

Peter K. Studner Associates

Executive Outplacement • Career Assessment • Spouse Relocation • Retirement Programs • Entrepreneurial Counseling Career Transition Workshops • Mid-Career Check-Up • Accelerated Outplacement Programs

Sekisui TA Industries Workshop Creating Your Best Resume

Getting Ready – Using *SuperJobSearch*

- **Before you write your resume, know:**

What job are you looking for?
Does it exist?
Where does it exist?
Are you really qualified?
Which of your qualifications should you emphasize?

- **Purpose of a resume:**

To prepare for the interview.
To obtain an interview.
To focus your discussion of your strengths and experiences.
Your prepared notes for your interviewer after a good interview.

- **Setting your objectives:**

See exercises on Pages 24, 28, 31, and 37 in *Super Job Search*.

- **Accomplishments:**

The backbone of your resume, interviews and salary negotiations. Read and do Chapter 3 in *Super Job Search*.
Types of Accomplishments: Quantitative and Qualitative, both count.
Techniques in generating your personal list of accomplishments.

Resume Structure

- Read Chapter 4 in *Super Job Search*.
- Making your resume easy to read – see examples located at <http://www.superjobsearch.com/html/profiles.html>.

MICKY MOUSE
2407 DisneyLand Road
Memphis, Tennessee 38103

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Cellular/Messages: (901) 555-5566
e-mail: MickeyMouse@pobox.com

A highly experienced international and domestic logistics professional with a strong background in general operations and supply chain management. Arranged for the importation of more than \$2.3 billion in finished products and, as buyer, purchased more than \$867 million in gifts, toys, plush, sportswear, jewelry and fashions.

Expertise includes outstanding transportation, logistics, importing, carrier negotiations, recruiting, staffing, budgeting and interpersonal skills.

EXPERIENCE

The Walt Disney Company, The Disney Store, Inc., Memphis, Tennessee

2000-Present

Manager, Transportation (2005-Present)

Prepared and implemented a \$13 million domestic transportation budget in support of a \$700 million retail chain with 424 North American stores. Managed and implemented a \$14 million import budget with manufacturers located in Asia, Europe, South America, the Mid-East, Malaysia and India.

- Negotiated transportation contracts with air, ocean and trucking carriers that saved \$4 million annually.
- Selected carriers that were more efficient in handling imported products, resulting in improved deliveries.
- Reduced airfreight expenses by \$5 million through better planning and use of ocean freight.

DON'Ts in writing a resume:

- Do not include "References Available"
- Do not put your references information on your resume
- Do not include salary history or salary and/or benefits requirements
- Do not include hobbies or sports unless pertinent
- Do not include political or religious affiliations or involvement with controversial organizations, e.g., PETA
- Do not include affiliations that are not pertinent to your search
- Do not list marital status, number of children, health, age, color, race, nationality, information about parents, political party, handicaps, any legal problems...
- Do not use more than one font and limit it to normal, bold, italics (for names of books and creative materials) and underline
- Do not show months
- Do not exaggerate numbers or data
- Do not write a generic resume
- Do not write your resume in a hurry or when you are tired
- Do not make claims that you cannot support
- Do not use long paragraphs
- Do not use a PO Box for an address, unless you have no other address
- Do not use clichés to describe yourself, e.g., results-oriented
- Do not go back more than 20 years – for earlier periods use PRIOR EXPERIENCE; see examples on pages 283, 284 in *Super Job Search*
- Do not depend on a resume to get you a job – *you* must become your own resume.

DOs in writing a resume:

- Keep each sentence simple and use a format that is easy to read
- Spell check several times and prior to final printing
- Check for syntax; Microsoft grammar checker is not always accurate
- Read backwards for verification of punctuation
- Place accomplishments in proper order of importance under each job
- Quantify and be specific when listing accomplishments and describing your position (how much, how often, etc.)
- Read out loud to make sure it sounds right
- Have several people proofread it for interest and interpretation (what job does it direct you to) and make sure it points the reader in the career direction you wish to pursue
- Be specific in the jobs you are going after – there are no generic positions
- Include accomplishments that show you were a good employee in your past jobs and made a contribution
- Do include your home phone, business phone, home fax (if you have one), cell phone and e-mail address – make it easy for people to contact you
- Do include Other Special Training, Continuing Education Courses, Affiliations (current only), Certifications, Awards, Publications, Presentations, Technical Skills, Patents, Military and Licenses... if pertinent to your job search
- Do include Community Involvement or Volunteer Service
- Put yourself in the place of your reader. Is this an interesting, well-written document?
- Be original and creative but always show good taste
- Take ownership of your resume... know your accomplishments and job history completely
- Do include working eligibility information if you are not a citizen.