%.

Improved accuracy of scheduling and information tracking from 50% to 97%.

Reduced project planning time by 50%

Saved approximately \$40 million by eliminating the need for nearly 60,000 square feet of warehousing space.

Managed 186 people in 8 work centers. Only individual at this level ever to manage operations at 2 separate geographical locations.

Directed logistics of largest surface movement of weaponry in the UK since World War II.



CAREER MANAGEMENT

From a “Quality Assurance” Resume

ACHIEVEMENTS **Received 14 formal awards** for excellence in Quality Assurance.
Saved over \$26,000 through scrap reduction—received Outstanding Performance Recognition.
Saved over \$30,000—received Pride in Excellence Award.

Prevented costly delay in airplane delivery by preventing the wrong engine type from being installed—received Pride in Excellence Employee Recognition.

Recognized for smooth engineering flow on the introduction of the Boeing 111 aircraft.

Saved \$10,000 by improving data retrieval and reducing paper use—received Productivity and Savings Award.

Named Division Employee of the Quarter out of over 1,000 employees.

Received Work Management Team Award for engineering scheduling on the Boeing 111-300 aircraft.



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Examples

Examples of additional resume sections appear on the following page.



CAREER MANAGEMENT

Additional Category Examples

EMPLOYMENT

Marketing Director , Notus Career Management – Portland, OR	1995 – 1998
Title of your latest job , Name of Company – City, State	Year – Present
Title of job , Name of Company – City, State	Year – Year

EDUCATION

MA, English, State University – Lincoln, CO	1995
Degree (AA, BA, MA, etc), Major, College or University – City, State	Year Graduated
Degree, Major, College or University – City, State	Year Graduated

PROFESSIONAL ACTIVITIES

Society of Technical Communicators	1995 – Present
List volunteer work, professional organizations, and applicable civic groups	Year(s) Participated

TRAINING

Dale Carnegie Institute of Public Speaking	1994
Course, Institution – City, State	Year Completed
Course, Institution – City, State	Year Completed

SOFTWARE

Microsoft Word
WordPerfect
List all applicable software



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Exercise: Additional Sections

Write your Employment History, Education, Training, and/or other categories in the spaces provided below.

Category

:

Category

:

Category

:

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Accomplishment versus Reverse Chronological Format

Generally you should use the accomplishment format.

- It presents the most relevant information first.
- It emphasizes your ability and attitude.
- It minimizes work history liabilities such as:

Unrelated Job Titles
Over/Under Qualified
Underemployed
Unemployed
Wrong Industry
Experience

Job-Hopping
Age
Employment Gaps
Infrequent Promotions
Insufficient/Unrelated
Education

Use the reverse chronological format if:

Your last job best supports your marketing message,

and

Your STARs from your last job best support your marketing message,

and

You have consistently accomplished relevant STARs at each job listed.

Exercise: Critique Examples



CAREER MANAGEMENT

Compare the examples of Reverse Chronological versus Accomplishment format that appear on the following pages.

Product Development Engineer

Engineering Accomplishments

Conceptualized, designed, and tested new high speed part removal for injection mold manufacturing.

- Completed project in one month.
- Decreased part removal time 268%.
- Increased overall machine output 13%.
- Reduced costs 50%.

Developed new ultrasonic staking process for making controlled-stroke syringes

- Reduced costs 80%.
- Exceeded performance characteristics of purchased controlled-stroke syringes.

Designed three degree of freedom robot to support Mitsubishi Semiconductor manufacturing.

Conducted mechanical property & performance testing for FDA documentation on medical device.

Created robotic simulation software package that provided force and kinematics data.

- Reduced several days of tedious hand calculations to a few seconds.
- Dramatically decreased design time.

Engineering Experience

System Development Engineer, Sansyu Group Co., Ltd., Takahama City, Japan 1998

Teaching Assistant, University of Washington, Seattle, WA 1997-1998

Mechanical Engineer, Marol Co. Ltd., Kobe-City, Japan 1995

Mechanical Engineer, innerdyne Medical Inc., Sunnyvale, CA 1994

Network Assistant, Software and Computer Technology, Stockton, CA 1991-1993

Engineering, Japanese, and Business Education

Master of Science, Mechanical Engineering (Mechatronics), University of Washington, June 1998

Technical Japanese Communication Certificate, University of Washington, anticipated June 1999

Bachelor of Science, Mechanical Engineering, *with Honors*, University of the Pacific, May 1996

Bachelor of Science, Engineering Management, *with Honors*, University of the Pacific, May 1996

Qualifications and Capabilities

Knowledge and technical skills nurtured via multi-disciplinary studies in Engineering and Business.

Technical Japanese language skills developed through formal training and internship experiences.

Factory automation design using digital circuits, microprocessor, or programmable logic controllers.

Microprocessor coding (Motorola HC11), C++, C, FORTRAN, Visual Basic.



