

About the Author

So this book is pretty much the best and most concise resume resource out there and maybe that's all you care about, which is fine, but I thought I would include a little about me in case you are interested. I'm a resident of Eastern Washington state (the dry side) where I have lived much of my life with my wife and now six kids, yes that's six and yes, we are very done! Anyway, I graduated from Washington State University in mathematics and thereafter I functioned as a Senior Manager for a large vitamin store chain where I had significant exposure to the world of resumes and learned a great deal about what makes a good one and what doesn't. After receiving my MBA from City University I built a law firm for a friend of mine where my hiring and firing skills came in quite handy as we expanded rather quickly.

Since then I have been teaching a multitude of college courses for various local schools in a variety of subjects including resume writing. I have seen hundreds of them in both the business and academic worlds and the number one thing I have found is that most people have no clue how to write a good resume; never mind a great one. Oftentimes even those that get help from a self-proclaimed expert such as a school counselor or even a teacher are rather atrocious, so I felt inclined to write this book. The sad fact is that hiring managers get lots of resumes and most of them are lousy. The decent few are the only ones that have a chance! So whether you are applying to be a Best Buy associate or Apple CEO, read on and you will learn how to make sure yours lands in the keeper pile.

The Purpose of Your Resume

When beginning a new course, I always ask my students what they think the purpose of a resume is. Inevitably their answer is “to get a job.” WRONG! *The purpose of a resume is to get an interview*; the interview is what gets you the job. So no matter how good you are with people, what experience you have or how ruggedly awesome you are, if your resume stinks, you’ll probably never get a chance to dazzle a potential employer. Sure, it is possible to get a job based on your resume alone, but then we’re talking burger flippers or ditch diggers. You can do better, regardless of your background.

The point here is that you need to look good on paper so they will actually call you. Sure you want to be persistent and talk to the people in charge if you can, but if your resume is unimpressive, you won’t have a very good chance. You might be able to get an interview if you can talk your way into it or know the right people, but a crummy resume will never help you!

Eons ago as retail manager I would get resumes all the time from folks just looking for something to pay the bills and my assistant and I would read them together and laugh because they were so bad (not all, but most). I filed them away, never to be seen again and any one of those resumes that called to finagle an interview out of me already had their fate sealed; there was no way I was going to hire them if they couldn’t do something as simple as write a decent resume.

So here are some tips to help you write the perfect one, which will lead to the perfect interview and the perfect job. Even if you aren’t after your dream job at the moment, these suggestions will elevate your resume far above that of your peers whether the job is a barista for Starbucks or the CEO of Starbucks.

The 33 Secrets to Success

1) Your Objective

After your name and contact information you should always include an objective, which is a fancy word for ‘statement that says what you are after’ and should be one, maybe two sentences long. Some people just put the title of the position or some lame statement about ‘what THEY want,’ but AN OBJECTIVE SHOULD BE A STATEMENT OF PURPOSE THAT REFLECTS HOW YOU CAN HELP THE COMPANY YOU ARE APPLYING TO, NOT HOW THEY CAN HELP YOU!!! As an employer I don’t care if you want to “gain more knowledge” or “make a difference” or anything else. I care if you can help my organization prosper; for most businesses this means money. However, you don’t just want to say that you are after a job to make the company money either. In any case, it is best to make your objective reflect what they are looking for in the position. For instance, if they seem to be looking for a manager that can motivate their staff, then part of your objective ought to include how you are the one to do that. So let’s start with what NOT to do, you know, the ones I see all the time:

- Objective: To become the Manager of Taco Bell.
- Objective: To grow and learn as a Medical Assistant in your office.
- Objective: As an associate of Wal-Mart, I will work hard until another employment opportunity presents itself.

None of these tell me how you can help me, just how I can help you. Why would I hire you to help you? My purpose in business is to make money and that’s what matters and that’s what I will hire you to do; help my business succeed. Here are some great objectives that reflect how you can help the company you are applying to:

- Objective: To maximize customer service and profitability as the Manager of Taco Bell.
- Objective: To supply a caring and professional atmosphere to patients and family as a Medical Assistant.
- Objective: As an associate of Wal-Mart, I will provide extraordinary customer service through efficient administration of my duties.

