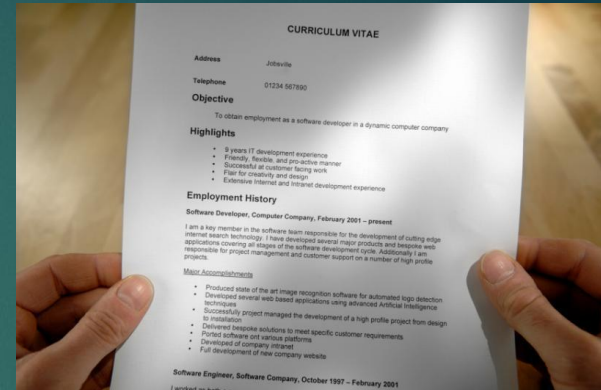


21st Century Resumes



HOW TO WRITE RESUMES THAT RESULT IN INTERVIEWS!

20th vs 21st Century Resumes

- ▶ Up until the late 1990's resumes were written and submitted on paper documents.
- ▶ 21st century resumes are submitted electronically and stored in data banks.
- ▶ 21st century resumes are filtered by Applicant Tracking Systems (ATS) which look for keywords in the resume
- ▶ Top 20% are actually looked at by people

Resume Elements

1. Contact information
2. Job title you are applying for
3. Competencies
4. Work experience
5. Education/training/certifications
6. Additional information (professional association memberships, earlier relevant work experience, military, etc.)

Resume Formats

- ▶ **Chronological** (most common)
 - ▶ Lists work history in time sequence
- ▶ **Functional**
 - ▶ Lists work functions and skills without dates and or employers name
- ▶ **Hybrid**
 - ▶ Lists functions and skills followed by brief work chronology

Wrong way
Too much info!

John Doe

813-265-8962 (OFFICE) 813-534-9743 (MOBILE)

WWW.LINKEDIN.COM/IN/JOHNDOE/ | JOHNDOE@GMAIL.COM

SENIOR ENTERPRISE IMPLEMENTATION PROJECT MANAGER

An accomplished professional with excellent collaborative and negotiation skills. Adept at managing multiple concurrent project in a matrix environment. Client engagement teams are comprised of customers, consultants, internal (on-, near- and off-shore) resources. Builds constructive working relationships with customers, consultants and internal resource to uncover creative alternatives ensure project scope deliverables, timeline and budget Takes a consultative approach to lead subject matter experts to resolve project challenges and removes obstacles and with keen eye on business process optimization while simultaneously managing customer expectations.

SKILLS

Immerse myself to acquire a keen perspective on business and operational needs. Use that broadening view to help resolve more complex and difficult issues, and to anticipate new business needs.

- Takes initiative to promote a collaborative work environment to ensure everyone has a voice. Synthesizes all business stakeholder's input to present business leaders unified solutions that deliver measurable value.
- Amidst ambiguity, takes a proactive approach to achieve cohesive thought leadership by driving engagement from a diverse set of key influencers, resulting in clarified solutions/value driven business objectives.
- Moves easily between big picture thinking and managing relevant detail.
- Proven use of critical thinking skills to solve complex problems by breaking down to manageable pieces.
- Solid experience in business analysis to perform business process mapping, manage resources, and prioritize responsibilities and ownership.
- Leads, manages and enables the process of change.
- A trusted advisor and a mentor who takes ownership and provides direction to project teams to ensure best practices are being developed and leveraged using proper tools, processes and targeted educating and training options.

**Central Cluster Advisory Knowledge Management (KM) Leader
Frankfurt, DE**

PricewaterhouseCoopers (PwC) (Contract)

2011 –

2013

Senior Project Manager

- Navigated the complexities of global teams and engagements by flexing my style and earning trust through consistent honesty to influence others to be committed to furthering organizational objectives.
- Demonstrated assessment of change readiness, leadership alignment and organizational impact.
- Proven success in structuring and leading complex change management programs, including: Assessment of change readiness, leadership alignment and organizational impact to embed the adoption of knowledge sharing 'best practices' and solutions across the (25) Central Cluster territories.
- Process improvement, business transformation, effective use of innovative technology, analytics and leveraging alternative delivery solutions to drive additional value.
- Established a SDLC approach to manage knowledge artifacts for cross-territory pollination for improved (PwC Branded) client engagements and the ability to identify SME's (Subject Matter Experts) for consultation.

