

# PREPARING YOUR RESUME

*with*



# PREPARING YOUR RESUME

## Instructions

The information you gather here will help you craft the beginning stages of your resume. The more thorough the information you can provide, the more effective the document preparation practice will be.

At this point, do not worry about grammar, spelling, or punctuation. Content is what counts at this stage.

1. In this section, you will be thinking about yourself as a professional and business person.

*Describe your CURRENT participation in community, business, professional, social or other organizations. State how long and offices held.*

Organization/Location	Dates	Position(s) Held

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*Identify your formal education. Starting with your highest level of education, list institution, dates, and major study areas.*

<b>Institution &amp; Location</b>	<b>Degree &amp; Date</b>	<b>Concentration (Specify Major &amp; Minor)</b>

*Below describe courses that you have had and sometime you learned in them or an experience (project etc.) associated with them that are pertinent to your goal.*

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List additional professional training: seminars, conferences, training programs, correspondence, courses and management schools. Also list professional licenses and certificates and college or work related activities (e.g. sports, committees, honors, awards [team or individual], etc.) if pertinent.

Training	Degree & Date	Certification (if applicable)

List the computer programs in which you have a reasonable level of competence (for example, Microsoft Word, Excel, Powerpoint).

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*Do you have any language fluency or other special talents not listed elsewhere?*

*Present and Past Employment: On the following page, please include information on each position held (including military assignments), but including all positions that you have held within any company, as well as position held with different employers. Start with present or last job.*

	(1) Present (or most recent employer)	(2)	(3)	(4)	(5)
<b>Name of Company, Division, Location, &amp; Dates</b>					
<b>Type of Business/ Products</b>					
<b>Approx. Sales &amp; profits of parent &amp; your division</b>					
<b>For your area of employment give all indications of size: number of plants, employees, stores, branches, etc.</b>					
<b>Titles held (with dates)</b>					
<b>To whom you reported (titles not names)</b>					
<b>First Salary/ Bonus Last Salary/Bonus</b>					
<b>Reason for leaving (e.g. terminated, left for more money, etc.)</b>					

# SUCCESSSES AND QUALITIES

## Looking Back to Move Ahead:

2. You sell yourself through your past successes and accomplishments. In this section, you'll be thinking about what matters in what you have done.

*Circle/highlight all the qualities that apply to you. Then, in the center area, list 15 personal qualities that you believe most represent you and are important to future employers.*

<b>Ambitious</b>	<b>1.</b>	<b>A Forceful</b>
<b>Analytical</b>		<b>Foresighted</b>
<b>Articulate</b>		<b>Forthright</b>
<b>Capable</b>	<b>2.</b>	<b>Goal-oriented</b>
<b>Caring</b>		<b>Hardworking</b>
<b>Clear</b>	<b>3.</b>	<b>Inspiring</b>
<b>Collaborative</b>		<b>Intelligent</b>
<b>Commanding</b>	<b>4.</b>	<b>Intuitive</b>
<b>Compassionate</b>		<b>Inventive</b>
<b>Competent</b>	<b>5.</b>	<b>Objective</b>
<b>Competitive</b>		<b>Open-minded</b>
<b>Composed</b>	<b>6.</b>	<b>Organized</b>
<b>Concise</b>		<b>Patient</b>
<b>Confident</b>		<b>Persevering</b>
<b>Conscientious</b>	<b>7.</b>	<b>Persistent</b>
<b>Conservative</b>		<b>Persuasive</b>
<b>Convincing</b>	<b>8.</b>	<b>Pragmatic</b>
<b>Cool-headed</b>		<b>Precise</b>
<b>Cooperative</b>	<b>9.</b>	<b>Principled</b>
<b>Creative</b>		<b>Proactive</b>
<b>Customer-focused</b>	<b>10.</b>	<b>Productive</b>
<b>Decisive</b>		<b>Realistic</b>
<b>Dependable</b>	<b>11.</b>	<b>Reliable</b>
<b>Detail-oriented</b>		<b>Resourceful</b>
<b>Determined</b>		<b>Results-oriented</b>
<b>Dynamic</b>	<b>12.</b>	<b>Safety-conscious</b>
<b>Economical</b>		<b>Strategic</b>
<b>Effective</b>	<b>13.</b>	<b>Systematic</b>
<b>Efficient</b>		<b>Tactful</b>
<b>Energetic</b>	<b>14.</b>	<b>Team-oriented</b>
<b>Enthusiastic</b>		<b>Technical</b>
<b>Ethical</b>	<b>15.</b>	<b>Tenacious</b>
<b>Flexible</b>		<b>Thorough</b>