If you learn nothing else from this book, remember that **YOUR OBJECTIVE SHOULD BE ABOUT HOW YOU CAN HELP THE COMPANY MEET THEIR OBJECTIVE.**

2) Identify the problems of the employer

It may take some searching, but if you can find a specific problem a business has and tailor your resume to be their godsend, you have one up on the competition. Not only are you someone that can make them money, but also someone that can make them A LOT of money by solving their problem. So let's say you are a dental assistant and are applying to an office that has a lot of lousy customer reviews online. Your resume can be adapted to reflect how spectacular your customer service skills are. The dentist and/or office manager are likely already aware of the problem and although the job description may not say much more than normal about customer service, if you really hit that concept hard, you may have a leg up on the competition.

A good way to do this of course is to include something about customer service in your objective, but also in your past experience. So maybe you worked for a hotel as a housekeeper in the past. Most people would mention the things that they did in terms of cleaning rooms, but you would want to focus more on the (even if it was uncommon)

customer interactions you had. So although you may have mostly just cleaned rooms, you also helped customers find their rooms, answered questions, helped them with their luggage, etc.

- “Savior” objective: To effectively perform the duties of Dental Assistant with a special emphasis on customer service and satisfaction.

Your experience may include:

- Housekeeper-ABC Hotels 2006-2008
- Ensured customer satisfaction by cleaning and preparing rooms to the highest standards.
- Placed priority on helping customers and assuring their needs were met.
- Effectively managed the requests of multiple customers simultaneously.

3) Back up your qualities and strengths

Don’t just say you are good at things, PROVE IT. Anyone can make a list of stuff they are supposedly wonderful at like customer service, sales, problem solving, turning lead into gold, etc., but your resume should SHOW that you are good at those things. For example, perhaps you worked at J.C. Penney for a few years as a salesperson and now you want to be a manager at Target. You could write this and have no chance of getting an interview:

- J.C. Penney Sales Associate 2012-2015
 - Answered customer questions and helped them find merchandise
 - Sold products and tried to upsell
 - Kept the sales floor organized and clean

Frankly this stinks for lots of reasons, but if you are trying to show you are good at customer service then it *really* stinks because it doesn't demonstrate any skill in this regard.

It should look more like this:

- Assisted customers in the location and selection of various items throughout the store through personalized service.
- Reached and exceeded sales goals with customer-centric approach and suggestive selling.
- Ensured the continuous organization and cleanliness of the sales floor to ensure customer satisfaction.

4) Don't get too creative

Whether you are applying for a job as a bartender at a smutty tavern on the wrong side of town or the CEO of an engineering firm, you need to be professional. That starts with your resume, so don't screw it up by using crazy designs or bright colors. Yeah, you might be applying to a bar, but having pictures of wine in the background of your resume just isn't the right thing to do if you really want the job. You may find a taker every now and then who appreciates your creativity, but 9 times out of 10, it will just land your resume in the trash.

5) One resume for each employer

There's a good chance that the jobs you are applying for are pretty similar, particularly if you are a college graduate or professional of some kind. Maybe you got a degree in project management, so the positions you apply for are mostly going to be along those lines, but that does NOT mean that your resumes should be identical. Even if the jobs seem to be about the same, every employer *is* different and so every resume should be

different. Not necessarily polar opposites, but even if you are applying for two project management positions in the nuclear industry, they both have unique needs, cultures, goals, etc. Your resume should reflect this for each employer if you are serious about the job.

6) Achievements instead of responsibilities

I could talk about this one all night, but for your sake I will try to get to the point a bit quicker than that. When you talk about your past jobs, **DON'T TELL ME WHAT YOU DID, TELL ME WHAT YOU ACHIEVED.** I don't care if you cleaned toilets or performed surgeries, but I do care if you did those things well! Most people think a resume is supposed to include a list of tasks you performed at your former jobs. This is partly true, but not the whole story. Inevitably someone else vying for the same position as you has more experience, more education, or more whatever, so if you want it, you've got to show a history of performing these tasks **WELL**, not just performing them. Here are just a few examples of the painful things I have seen in resumes over the years:

- Peeled potatoes
- Helped customers
- Took orders
- Managed a staff of 10 employees
- Tested food for safety
- Sold cars
- Blah blah blah blah blah

This is precisely what everyone did in the same job as you, but I would rather hire someone good at it than someone with 50 years of experience or a PhD in customer service that stinks. EVERY SINGLE THING YOU SAY YOU DID AT FORMER JOBS SHOULD BE AN **ACHIEVEMENT**, NOT A RESPONSIBILITY. Here's what those bad examples should have said:

- Ensured that potatoes were peeled completely and efficiently in accordance with company controls.
- Presented a friendly and helpful demeanor to customers to ensure satisfaction and maximum sales.
- Assisted customers with purchases with an emphasis on ensuring their satisfaction.
- Successfully hired and trained as many as ten staff members to reach or exceed sales goals for each month.
- Performed lab tests of various food products to ensure safety and compliance with company policy and government regulations.
- Utilized various sales techniques and excellent customer service to maximize vehicle sales.
- Established and maintained a clean atmosphere for customers.

