



Developing a Top Notch Resume

As your **primary sales document**, the **goal of your resume is to get you an interview**. Your **resume must be focused** on a specific job or title.

Tailor it to the job ads that you are applying to. **Study the job ads** that interest you, **analyzing** the ads for the **major functions or duties** and the **keywords** used in several ads – **these functions and keywords must appear on your resume**.

The key to getting called for a screening interview, an in-person interview, and cultivating a job offer is based on you having the skills an employer needs for the job. Sell them what they are buying and you'll make them and you happy.

Making your resume sparkle . . .

1. **1 or 2 pages are fine** – the **content is what should dictate the length**
2. **Page 1 is the most important page** because it will get the most attention.
3. Your resume is only a **snap shot in time**. It is **meant to pique an employer's interest, not tell your whole story**.
4. **List just years** rather than months and years you spent in a job.
5. **Slant or spin your resume** to accomplish a specific goal:
6. Go back only **10-15 years, 20 years** at the most.
7. **List only your cell phone number** on your resume to avoid missing calls from recruiters.
8. Use a **secondary email address** rather than your primary one on your resume.
9. **Distinguish the difference between the major duties that you performed and the accomplishments that you achieved**.

Accomplishments are either **desirable things that you have made better** or **undesirable things that you reduced** or eliminated. Examples:

Increased, Improved, Enhanced, Produced, Received

Sales, revenue	Customers
Accounts	Customer service
Public relations	Public image
Market share	Profitability
Savings	Efficiency
Work flow	Systems
Procedures	Productivity
Inventions, patents	Reports
Managed people, budgets	Awards
Retention	Membership



Reduced, Eliminated, Lessened, Decreased:

- | | |
|------------|-----------------|
| Costs | Errors |
| Cycle time | Downtime |
| Waste | Shrinkage |
| Headcount | Trouble tickets |
| Fraud | Expenses |
| Problems | Time |

10. For each job create a 3-4 line summary **PARAGRAPH** of the **KEY DUTIES** of your job. Under the job summary, create **BULLETS** describing what you **ACCOMPLISHED**. Use the acronym **PAR** to describe your results – Problem, Action, Results. On your resume create 3-6 bullets for each job, describing only part of the PAR:

- results that you achieved, or
- results and actions, or
- actions and results.

Sample Achievements:

Results

Increased sales 23%, achieving 115% of quota

Results & Actions

Increased sales 23% and exceeded quota 15% by expanding the territory by cold calling Chamber of Commerce members

Actions & Results

Expanded the territory by cold calling Chamber of Commerce members, increasing sales by 23% and exceeding quota by 15%

11. **As you go back in time** on your resume, **say less about each job**.

12. Other **HEADINGS** on your resume:

EDUCATION, PROFESSIONAL DEVELOPMENT & CERTIFICATIONS

Put the **highest education** achieved **first**. If you have college experience, you do not need to include high school.

Create a string of professional developments workshops taken which are relevant to your next job.

List certifications you hold if relevant to your next position. Don't list irrelevant certifications or education such as a realtor's license unless you're going into that or a related field.

TECHNICAL

Hardware:	xxxx	xxxx	xxxx
Software:	xxxx	xxxx	xxxx
	xxxx	xxxx	xxxx

If you are a technical professional, put this section near the top of page 1, **before EXPERIENCE**, because employers want to quickly assess if you have the hardware and software knowledge and skills needed.



COMMUNITY LEADERSHIP (or SERVICE)

List the organizations you serve and at which level.

LANGUAGES

List any other languages that you read, write and speak fluently.

AWARDS

If you have a number of recent awards, consider creating an awards category.

MILITARY

Military experience often shows leadership capabilities, but more often it builds rapport between you and the employer through shared experience. Consider listing it if you have room.

13. The most important part of your resume is **written last** but **positioned first**. It is your **career profile**, a high level **summary of your career**, designed to pique an employer’s interest and invite her or him to read further. Place it just after the heading (name, address, etc.) on the top of your resume and precede it with a heading consisting of a generic title of the type of the job you’re seeking. Consider putting:

- | | |
|----------------------------|--------------------------|
| Years of experience | Industry experience |
| High profile company names | International experience |
| Major skill sets | Strengths |
| Languages | Degree(s) |

14. **Functional resumes** are useful if you have a **gap in employment** that you want to hide, such as a mother returning to the workforce, if you want to **emphasize an older skill** set that you haven’t used for a while, or if you want to **hide a spotty job history**. In a functional resume the focus is on your key skill sets, and what you have accomplished in using them, rather than your reverse chronological history. Your experience is quickly summarized and only takes up a little space on page 2 or lower on your resume.



KoKoPella is a full service Career and Business Coaching firm. We help Career Transition Professionals learn how to conduct an effective search and how to shorten it. We help new Entrepreneurs conceptualize and launch their business and help existing Entrepreneurs promote their business. Most of our individual work is done by telephone, making it easy to accommodate you from the comfort of your home. All of our clients are invited to join our large LinkedIn network to expand your business contacts.

Resumes & Cover Letters

We design results oriented resumes, tailored to sell you for your next position. We create resumes that “sparkle” so that you outshine your competition. The way we develop resumes provides you with a double advantage. Not only do we create an outstanding sales document, we start to prepare you for interviews.

Your cover letter is your secondary sales document. We design cover letters to augment your resume and sell you for the type of positions of interest to you. Our preference is to prepare a cover letter for your use now and as a good example. We then teach you how to re-create great cover letters for yourself in the future, saving you time and money. But we are very happy to create a stream of cover letters for you if you prefer. Feel free to call and discuss your needs.

Job Search Training

We offer in person workshops and tele-training on all aspects of a job search. Call to discuss your needs.

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|-------------------------------|---|
| Resume Writing | Developing Cover Letters |
| Designing an Effective Search | Staying Productive & Shortening Your Search |
| Tapping the Hidden Job Market | Networking – Novice and Advanced |
| Working with Job Boards | Working with Recruiters |
| Interview Skills | Negotiations. |

Improving Your Job Search Productivity & Shortening Your Search

We offer weekly conference calls to help you maximize your productivity and shorten your search by doing the right things in the right quantity. The support and advice on these calls has reduced clients’ searches between 20%-63%. Think how much money that means in your pocket sooner! Call for details.

Public Seminar

The Ultimate Job Search Seminar

Friday, April 24, 2009 9-4:30 ish
Hotel Indigo, 80 Allen Rd, Basking Ridge, NJ 07920

Learn how to

- Create a Top-Notch Resume that outshines your competition
- Conduct an Effective Job Search, tapping into the Hidden Job Market
- Develop Strategies to Shorten your Job Search
- Use Interview Techniques to turn Interviews into Offers
- Negotiate for better Salary, Bonus and Benefits
- Walk away Confident in your ability to find a Great Job!

\$99 or \$125 with resume review. Registration with debit/credit card required – 877-565-6735 or use form. www.kokopella.com 908-362-1999 877-565-6735 maya.ollson@kokopella.com

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Basking Ridge 4/24/09 The Ultimate Job Search Seminar Registration Form

Name _____ Email _____

Postal address debit/credit card statement sent to _____

Telephone: Day _____ Cell _____

Card No. _____ Exp. Date _____ Cus. No. _____

Check offer wanted: Workshop only at \$99 _____ Workshop & Resume Review at \$125 _____