

Résumé Guidelines for the “Not-So-Recent Graduates”

Because part of the being human is to continuously grow and develop in experience and wisdom, your résumé should reflect that growth and development within its scope and focus. As you move further away from your college graduation, your résumé needs to reflect your increased responsibility and experiential growth.

While we strongly recommend that all résumés include your contact information, experience, and education, you can also add **one** of the following categories, as long as it doesn't detract from the core of your résumé:

- Summary of Qualifications (as it relates to the job description)
- Key Accomplishments or Strengths
- Professional Profile

Typically, recent grads are directed to use a **chronological résumé** format; whereas the experienced may choose either the *Chronological* or *Functional* formats, or sometimes a combination of the two.

Chronological Résumé

The Chronological Résumé is the most common format. It presents your work experience in reverse chronology (most recent first) and provides clear job titles, employers, and periods of employment.

Chronological Résumés are most appropriate for candidates with stable, solid career progression through one or, at most, two fields and highlights growth and maturity throughout an organization or career. It is the format employers see most often and provides an easy-to-follow structure for interviews. Example:

Youth Program Director, Western Bible Church, Plainview, GA 2003-Present

- Annually recruited, training and mentored teams of 8-10 adult volunteers to provide structure and oversight for 100 participants at weekly youth program
- Prepared weekly messages, skits and curriculum for students pertaining to biblical doctrines, current events and issues of interest to teenagers
- Organized special outings and retreats and fundraising events

Children's Program Director, Downstate Baptist Church, Smithville, AL 2002-2003

- Created seasonal programs and activities for 20 elementary age children
- Communicated regularly with parents and developed relationships with them
- Led weekly training sessions for volunteer staff

The Chronological Résumé format may not best highlight your capabilities if you are re-entering the work force or are switching fields eg: ministry to marketplace.

Functional Résumé

A Functional Résumé, on the other hand, emphasizes your skills more than it does your actual job titles and the dates during which you performed each job. Functional Résumés do not necessitate listing your positions in chronological order. The first job listed, in fact, should be the one whose skills most closely match the skills required in the job for which you are applying.

This résumé format focuses attention on skills and achievements, rather than place of employment, which make it ideal for mid-career changers or recent grads. HOWEVER, many employers are made immediately suspicious by these résumés since they are also often used to hide spotty employment records. Others just don't want to do the work necessary to put together a complete picture of you.

Combining Formats

Since the choice to use the Functional Résumé without specific dates and employer names is more risky in that prospective employers may be suspicious of a résumé without dates, a combination of the two may be a wiser choice. Simply add a section header for EXPERIENCE and briefly note the employer names, geographic locations, your title and dates.

Example: BK Investments, Wheaton, IL, CEO, 2008 – Present
Chase Bank, Chicago, IL, Branch Manager, 2004-2008

Below are some guidelines used by Lee Hecht Harrison when this writer was their client:

Use Chronological Résumé format when:

- Job objective is similar to recent experience
- Applying for position in highly traditional fields or organization
- Work history is NOT spotty
- You have NOT changed employers frequently
- Definite progression in responsibility and level over time
- Prestigious past employers

Use Functional Résumé format when:

- Job objective is very different from experience
- Emphasizing skills/abilities not used in recent work experience
- Experience gained in unrelated types of work
- Entering the job market after an absence
- Seeking position in non-traditional field

Final Do's and Don'ts

If you have not kept your résumé updated, please do not approach résumé writing hurriedly, or just throw it together. Take the time to get organized and to write down specific company or organization

names, dates of employment, job titles and responsibilities. Focus your thoughts on what you actually accomplished, so you avoid just making lists of duties.