Do you see the difference? This time around we showed that you are *good* at these things, not just that you did them.

7) Show why your awesome-ness applies to the job

Remember, an employer wants to hire someone that can make them money. You need to be that guy or gal by **SHOWING** why you are so great on your resume, but also using your past experience to prove that, regardless of how related it is. So maybe you are applying for a job as an accountant, but recently graduated and have only worked in fast food. Well, they still want to know that you have a strong work ethic and can focus on the task at hand. While you may not have done anything with accounting at McDonald's you did work hard and focus on tasks, so that is what you want to emphasize while de-emphasizing the tasks themselves. For example, your former resume writing self may have said:

- Fulfilled customer orders

Your new resume self should instead declare:

- Provided excellent customer service, even during busy, high-stress times.

Feeding people high fat food is irrelevant to accounting, but accomplishing the task at hand is not.

8) Don't lie

There are a few practical reasons that you don't want to lie on your resume besides the obvious ethical issues, but the bottom line is that it will only hurt you in the end. But Notice I did not advise you to avoid embellishment; think cup half full at all times, but flat out lies never end well. Besides, it is a job in itself to keep all of your fibs and additional deceit to cover for the original lie consistent and sooner or later it will catch up with you. When you get caught you will definitely not get the job or if you already have it, you'll just lose it later on and then have a black mark on your future employment endeavors. Many

companies will check out your former jobs and references anyway, so you might never even get an interview if they find an inconsistency.

There is also the problem with being able to do the job. Perhaps you lie to get a position as a secretary, but have never actually been one. When your boss asks you to input some numeric data, using the 10-key and it takes you a week when it should have taken an hour, you may be back in the unemployment line before you know it!

9) Have the right amount of text and blank space

Some folks seem to think that a resume should be a document jam-packed with everything you have ever done, nearly black with all the text. Actually, it should have a good balance between text and white space. It should be a concise highlight of your accomplishments rather than a long space-filling diatribe.

The reason for this is that employers want to get an accurate picture of how great you are without spending half their day reading your resume. Also, if you don't even know how to write a clean resume, they may think you won't be very good at following directions either. Chances are if it is packed with text and no space, they won't even read it in the first place.

10) One or two pages

This is particularly important if you are seeking a job at a large company, but still applies to businesses of all sizes. Imagine being the hiring manager going over dozens of resumes; do you want to read this stuff all day? I don't. One page (ideal), *maybe* two, is not unreasonable, but who really has the time or desire to read a 5-pager? The point is, if your resume is longer than 2 pages, it probably won't be read at all.

No matter what your education and or experience, you can fit it on two pages, but one is even better. You don't have to include EVERY single thing you have ever done or learned, but focus on what applies and fill your space with that. For instance, let's say you are a nurse and your last 2 positions were nursing, but before that you worked as an unskilled laborer for several different companies. You probably don't want to include the coffee shop or wearing the sandwich board and waving at traffic in your resume because it isn't very relevant and sort of takes away from the professionalism you are trying to convey. So although the "standard" is to include your last 3 jobs or 10 years, you should only include those last two nursing jobs and be sure to list lots of achievements. If they really want to know what you did before that, they will ask at your interview.

11) No pronouns

Words like "I, me, he, she, we,..." should never be used in a resume. Never identify your person or anyone else with a pronoun. Here are some examples of what NOT to do that I see frequently:

- Objective: **I** will become a key player in the profitability of XYZ company as Lead Engineer.
- **I** received awards on three different occasions for record revenue for the month.
- **We** made more money at our store than any other location six times in one year.

Here are what these statements would look like withOUT pronouns:

- Objective: To become a key player in the profitability of XYZ company as Lead Engineer.
- Received awards on three different occasions for record revenue for the month.

- Earned more revenue than any other location six times in one year.