Knowledge Services Organization (KSO)

Tampa, FL

PricewaterhouseCoopers (PwC)

2006 -2011

Business Product Owner/Release Manager

- Owned the strategic vision and oversight of the Global Expertise Profile (People Search) application requirements and releases.
- Pipeline Manager to on-/off-shore technical and business teams.

PricewaterhouseCoopers (PwC)

1999 –2004

Project Manager

- Partnered with LoS (Line of Service) and IT business stakeholders to create business case artifacts in support of new/revised products, features or business capabilities with an eye on technical viability.
- Partnered cross-functionally to design documented release requirements
- Led release management to raise awareness on new features/functions. Created online help/guidance to increase adoption.
- Continually achieved high quality and timely deliverables to promote US IT's status in successful partnering and delivering high quality business solutions.

TECHNICAL COMPETENCIES AND CERTIFICATIONS

- PMP Certification | PMI | 2001
- Lean Six Sigma Green Belt Certification | PwC | 2006
- Agile Scrum Master Certification | EXIN |2016
- HP ALM/JIRA | SCRUM, Kanban, Agile Management, UAT Reporting/Tracking, Defect Management | Global Businesses Application |2015
- Team Kanban Practitioner | Lean Kanban University | 2017
- Microsoft Suite - Word, Excel, Project, PowerPoint, Visio and various PMO tools for project status and quantitative metrics reporting

EDUCATION

UNIVERSITY OF SOUTH FLORIDA | BS: BUSINESS ADMINISTRATION | 1990

MAJOR FIELD OF STUDY: MANAGEMENT INFORMATION SYSTEMS

21st Century Chronological Resume

Katy Perry

813-629-8500 perry@outlook.com <https://www.linkedin.com/in/katy-perry/>

Applying for Disability Management Consultant – 180001J4 at _____

Your needs:

Large client management relationship
Leader of large teams
ADM consulting experience

My matching skills:

Experience leading relationships with Fortune 100 clients
Teams led ranging from 15 to 375 associates
Consultant & service delivery leader in ADM operations

New Intro package!

Competencies:

Client relationship development	Client Consulting	Presentation/Public Speaking
Project Management	Six Sigma Yellow Belt	Strategic Planning
Certified Facilitator/Coach	Process Improvement	New Product Development

Work History:

Aetna/Coventry Healthcare WC Division – Tampa, FL **5/2011 – 12/2013**
Product Development team member, Aetna Workforce Availability

- **Led strategic planning process**, testing for intake methods, gathered and analyzed data on intermittent FMLA events, reviewed intervention opportunities for return to work/stay at work programs and developed cross-organizational partnerships.

Director, Client Service Operations

- Led teams of 125 associates in Tampa, FL and Sacramento, CA responsible for resolving payer/client issues.
- Consolidated product operational support, resulting in over \$250,000 annual savings.

“ Increased billings in 5 territories using existing personnel. 30% increase. (\$3M to \$4.5M in six months in one territory!”

Bold key skills from job description

Accomplishment statement

Ceridian (EAP/WorkLife Services) – St. Petersburg, FL **10/2005 – 3/2007**
Health and Productivity Management Program

- **Assisted in the development of Health and Productivity Management product; sales and account management training and product marketing strategies.**
- Reduced intermittent FMLA absences by 40% in first year of administration.
- Selected as a cultural transformation champion facilitating personal development seminars to increase overall leadership effectiveness and create high performing, engaged work environments.