You will find two sample résumés attached for your reference. We recommend sticking closely to the simple, easy-to-read format and structure:

- Use 10 pt or 12 pt Arial or Times New Roman font
- Use bullets to break up each point and utilize consistent formatting to keep your résumé eye-catching
- Use a “sound-byte” - results driven - style that starts each description with a strong verb
- Maintain consistency with punctuation. If you use periods at the end of the bullet points, check to be sure you always use them

Here are a few additional, but definite, don'ts:

- Don't list your EDUCATION before your EXPERIENCE if you have been out of school more than five years, you should be selling your experience rather than your academic record
- Don't worry about the month and year of start/end dates – the year is sufficient
- Don't include personal information such as age, marital status, number of children, condition of health
- Don't include a snapshot
- Don't use “I” in your statements; begin with action verbs – see list included in this packet
- Don't list references
- DO NOT use abbreviations (i.e., HR for Human Resources). Use professional or technical jargon only if it is relevant to the position

Once you have completed the preparation of your résumé, you may upload it for review and approval. A Career Services professional will review it and provide feedback or approve it for posting on the ThunderLink job posting site.

List of Action Verbs

Accelerated	Converted	Fixed	Mentored	Rectified	Talked
Accomplished	Cooperated	Followed	Merchandised	Re-designed	Taught
Achieved	Coordinated	Forecasted	Met	Reduced	Team-built
Acted	Copied	Formulated	Modeled	Referred	Tended
Adapted	Corresponded	Founded	Moderated	Regulated	Tested
Addressed	Counseled	Gardened	Modified	Rehabilitated	Told
Adjusted	Created	Gathered	Monitored	Related	Took
Administered	Created profits	Gave	Motivated	Remembered	Trained
Advised	Criticized	Generated	Moved	Rendered	Transcribed
Analyzed	Cut	Governed	Multiplied profit	Renewed	Translated
Answered	Dealt with	Guided	Multiplied sales	Reorganized	Transmitted
Anticipated	Decided	Handled	Navigated	Repaired	Traveled
Applied	Decorated	Headed	Negotiated	Reported	Treated
Approached	Defined	Helped	Observed	Represented	Trimmed
Approved	Delegated	Hired	Obtained	Reproduced	Tripled
Arbitrated	Delivered	Hypothesized	Offered	Researched	Tutored
Arranged	Demonstrated	Identified	Operated	Resolved	Typed
Ascertained	Designed	Illustrated	Ordered	Responded	Umpired
Assembled	Detailed	Imagined	Organized	Restored	Uncovered
Assessed	Detected	Implemented	Originated	Restored profits	Understood
Assigned	Determined	Improved	Outlined	Retrieved	Understudied
Assisted	Developed	Improvised	Oversaw	Reviewed	Undertook
Attained	Devised	Increased	Painted	Revised	Unified
Audited	Diagnosed	Indexed	Participated	Risked	United
Authored	Directed	Indoctrinated	Perceived	Routed	Unraveled
Began	Discovered	Influenced	Performed	Sang	Updated
Bought	Dispensed	Informed	Persuaded	Saved	Upgraded
Budgeted	Displayed	Initiated	Photographed	Scanned	Used
Built	Disproved	Innovated	Piloted	Scheduled	Utilized
Calculated	Dissected	Inspected	Planned	Screened	Verified
Cared for	Distributed	Inspired	Played	Searched	Weighed
Catalogued	Diverted	Installed	Predicted	Selected	Widened
Categorized	Doubled	Institute d	Prepared	Sensed	Won
Chaired	Dramatized	Instructed	Prescribed	Separated	Wrote
Charted	Drew up	Integrated	Presented	Served	
Checked	Economized	Interacted	Presided	Set	
Clarified	Edited	Interpreted	Printed	Set-up	
Classified	Educated	Interviewed	Processed	Sewed	
Coached	Eliminated	Invented	Produced	Shaped	
Coded	Empathized	Inventoried	Programmed	Shared	
Collaborated	Encouraged	Investigated	Progressed	Simplified	
Collected	Enforced	Judged	Projected	Sketched	
Communicated	Enlarged	Kept	Promoted	Sold	
Compared	Enlisted	Landscaped	Proof-read	Solved	
Compiled	Established	Launched	Proposed	Sorted	
Completed	Estimated	Learned	Protected	Spoke languages	
Composed	Evaluated	Lectured	Provided	Spoke	
Compounde d	Examined	Led	Publicized	Staffed	
Computed	Exchanged	Lighted	Published	Standardized	
Conceived	Execute d	Listened	Purchased	Stimulated	
Conceptualize d	Exhibited	Located	Questioned	Studied	
Conciliated	Expanded	Logged	Raised	Succeeded	
Conducted	Expedited	Made decisions	Read	Summarized	
Conserved	Experimented	Maintained	Realized	Supervised	
Consolidated	Explained	Managed	Reasoned	Supplied	
Constructed	Extracted	Manipulated	Received	Supported	
Consulted	Facilitated	Marketed	Recommended	Surveyed	
Contacted	Familiarized	Measured	Reconciled	Symbolized	
Contracted	Filed	Mediated	Recorded	Synthesized	
Controlled	Financed	Memorized	Recruited	Systematized	