12) Analyze job ads

When you apply for a job, you already know that you need to have a unique resume for each one because it should be tailored to the specific position. So if you are an artist and applying for a job in which you will be doing print marketing, you need to emphasize what you have done that is related to print-related art, not so much computer graphics and painting. However, you should also tailor your resume to the specifics of what they are asking for. For instance, perhaps part of the job description on ‘what they want’ is as follows:

- Great people skills
- Customer service experience
- Team player

Since these skills are specifically included in the job description, you need to be darn sure that your resume talks about how great you are with people, customers and other employees. After all, not all jobs in the art industry will require these. You might be in the back doing your work with almost no interaction with others, but you could also be taking orders and dealing with people regularly, so you need to give them what they ask for, not just the same thing you gave the last guy.

13) Get a reviewer

While getting this book revised prior to publication, I had to make MANY corrections to things that made perfect sense to me (because I wrote them and knew what they meant), but were confusing to my editor and other readers. I needed another pair of eyes because

what I write may just sound like garble to some. Likewise, your resume might be picture-perfect in your mind, but not so much to an employer, so get a few friends or family members that you consider smarter than yourself to review it for you.

14) Don't be scatter-brained

You have got to stay organized with your resume; Don't be random about it. Basically, you want to have your personal information at the top, an objective under that followed by your education (if applicable), job history and skills (examples at the end of the book). Your education, job history and skills don't necessarily have to be in a certain order, but depending on the job, you will have to choose which order is best. For example, if you have lots of experience in the position, then that may be more relevant and therefore come before your education. Likewise, if the job asks for a specific education (that you have), but you have no experience, then you may want your education first.

15) Don't forget yourself

There is a lot to take in here and plenty to incorporate (or take out) of your resume, but don't let that deter you from the basics; you! Your name and contact information should be prominently displayed at the top of your resume and your name should be in larger font than any other part; but don't go crazy.

Many years ago I noticed my resume had "phone" under my name with no actual phone number. It was then I realized why no one was calling me! So while it may seem like a small detail, be sure that your personal information is accurate.

16) Use numbers

No matter what you have done in past jobs, use numbers where they apply because they mean something. I can say I increased sales at ABC company, but it is much more

powerful if it was 54%. The numbers you report don't have to be all that accurate or even be about money. Maybe you were employee of the month 6 times; that's worth talking about! You may also not remember how much store sales increased under your management two jobs ago, but you probably have a rough idea; just estimate, but be sure your guess is optimistic.

17) Do not include “no kidding” information

Sometimes people include things in their resume such as “available for an interview” or one I have seen A LOT; “References available upon request.” No duh! I don't feel the need to spend a lot of time on this because it should be obvious why statements such as these are bad; because they are insultingly evident.

This can also be a problem in your work history. If you use achievements instead of responsibilities, you will automatically avoid this problem altogether. Here are some examples I have seen before:

- As a janitor
 - Mopped floors
- As a barista
 - Served coffee
- As a Nursing Assistant
 - Helped patients

A janitor that mops floors, a barista that serves coffee and a Nursing Assistant that helps patients??? Can you feel your IQ falling as you think about how obvious these statements are?

18) No hobbies

Don't make the mistake of including anything unrelated to your qualifications in your resume, especially hobbies. There are two reasons for this:

- **It might be irrelevant.** It is possible that some hobbies may be related to a job you are applying for, but unless it directly relates to the position, don't include it UNLESS it is displayed in a way that doesn't identify it as a hobby and looks instead like an accomplishment. Obviously if you are applying to be computer programmer, no one cares that you like to collect stamps, but maybe (as a hobby) you have written games that are available on the X-Box. In this case, you would talk about this as an accomplishment, but not as a hobby.
- **It can hurt you.** If you are applying to become a pharmacy technician and your resume states that one of your hobbies is playing video games (or you mention it in an interview), then your potential employer may wonder how soon it will be that you call in sick because you were up all night killing monsters with your buddies. Maybe that's an unfair assumption, but no one said life is fair.

19) Attention to the typography

Creativity is a good thing, but not for a resume. When it comes to fonts and sizes, use Arial or Times New Roman size 11 or 12; nothing else! Of course you can and should make your title larger as well as main points such as "Education" or "Work Experience," but the main body of the text should be in Times or Arial size 11 or 12.