Education/Training/Certifications: **Adult Transition Masters**

University of Dayton – Dayton, OH BA – Communications/Journalism Minors – Management, Political Science

21st Century Chronological Resume

Katy Perry

813-629-8500 perry@outlook.com <https://www.linkedin.com/in/katy-perry/>

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Education/Training/Certifications: **Adult Transition Masters**

University of Dayton – Dayton, OH BA – Communications/Journalism Minors – Management, Political Science

Functional Resume

Peter David Stevens

University of Texas at Austin

1 University Station - C2369

Austin, TX 78712

(512) 555-3454

pdstevens@utexas.edu

<http://www.utexas.edu/~pdstevens>

EDUCATION

BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING

University of Texas, Austin, TX, May 2007

College and Graduate School of Business

Major: Marketing; Minor: Spanish

Cumulative GPA: 3.8

PROFESSIONAL SKILLS

Entrepreneurial:

- Designed, published and promoted 35-page marketing Web site.
- Established, managed, and sold lawn service consisting of 20 clients.
- Founded and maintained car detailing service responsible for 25 clients.

Professional Sales:

- Telemarketed as an order-taker for Longhorn Tire Supply, which involved learning and implementing sales presentation and conflict-resolution skills.
- Performed cold, door-to-door sales calls to obtain clientele for a deli delivery route and landscape service company.
- Solicited Austin business professionals for donations and sponsorships of UT Crew, Club Hispanic, and George Bush Hall events.

Communications:

- Composed business news articles as an intern and authored editorial articles as a freelance columnist for the *Texas Business Weekly*.
- Drafted professional letters for the Texas Bureau for Compliance Monitoring and a financial assistance proposal for the Austin Rotary Club in an academic internship with the Migrant Farm workers Association.
- Performed reading, writing, and speaking activities in Spanish while participating in a language immersion program in Costa

Hybrid Resume

Marjorie Barnes

9931 Sargasso Terrace
Pasadena, CA 91050
(626) 555-6313

MarjiB@aol.com

OBJECTIVE

To contribute to your organization's success through the use of exceptional customer service, managerial, and people skills.

QUALIFICATIONS

- Solid managerial and administrative experience
- Exceptional versatility and adaptability.
- Dedication and drive as a hard-working individual.
- Superlative communication and team-building skills.
- Ability to manage multiple tasks in a pressured environment.

PROFESSIONAL SKILLS

INTERPERSONAL AND TEAMWORK SKILLS

- Entrusted to process confidential employee records such as salary changes, vacation/absenteeism reports, and performance appraisals.
- Interacted with a wide variety of personalities while scheduling meetings/appointments and making travel arrangements for executives.

CUSTOMER SERVICE AND SALES SKILLS

- Interacted with clients and utilized excellent organizational skills to arrange and coordinate special events that include weddings, receptions, and holiday parties, as well as everyday lunch and dinner planning.
- Delivered excellent customer service and conducted in-house sales promotions while functioning as food server, beverage server, and hostess.
- Oversaw daily sales operations at country club.

MANAGERIAL AND SUPERVISORY SKILLS

- Proved multi-tasking abilities by scheduling and supervising staff, consisting of kitchen workers, bartenders, and food servers while functioning as clubhouse assistant manager at country club and simultaneously serving as pool manager and swim instructor.
- Served as right hand to lead managers of entertainment company in an administrative assistant capacity.

QUANTITATIVE SKILLS

- Completed and submitted invoices and process for payments.

EMPLOYMENT HISTORY

- Administrative Assistant, Blue Ribbon Technologies, Inc., Pasadena, CA, 4/06 to Present
- Beverage Server, The Brew Station, Pasadena, CA, 11/05 – 4/06
- Office Manager, City of Entertainment, Pasadena, CA 1/05 – 12/05
- Bellringer Buffet, Pasadena, CA, 8/04 – 12/04
- Clubhouse Assistant Manager, Golden Bear Country Club, Pasadena, CA, 2/02 – 8/04

EDUCATION

California State University, Northridge -- 2007

General Studies, Marketing and Management. Alumni Member of Alpha Delta Pi.