# SUCCESSSES AND QUALITIES

## **Describing your accomplishments, achievements, or work examples.**

Throughout your life you have done things that gave you a deep-down feeling of satisfaction, pride, and accomplishment. To you they were important, and they were successes. Some of your accomplishments have been associated with your professional life, some with your personal life, or some with your community and social life. What counts is their importance to you. Look at an accomplishment this way: **It is something you felt you did well, enjoyed doing, and are proud of.**

In the boxes that follow on the next page, we would like you to think about your work and personal life. Describe 5 or more professional or personal, social or civic accomplishments. As you outline these accomplishments, think about the initial situation, what actions you or others took, and the result of these actions taken on you, on others, or on the organization. **Do not be shy about your successes.**

For example:

- **Guided** the research on three new projects that later achieved sales of \$2 million
- **Developed** an employee benefits program which assisted all other divisions
- **Generated** \$50,000 of business with new clients in a 6 month period

*To guide your thinking, we have listed a number of action verbs to help you recall certain specific accomplishments.*

**Please provide numbers, dollars, percentage increases, etc., wherever possible.**

Adapt/modify/adjust  
 Advise/counsel  
 Analyze/investigate/research  
 Appraise/assess/evaluate  
 Arbitrate/mediate  
 Audit  
 Brief/inform  
 Budget  
 Classify/categorize  
 Collaborate  
 Consult  
 Create/ invent/design  
 Decide  
 Draft/outline  
 Economize  
 Edited/revised  
 Envision/conceive  
 Estimate/project  
 Expedite/accelerate/advance  
 Facilitate/assist  
 Forecast/predict  
 Identify/recognize  
 Implement/initiate/instigate  
 Influenced/persuade  
 Inspect/examine  
 Integrate/incorporate  
 Investigate  
 Lead  
 Listen  
 Manage/direct  
 Market  
 Mentor  
 Motivate/encourage/inspire  
 Multi-task  
 Negotiate/bargain  
 Operate  
 Organize/assemble/arrange  
 Persuade/convince  
 Plan/schedule/program  
 Present/speak/provide  
 Produce/form/synthesize  
 Program  
 Promote/endorse  
 Recommend/propose  
 Recruit/enlist/employ  
 Redesign/reorganize/restore  
 Sell  
 Solve/troubleshoot  
 Summarize/recap  
 Supervise/lead/monitor  
 Teach/train/instruct/coach  
 Write/publish

**Accomplishment 1:**

**Accomplishment 2:**

**Accomplishment 3:**

**Accomplishment 4:**

**Accomplishment 5:**

**Accomplishment 6:**

**Accomplishment 7:**

# YOUR KEY SKILLS

Review your accomplishments on the previous pages. Circle or highlight the skills in the left box that you used and want to use again.

*Of all your skills, list below the ones you perform the very best and enjoy the most.*

These are your most **marketable skills and the ones you want to use in your next position.**

**Example:** Manage information systems

# ENVISIONING THE FUTURE

3. Now it's time to think about the future. Describe the internship or position that you are seeking. You may, if you wish, include any other elements of a job that would make it ideal for you (i.e., geographic location, work environment, company product or service, people, purposes or contributions that your work would make, results that your work would produce).