If you deviate from this you are taking a chance, although someone will inevitably argue that being creative can make your resume stand out. While this is true, standing out isn't always a good thing and unless you are applying for a job in graphic design or art, stick

with the rules. More often than not if you use some crazy font or unusual sizes, it will hurt your chances of getting an interview.

20) Make sure to use the right keywords

If you are applying for a job as a car salesman, you'd better have some words in there that have something to do with sales and customer service. Even if you have never been a car salesman before, focus on the aspects of previous work that are related. Here are a few examples:

Sales job:

- Developed personal sales techniques to increase revenue and commission.

Secretary job:

- Retained customers through a “whatever it takes” approach to customer service.

Legal assistant:

- Provided personal attention to potential customers and encouraged the signing of a retainer.

21) Use bullet points

Don't just write, keep it organized with bullet points. Use titles for education/experience/skills, but use 4-6 bullet points to highlight your accomplishments.

You are not writing a story; you are making statements.

22) You don't necessarily want to list all of your experience

A good rule of thumb is to include only the last 5-10 years of work experience OR your last 3-4 jobs, whichever comes first. If you list too much, it may look like you change

jobs often and that won't be a selling point for an employer. Likewise, if you list too few, then you look inexperienced.

23) Create an email proof formatting

You want to have a copy of your "ideal" resume that is formatted just right, but you should also have a text-only copy with no formatting. This is because many times employers want you to paste your resume onto their website in a little text box. If you copy your "perfect" resume and paste it, all sorts of weirdness can happen and you may look like a fool to the manager that sees it. So make sure you have one copy that has no formatting at all. WordPad is a great option for this as it does not even allow any formatting and is already on every computer.

24) Avoid age discrimination

Discrimination against job candidates happens every day and is quite commonplace. Isn't that the whole purpose of the process (to discriminate against lousy candidates)? The thing is, you don't want to give a potential employer a reason to discriminate against you before they even meet you. If you let them know your age, they might make a snap judgment (fair or not) about your candidacy. If they judge you as "young," they might assume you are clueless. Too old, and you are on your way out. The fact is, when you go in for an interview, they will be able to tell about how old you are BUT, your personality and qualifications may override their judgment of your age. You just don't want to be weeded out before you even have a chance to prove yourself.

25) Use a good printer

When I was a hiring manager I would occasionally get a resume that was a little crumpled, like the guy had left it in the back seat of his car (although females never did this).

Needless to say, those went straight into the garbage; no thanks! Likewise, you want to make sure you use a high quality printer that doesn't give the appearance of any less than 100% clean, crisp and professional. If you have to, go to the library, school or your in-laws' house to use their printer.

26) No jargon or slang

There are two parts to this one; first is jargon. You don't want to use jargon from a former job to describe it to a potential employer. They simply won't know what you are talking about. Let me give you an example. Let's say you worked for Amazon and you list the following accomplishment.

- Obtained lowest AHT and highest HMD scores in the OU on several occasions and received personal commendations from my CSM, OM and SM.

If you have ever worked for Amazon you know exactly how awesome this person is, but if not, you really don't have a clue. So let's try to put this into "English," but still maintain the professionalism and "accomplishment-ness" of it:

- Obtained the most efficient customer handle time and highest customer satisfaction scores on several occasions in my department. Received personal commendations from upper management as a result.

This makes a LOT more sense, doesn't it? It's certainly longer and needed two sentences instead of one, but unless your potential employer's wife works for Amazon, it will be Greek to him.

Another related issue to avoid is incriminating content on the web or in your contact information. If you want a job as an alcohol abuse counselor, you should not post text and

pictures on your Facebook page about how you and your buddies got sloshed and went cow tipping last weekend. Likewise, if your email is crazydrunkweekendfriend@gmail.com, get another email dedicated just to your job hunt.

27) Avoid negativity

No matter what your personality and how you view the world, write your resume as a cup-half-full person. Negative statements are just that...negative and they will hurt your chances of getting an interview. This goes for previous jobs, previous managers and yourself, no matter your actual feelings. I'm not saying lie, but I am saying to embellish and focus on the positive.

For example, let's say you worked for Carl's Jr. and your boss was a complete jerk. He sold drugs out of the restaurant, stole from the till and slept in his office. Oh yeah, and he made your life a living hell despite your best efforts to please him. Later when you've had the new job for a while you can talk a little more frankly about it, but for now, here's what your accomplishments should look like:

➤ Carl's Jr. Boston, TX (2005-2006)

- Provided first class assistance to customers.
- Effectively managed customer transactions and complaints.
- Ensured an exceptional level of cleanliness in all areas of the restaurant.