MANUFACTURING MANAGEMENT

Over twenty years of responsible manufacturing management experience, including full P&L responsibility. Strong ability and enthusiasm for start-up situations.

Particular strengths in production management, materials management, labor relations in both union and non-union environments, as well as engineering and construction oversight.

MANAGER, OPERATIONS

Smith Wood Products

Recruited in 1995 with responsibility for all aspects of Goshen Operations, Cascade (Mobil) Operations, and Cedar Forest Products.

Achieved first profitable months in Goshen Operations history.

Maintained stability and profitability during major expansion.

GENERAL MANAGER

Red Smith Products, Inc.

Recruited in 1991 with responsibility for all aspects of this box shock operation from log purchase through finished product.

Increased productivity by 15% through minor equipment modifications.

Cut lost time accident rate by 87%.

Immediately solved long-standing DEQ problems, and reestablished good relations with various government agencies and neighbors.

PLANT MANAGER

Specialty Smith International

Recruited in 1989 to start up a new facility from ground zero. Managed construction, start-up, and ongoing operations.

Coordinated local contractors. Oversaw all construction including the water reclamation system and associated buildings.

Established good relationships with city administration enabling the resolution of a major waste disposal problem.

Hired and trained a solid, productive crew in a remote location with a critically tight labor market.

Quickly ramped up production to support sales of \$4.0 million.



MARKETING MANAGEMENT

Product Management • Business Development • Tactical/Strategic Planning

Demonstrated successes in marketing functions, including business development, product management, sales, customer relations, contract management and tactical/strategic planning. This is complemented by a 19-year background managing information systems and technical teams in large hardware, software, and integration firms.

Descriptions by superiors include:

- “Professionalism and dedication are exceptional”
 - “Unstoppable, unwavering ‘can-do’ attitude”
 - “Represents the best we have to offer”
 - “Readily adapts to new situations”
 - “Excellent presenter and communicator”
 - “Demonstrated a keen ability to grasp and integrate complex ideas”
 - “Loyal, dedicated and stable”
-

CAREER HIGHLIGHTS

At Smith Applications International, a \$1.7 billion systems integration company:

- **Increased annual project revenues by \$1.8 million.**
- **Saved a major client \$6.8 million.**
- **Managed a team of 15 engineers and other contributors on customer projects with revenues exceeding \$2.3 million.**

At Smith Equipment Corporation, a \$4 billion world leader in computer hardware and software design:

- **Increased annual revenue \$800,000** through more efficient contract management.
- **Directed six multi-million dollar customer proposals** resulting in \$118 million in sales.
- **Managed projects valued in excess of \$3 million.**
- **Coordinated design and implementation** of \$8 million software development project.
- **Reduced turnover by 50%** among engineering staff.

EMPLOYMENT

- 1995-1996 Systems Engineering Manager - Smithbase, Inc. - Salt Lake City, UT
- 1994-1995 Systems Engineer - Smith Equipment Corporation - Washington, DC
- 1987-1994 Systems Engineering Manager - Smith Applications International - McLean, VA



Objective:

To obtain a regional, district, or local sales management position with your company.

Career Highlights and Employment History:

June 1997- Present: Future Store Inc, **Director, U.S. Corporate Sales.** I was hired to establish and develop a corporate sales division for Future Store.

Won the State of Oregon desktop P.C. contract and State of Washington home appliance contract during first year.

Increased revenue from \$0 to \$700,000 per month during first 11 months of operation.

Negotiated the acquisition of a Portland based technical services company that enabled us to compete for the State of Oregon contract.

Recruited and trained over 20 sales people across five states.

Maintained complete P&L responsibility for the division.

Developed and implemented all operational procedures.

March 1991-June 1997: CompAmerica Inc.

Sept.1996-June1977, **Direct Sales Manager of the Portland location.** Responsible for opening a new territory, set a company record for first 6 months direct sales in a new location (over 5 million dollars in direct sales.) This was the first CompAmerica location in Oregon, and I was tasked to develop new accounts, (opened over 200), hire and train a sales team from the local area. My team in this location produced at over 150% of the projected sales plan.

Nov.1995-Aug. 1996, **Direct Sales Manager of the Redondo Beach location.** Responsible for rebuilding the sales teams and managing the Los Angeles County Contract. My team produced the location's first 2 million-dollar month in direct sales. In addition, my account managers successfully negotiated a 1-year extension of the Los Angeles County Contract, and signed a 2 million-dollar software licensing agreement.

April 1995-Nov.1995, **Operations Manager of the Culver City Location.** Responsible for rebuilding cost controls and inventory controls in a store with high shrink and high personnel turnover. I replaced over 17 team members and the store became the most profitable in the region. I implemented specific inventory controls in the warehouse that helped reduce the store's shrink by over 20%.

March 1994-April 1995, **Operations Manager of the San Marcos Location.** Responsible for cost controls, inventory controls, cash operations, and warehouse operations. The store operated profitably and I served as the interim General Manager for three months. Under my direction, this store developed company wide job guidelines for cashiers and customer service clerks.