# PUTTING IT ALL TOGETHER

Hopefully after completing this guide, you feel more confident to tackle the construction of your resume.

The format and flow of your resume is critically important in getting you interviews to advance your career. The hiring manager who picks up your resume has no idea who you are, so your resume has to make that introduction for you. A good format highlights key areas of your background and entices the hiring manager to keep reading.

This is your time to strategically use keywords and style tools to showcase to hiring managers why you are a great fit for the job. This document will tell the story of who you are, on paper.

*Time to put it all together!*

# PUTTING IT ALL TOGETHER

## FIRST NAME LAST NAME

Email | Phone | [linkedin.com/in/customizedURL](#)

### EXECUTIVE SUMMARY

Driven Marketing Executive with 11+ years of experience in data analysis, project management, and team management. Strategic and innovative marketing strategy approach for maximum ROI. Proven leader that creates marketing teams and programs that are leading edge and leverage the latest marketing technologies to create the best client experience.

### PROFESSIONAL SKILLS

Marketing & Data Analysis	Search Engine Optimization (SEO)	Team Management & Training
PR Management	Search Engine Marketing (SEM)	Microsoft Office
Public Speaking/Interviews	Pay Per Click (PPC)	WordPress
Raising Capital	Branding/Identity	WooCommerce
Financial Projections/Budgets	Product Management	BigCommerce
Project Management	Market Research & Analysis	MailChimp
Product Representation	Sales/Account Management	

### MARKETING LEADERSHIP

#### Director of Marketing and Sales

August 2018-Present

#### SleepChoices – Coral Springs, FL

- Oversee all website, marketing, and sales activity for entire organization reporting to CEO and Board of Directors
- Develop and foster relationships with large retail vendors such as Bed, Bath, and Beyond and Costco.
- Hire and develop marketing team members including Social Media Channels, SEO (content writers, blogging, web designers, web developers), PPC (Search Engine Marketing, Social Ads, Display Ads, Digital Radio), Public Relations, Affiliate Marketing, Email Marketing, and Amazon Marketing/Amazon Management
- Cultivate and manage partnerships with the brand, growing and managing national sales channels
- Ensure operations and sales have clear flow to ensure optimal process for order processing

#### Key Accomplishments:

- Developed successful retail partnerships with Amazon, Bed, Bath, and Beyond, regional retail outlets, and AirBnB
- Built relationships with TV personalities - Kevin Harrington (Shark Tank), Merilee Kern (15.6+M household viewers)
- Strategically partnered with chiropractic offices to build mutually beneficial patent sleep studies

#### Senior Client Strategist

August 2014-August 2018

#### MoreVisibility – Boca Raton, FL

- Top producer in revenue and sales 4 years continuously, monitoring advertising initiatives valued at \$100k+ monthly
- Oversee Interactive Marketing with existing clients and develop strategy including search engine marketing (cost per click/CPC), search engine optimization, web design, email marketing, analytics, and social media
- Travel nationally to present strategic recommendations to C-Level executives from performance analytics
- Manage up to 11 team members on various projects and report results/expectations to clients
- Work with Digital Vendors in person and over the phone including Google, Bing, Facebook, and Twitter

#### Client Strategist

August 2012-August 2014

#### MoreVisibility – Boca Raton, FL

- Increased marketing budgets based on profitable efforts over 240% in 2013 and over 90% in 2014
- Monitored advertising initiatives for 36 companies with combined annual spending averaging \$3M dollars
- Researched new advertising channels/platforms for evaluation on success of current strategy/initiatives

### EDUCATION

Bachelor of Science in Business Administration, Concentration: Marketing

Bowling Green State University

### CERTIFICATIONS

Google Analytics Individual Qualification (GAIQ), Google

Google Adwords Certification, Google

Bing Ads Accredited Professional, Microsoft Office

Social Media, Search Marketing, SEO, Analytics, and Conversion Optimization, OMCP

# CAREER PRODUCTIONS

We help you level up & land your dream job.

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