You may have included more than these three accomplishments, but you will notice that we said nothing about your waste of flesh boss and the fact that it was a miserable job and you would rather die than go back. Even though all of these things may be true, if you

included them to any degree, a potential employer would only be forced to wonder what trash you will talk about him someday if he were to hire you.

28) Don't include old or irrelevant work experience

As I mentioned before, a good rule of thumb is to only include the last 5-10 years of work experience or 3-4 jobs. If you go farther back than that, you may end up having a resume that is too long, but more importantly, it is probably not that relevant. However, there are a couple of exceptions to this:

- **You don't have 10 years' worth of work experience.** If this is the case, just include everything you have, unless you have had a major career change that makes the older experience irrelevant. For instance, if you have been an engineer for the last 6 years at 2 different firms, but before that you worked at McDonald's, just include your engineering experience. However, if you just graduated, then you would want to include the previous, yet less relevant McDonald's experience, but be sure it emphasizes success in the kind of things you will be doing as an engineer (like working with people, getting things accomplished on time, etc.)
- **You have only had 1 job in the last 10 years.** If this is you, then you should include at least one job from before, if one exists, or you simply will have a resume that is too short. So maybe you worked as a car salesman for the last 12 years, but before that you had several jobs. Include the car sales first followed by the two prior positions.

29) Put the most important information first

Imagine for a second that the person reviewing your resume will make a decision based on only the first "qualification" you put. What would it be? Well, that's the thing you

put first! Perhaps you are a teacher with no teaching experience (you just finished school). Would you include your unrelated experience as a secretary, manager or custodian first or would you start out with your education, which is VERY relevant? On the other hand, if you have been teaching for 20 years, you would want to include your experience first because in that case it is more important than your education.

30) No pictures

Hopefully you want to get an interview based on your merit, not your looks, unless maybe you are applying to Hooters or a strip club. For the majority of jobs including a picture only gives the hiring manager more reason to give you an interview (or not) for all the wrong reasons, which sure, could get you a job that your merit alone could not, but likely will end up being a bad thing. Ultimately, including a picture is generally considered unprofessional too. You may not get an interview just because you included a picture even if you have the best qualifications.

31) Proofread it twice

As a former manager I can tell you that candidates with misspellings or poor grammar go straight into the garbage. The only reason I would even read past the first error was for the laughs. Certainly I am not every manager and I don't expect anyone that might hire you to have the grammatical aptitude of myself, but if there are errors in your resume, it is like saying "This job is not important enough to me to even spell everything correctly or use proper grammar." Of course you should use a spelling/grammar checker, but it may miss things. Don't forget, you should have someone (a few someones would be even better) review it too and they may help catch any mistakes, but you should still review it yourself every time you make a change.

32) Use action verbs

Remember, when you are writing a resume, instead of listing former duties, list accomplishments! That means you DID something, so say what that is. For example:

“-**Created** new training materials”

“-**Increased** sales volume by 85%”

“-**Developed** new software for transactions”

“**Opened** and **staffed** new business locations”

33) Mention who you worked with

If the hiring manager for a position knows someone you used to work for or with, mention them. You might say in regard to the duties of a former position something like “worked under the direction of Mr. X to increase productivity through the creation of employee training seminars.” Naturally if your relationship with Mr. X was not good or he fired you or something, it will only hurt you, but if Mr. X has good things to say about you and those looking at your resume have a good opinion of Mr. X, it may just be your ticket to a new job.

A couple examples

Now that we have discussed all of the important things about a resume, let me share mine with you. After all, you are probably thinking “sure, all this sounds good, but do you actually do it yourself?” I do in fact, so here is mine. A note first though, this is my ENTIRE resume, but does not include everything I have every done and assumes I am applying for a teaching position. It includes my latest teaching and management experience, but which parts I would actually include in a given resume would depend on the job. You will see that it is more than 2 pages because I want to show you how to write a resume, but it does not negate the 1-2 page rule. I have also omitted personal information so you won’t know where to find me if you don’t like my book ☺

Paul Claybrook, MBA

Street address

City, State Zip

Phone #

email

Objective

To utilize my education, skills and experience to provide students with a positive learning environment in which to grow academically.