Boswell Secretarial College, Pasadena, CA -- 1999

Associate in Applied Science. Specialized in Accounting, Business and Office Management.



Resumes should focus on the job description!

- ▶ Choose the top things (repeated) in the job description. Make sure those things are included in the resume and **HIGHLIGHTED!**

How to Explain Gaps in Employment



- ▶ Explain the gap – don't hope they will miss it during their resume review
- ▶ Use gaps to tell your story – sabbatical, etc.
- ▶ Tell how you intentionally developed skills during your gap (volunteer work, skills training, certifications)
- ▶ Contract, consulting, "gig" jobs – combine them
- ▶ Use a functional, or better, a hybrid resume to focus on skills/functions.

Resume Tips

- ▶ One or two pages in length
- ▶ Do two versions – one online version, one paper version
- ▶ Do a keyword match analysis for the online version (jobscan.co)
- ▶ Eliminate graphics, boxes and fancy formatting for online versions
- ▶ Be aware of file formats: text, .doc vs .docx
- ▶ Do Not use hidden keyword text
- ▶ Use common fonts, at 12 point size



Cover Letters

1. Less than one page
2. Expresses interest in the position
3. Highlights the reasons they should hire you
4. Asks for an interview
5. States when you will be following up
6. Has your contact information

John T. Snicker
(813) 777-7777

Address
Hoboken, NJ 33614

May 26, 2008

International Sales Manager
MILTON ISLAND BREEZE RESORTS
14344 S.R. 535
Miami, FL 32821

Good Morning!

I was very pleased to learn of Milton Island Breeze Resorts' need for an experienced Latin American Sales Professional for their international team from this past Sunday's Miami Herald. I believe the qualities you seek are well matched by my qualifications and track record:

Your needs

- ♦ Two years successful experience in Direct Sales of high priced items.
- ♦ Bilingual (written and spoken) in Spanish or Portuguese.
- ♦ Background in Latin American *and* culture and customs.

My qualifications

- ♦ *11 years' highly successful sales in the U.S., European and Latin American, and other Caribbean markets.*
- ♦ *Written and spoken fluency in Spanish as well as Italian; continuing studies in French.*
- ♦ *Lived and worked (marketing) in Mexico the Caribbean; studied Latin American Literature, and have an excellent working understanding of cultural communications.*

A résumé is enclosed which covers my international marketing experience and successes in greater detail. Having lived and worked for extended periods in Latin America, I am available for further travel to the area. As an owner of one week of Sabal Palms Resort, I am also very familiar and pleased with the product involved with this position! I will be in Huatulco, Mexico June 1-7 on a combined business and pleasure trip at Club Med, and can be reached at Tel 52-777-10033, or Fax 52-44410101.

I look forward to speaking with you in three days to discuss my qualifications to be a strong contributor to the Milton Island Team!

Sincerely,

John T. Snicker

Cover
Letter

Introduction Letters

- ▶ Similar to cover letter.
- ▶ Does not mention a specific advertised job.
- ▶ Lists skills, knowledge and abilities they may need and your matching qualifications.
- ▶ Requests a meeting date for informational purposes.
- ▶ Sets a follow up date for you to contact them.

21st Century Resumes

- ▶ Applicant tracking systems (ATS)
- ▶ Configured by human resources to select only the “best” candidates based on keyword matching and other selection criteria.
- ▶ Typically the top 20% is the cutoff threshold for resumes that have the highest keyword rankings.