Dec. 1991- March 1994, **Direct Sales Manager of the San Diego Location.** I started in this location as a floor salesperson, and was promoted to direct sales. I developed a team producing \$500,000 monthly to consistently producing 1.1 million dollars monthly.

Jan.1989-Dec.1991, Standard Register Inc.

Standard Register is a fortune 500 Business Forms Manufacturer where I worked as a **Commercial Account Representative.** I graduated first in my sales training class and set a record for sales volume in the first 6 months by generating over \$80,000 in sales.

Aug1981-Jan.1989 United States Navy

Served as a **Special Operations Officer** in diving and Explosive Ordnance Disposal.

Education:



CAREER MANAGEMENT

BA Sociology, 1981 Western Washington University, Bellingham, WA
A.S. Computer Electronic Technology, 1992 Coleman College, San Diego, CA

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Appendix A: Identify Employer Needs Exercise

Optional

1. Find job postings for your position.
2. Make a list of stated requirements, desired skills, and duties.
3. Put a tic-mark in front of listed items every time you see them listed again (see example below).
4. Identify the most common employer needs by the number of tic-marks.
5. Add these phrases, buzzwords, and requirements throughout your resume.
6. Write STARs for any employer needs that don't have them.
7. Add them into your Career Highlights section.

Hits	Employer Needs
	<i>Bachelors Degree in Marketing</i>
	<i>MBA</i>
	<i>Marketing consulting services</i>
	<i>Oracle</i>
	<i>Access</i>
	<i>MS Office</i>
	<i>Managing marketing team</i>
	<i>Coordinate with engineering dept.</i>
	<i>Report to president</i>
	<i>P&L responsibility</i>

Appendix B: Formatting Issues

Optional—to be read on client's own time

1. Things to Avoid
2. Tools for emphasis
3. Resume Paper
4. Faxing, Scanning, and email issues

1. Things to Avoid

Resume: Don't write the word "resume." It is understood.

Hobbies: Avoid listing this information if you can—unless it is specifically related to your job.

Personal information: Marriage, children, pets, physical characteristics, etc. should be left off.

Photographs: Pictures of yourself are absolutely taboo unless you are going for a position that specifically asks for one (modeling, acting, etc). Even in those industries that require a picture, the photo should be provided in the portfolio, not the resume.

References: Never list on a resume. Don't write "References available on request" either. This is always understood. This is mostly a courtesy to your references—don't give their contact information out to just anybody. Make sure you have spoken with the person who is going to contact your references and then call your references to tell them they may be contacted.

2. Tools for Emphasis

Don't use less than a 10-point font. Anything less than 10 point becomes very difficult to read.

Times and Palatino are good serif fonts. They are condensed, so you can fit a lot of information on the page if you need to. Always use 12-point for these fonts because anything lower is difficult to read.

New Century Schoolbook and Bookman are good fonts if you need to take up a lot of space. These fonts are wider, and allow you to fill a page a little easier.

Helvetica, Arial and Univers are good sans serif fonts. They are particularly good for faxing. Use 10-point on these fonts to get a lot of information on a page.

Be consistent with your fonts. Don't switch from one to the other unless you are using one for a section heading and another for the main text.

In almost all cases use no more than two fonts on a resume. More than two fonts tend to clutter up the resume and can easily be more distracting than useful.

Bold, underline, and italic have specific meanings in writing. All three can be used to emphasize a word, although italic is the most often used for this purpose.

When you are referencing a publication, always remember the title of the publication (CD, magazine, newspaper) should be italicized.

Keep borders, shading, and bullets to a minimum. They don't grab attention when overused.

3. Resume Paper

Resume paper is a waste of your resources. All it does is tip off the reader that it is a resume, and not to be looked at for any other reason than to fill a position.

If you put the resume on plain white paper (copy or printer paper quality) the reader must at least pick it up and look to see what it is. This is an advantage because your name gets read at least one more time and your information possibly processed one more time.

If you must use resume paper, use a light color. Don't use a background such as images, spots, etc., because these don't fax well. Use a reasonable thickness—going over 24 pound paper is unnecessary.

Don't use a gloss finish or speckled paper—they don't fax well. Also, remember that the less attention you draw to your paper, the more attention can be given to content. Keep the paper selection sensible and simple.

4. Faxing, scanning, and email issues

Most resumes are delivered by fax or email these days. Because of this fact, you should be especially aware of the following items:

- Use sans serif fonts. These fax better than serif fonts.



CAREER MANAGEMENT

- Make sure you identify and use the key words that employers are looking for in your resume. You can determine this by looking carefully at the job posting and making sure your resume words match those on the posting.

Many companies use scanning devices to “sort” the resumes before they even get to a real person. The sorting is accomplished by matching words in the job description to words on the resume.

Contact us a www.getnotus.com for more information or a free resume critique.