Education

- ▶ Master of Business Administration-ABC University (date)
- ▶ Bachelor of Science in mathematics/chemistry-XYZ State University (date)

Experience

Adjunct Instructor (dates)

ABC Community College (city, state)

- ▶ Effectively instruct in the subjects of business and mathematics among degree-seeking inmates at the Coolness Correctional Facility.
- ▶ Develop curriculum that delivers rigor and challenge to students while instilling a sense of accomplishment and self-confidence.

- ▶ Provide individualized instruction and guidance for students to maximize their command of the subject matter.

Private Tutor (dates)

Self-Employed (city, state)

- ▶ Offered individualized, personal tutoring services to a diverse population.
- ▶ Facilitated student acumen through customized instruction grounded in the utilization of intellectual strengths and the development of weaknesses.
- ▶ Efficiently managed business-related dynamics such as advertising, appointment-setting, meeting preparation, billing, etc.

Adjunct Instructor (dates)

XYZ College (city, state)

- ▶ Trained students of all ages in the use of Microsoft Office applications, critical thinking skills, logic and reasoning, writing and speaking.
- ▶ Managed classroom assignments, lectures, activities, exams and student compliance to maximize learning outcomes.
- ▶ Organized course content to comply with educational expectations and accreditation requirements and meet the needs of a diverse student population.
- ▶ Developed, implemented and guided group activities that facilitated learning, encouraged constituent participation and promoted scholarship.
- ▶ Taught a range of classes including anatomy and physiology, physics, mathematics and economics in addition to those mentioned above.

Business Manager (dates)

QRS Law Firm (city, state)

- ▶ Created and implemented Excel-based documentation that significantly decreased case setup, management and completion time.
- ▶ Assessed, interviewed, hired and trained case managers to meet business growth needs.
- ▶ Investigated incident material and evidence to determine efficacy and potential profitability of cases.
- ▶ Developed a client focused culture with a “whatever it takes” attitude toward case completion and client satisfaction.

Senior Store Manager (dates)

Vitamin Store (city, state)

- ▶ Increased store sales volume by 20% and average sale by 15% through staff training on product knowledge and sales techniques.
- ▶ Decreased shrinkage from 3% to less than 0.5% through implementation of self-developed policies regarding deterrence and store organization.
- ▶ As Senior Store Manager, operated as District Manager throughout the district in regards to training, auditing, and store operations in the absence of the District Manager.
- ▶ Developed and implemented an inventory management policy that significantly reduced product expiration and increased profitability.

- ▶ Visited stores through the region to train employees on sales techniques and product knowledge.
- ▶ Created a “program approach” to product sales that was later adopted by the entire company.
- ▶ Attained “Highest Monthly Sales” award on multiple occasions for two different store locations.

Additional Skills and Qualifications

- ▶ Solid understanding of Microsoft Office applications; certified in Word and Excel.
- ▶ Substantial communication and conflict resolution skills.
- ▶ Expert in team building, training and teaching.
- ▶ Keen analytical and mathematical skills.
- ▶ Exceptional writer, motivator and speaker.

If you compare this resume to each point we have discussed, you will find that it conforms to each one that applies (for example, name dropping does not apply to this resume). You should compare yours to each point as well and alter it accordingly. If it does NOT coincide with any of the above, it could be better!

Now let's look at a resume for a position as an assistant librarian for a recent graduate in library science. Even though this person has no experience working in a library, it can still show success in customer service, organization and familiarity with technology (all things a librarian should be good at).

Graduate Girl

Street address

City, State Zip

Phone #

email

Objective

To utilize my education, skills and experience to ensure patron approval and library orderliness as assistant librarian.

Education

- ▶ Bachelor of Arts in Library Science-XYZ State University (date)

Experience

Customer Service Representative (dates)

John Doe Accounting (city, state)

- ▶ Effectively organized client files according to established corporate system.
- ▶ Cheerfully greeted clients on the phone or in-person and assisted them according to their needs.
- ▶ Quickly and efficiently completed tasks assigned by management, but always with a priority for customer demands.

- ▶ Utilized Word, Excel and Outlook for communication, presentation and trainings.

Stocker (dates)

Wal-Mart (city, state)

- ▶ Accurately distributed stock to appropriate locations throughout the store with specific attention to neatness and stock rotation where appropriate.

- ▶ Assisted in the unloading of delivery trucks and proper distribution of stock to maximize organization and thus efficiency.

- ▶ Received Employee of the Month award twice.