Resume Filtering Sites

- ▶ [Jobscan.co](#), [SkillSyncer.com](#), [Resumematch.com](#)
- ▶ Matches key words in **resumes** to keywords in **job listings**.
- ▶ How well does your resume match the job description?
- ▶ **What are the most important key words in the job description?**
- ▶ Go to [Jobscan.co/promo/CM](#) or [/TM](#)
(for 10 free scans)

Resume Review

- ▶ Type of resume?
Chronological-Functional-Hybrid
- ▶ Keywords match ___%
- ▶ Elements present?
 - ▶ Contact info
 - ▶ Skills Match
 - ▶ Competency list
 - ▶ Work experience
 - ▶ Educational/training/certifications
 - ▶ Additional information

Resume Review

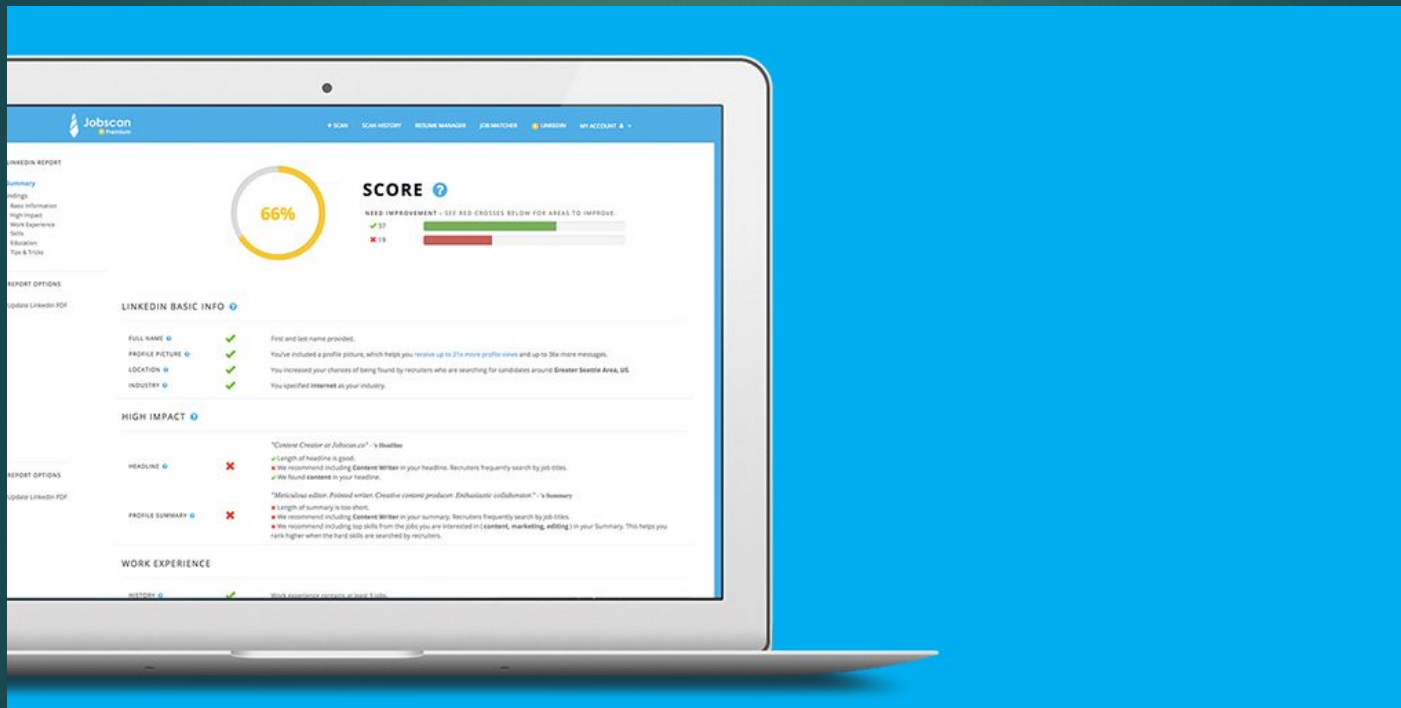
- ▶ Additional checks
 - ▶ Spelling?
 - ▶ Grammar?
 - ▶ Quantifiable achievements?
 - ▶ Length of resume?
 - ▶ General appearance of resume?

- ▶ Other suggestions?

LinkedIn Jobscan Review

Optimize your LinkedIn Profile

copyright Transition Masters



Questions?