Food Service Worker (dates)

Taco Bell (city, state)

- ▶ Ensured the accurate, quick and efficient delivery of customer orders.

- ▶ Became an expert on the electronic ordering system.

- ▶ Cleaned and sanitized all areas of the restaurant to the highest standards to reduce the risk of food contamination and comply with OSHA specifications.

- ▶ Frequently extended my shift to attend to additional duties requested by supervisor.

- ▶ Completed the “Taco Bell Menu Expert” certification in record time.

Text Only Resumes

Paul Claybrook, MBA

Street address

City, State Zip

Phone #

email

Objective: To utilize my education, skills and experience to provide students with a positive learning environment in which to grow academically

Education

- Master of Business Administration-ABC University (date)
- Bachelor of Science in mathematics/chemistry-XYZ State University (date)

Experience

Adjunct Instructor (dates)

ABC Community College (city, state)

- Effectively instruct in the subjects of business and mathematics among degree-seeking inmates at the Coolness Correctional Facility.
- Develop curriculum that delivers rigor and challenge to students while instilling a sense of accomplishment and self-confidence.
- Provide individualized instruction and guidance for students to maximize their command of the subject matter.

Private Tutor (dates)

Self-Employed (city, state)

- Offered individualized, personal tutoring services to a diverse population.
- Facilitated student acumen through customized instruction grounded in the utilization of intellectual strengths and the development of weaknesses.

- Efficiently managed business-related dynamics such as advertising, appointment-setting, meeting preparation, billing, etc.

Adjunct Instructor (dates)

XYZ College (city, state)

- Trained students of all ages in the use of Microsoft Office applications, critical thinking skills, logic and reasoning, writing and speaking.

- Managed classroom assignments, lectures, activities, exams and student compliance to maximize learning outcomes.

- Organized course content to comply with educational expectations and accreditation requirements and meet the needs of a diverse student population.

- Developed, implemented and guided group activities that facilitated learning, encouraged constituent participation and promoted scholarship.

- Taught a range of classes including anatomy and physiology, physics, mathematics and economics in addition to those mentioned above.

Business Manager (dates)

QRS Law Firm (city, state)

- Created and implemented Excel-based documentation that significantly decreased case setup, management and completion time.

- Assessed, interviewed, hired and trained case managers to meet business growth needs.

- Investigated incident material and evidence to determine efficacy and potential profitability of cases.

- Developed a client focused culture with a “whatever it takes” attitude toward case completion and client satisfaction.

Senior Store Manager (2005-2009)

Vitamin Store (city, state)

- Increased store sales volume by 20% and average sale by 15% through staff training on product knowledge and sales techniques.
- Decreased shrinkage from 3% to less than 0.5% through implementation of self-developed policies regarding deterrence and store organization.
- As Senior Store Manager, operated as District Manager throughout the district in regards to training, auditing, and store operations in the absence of the District Manager.
- Developed and implemented an inventory management policy that significantly reduced product expiration and increased profitability.
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Additional Skills and Qualifications

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Graduate Girl

Street address

City, State Zip

Phone #

email

Objective

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Education

- Bachelor of Arts in Library Science-XYZ State University (date)

Experience

Customer Service Representative (dates)

John Doe Accounting (city, state)

- Effectively organized client files according to established company system
- Cheerfully greeted clients on the phone or in-person and assisted them in according to their needs.
- Quickly and efficiently completed tasks assigned by management, but always with a priority for customer needs.
- Utilized Word, Excel and Outlook for communication, presentation and trainings.

Stocker (dates)

Wal-Mart (city, state)

- Accurately distributed stock to appropriate locations throughout the store with specific attention to neatness and stock rotation where appropriate.
- Assisted in the unloading of delivery trucks and proper distribution of stock to maximize organization and thus efficiency.

- Attended to customer needs as my highest priority.
- Received Employee of the Month award twice.

Food Service Worker (dates)

Taco Bell (city, state)

- Ensured the accurate, quick and efficient delivery of customer orders.
- Became an expert on the electronic ordering system.
- Cleaned and sanitized all areas of the restaurant to the highest standards to reduce the risk of food contamination and comply with OSHA specifications.
- Frequently extended my shift to attend to additional duties requested by supervisor.
- Completed the “Taco Bell Menu Expert” certification in record time.

Now it's your turn. Get out that old, crumpled up poorly written resume and make it shine!