IMA YOUNGE-ALUMNUS

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KEY SKILLS

- Business Development
- Client/Vendor Management
- Product Promotion
- Franchising/Licensing
- Market Research
- Spanish Fluent

PROFESSIONAL EXPERIENCE

DELISH & Co., Inc. • Raleigh, NC • *May 2006 to Present*

Associate Business Development Manager • *February 2007 to Present*

Spearhead the national development of a new channel of business in high schools for WingStop Express that is forecasted to generate \$1,500,000 dollars in annualized sales in 2009. Focus on consumer insights and market research to devise a marketing plan to properly position Pizza Hut Express in the K-12 market. Manage the renewal and re-design of 200 Taco Bell, KFC and A&W Express locations nationwide. Regular communication with mid-to senior-level management at industry-leading companies and daily interaction with senior members of Delish & Co.

- Exceeded total development plan and royalty sales goal plan by 33% in 2008 by assisting in the development of 271 licensed locations for Taco Bell Express, Pizza Hut Express, KFC Express and A&W Express;
- Generated \$870,000 dollars in 2008 by leading the renewal of contracts and re-design of Taco Bell, KFC and Pizza Hut Express locations;
- Participated in 11 major conventions to establish a meaningful pipeline of locations to be developed in 2009/2010 and build lasting relationships with future clients.

Development Coordinator • *May 2006 to February 2007*

Supported the Raleigh International Development team to ensure that international new unit gross and net opening goals were met, that International Business Management Units were constantly sourcing new franchise partners, and that equity stores were meeting/beating the WPSA.

- Assisted in the oversight of over 800 restaurant openings across the world in 2007;
- Improved the tracking of KFC and Pizza Hut locations around the world for more accurate reporting;
- Enhanced communication between Atlanta and the International Business Management Units by marketing best practices.

US Department of Commerce (Internship) • Marigot, St. Martin • *Sept. 2005 to Nov. 2005*

Assisted United States companies expand business into Central America by providing vital information on the Central American Free Trade Agreement and market research on the Central American and Caribbean economy and companies.

- Created market research reports describing sectors within the Caribbean region that offered the best opportunity for U.S. Exporters, such as the expansive Hotel and Restaurant Equipment sector.
- Created bilingual reports for US and Dominican businesses on the new tariff regulation outlined in the Central American Free Trade Agreement.

Mochafé Coffee Group (Internship) • Santa Marta, Columbia • *June to August 2005*

Devised the business plan for Mochafé Coffee Group to launch the company in California.

- Created a marketing presentation for client roasters to raise funding for the MCG S.A. in Columbia;
- Networked and connected MCG S.A. with business expansion consulting, an advertising company and prospective business investors in New York;
- Learned the complete milling, roasting, and tasting process while residing in the Esperanza coffee mill;
- Attended and participated in fair trade conferences involving local farmers in and around Santa Marta.

EDUCATION

BACHELOR OF ARTS • Political Science and French

Wheaton College, Wheaton, IL May 2004

Semester Abroad in Paris, France

Varsity Women's Tennis, 2000-2004; Team Captain (2003-2004)

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SUMMARY OF QUALIFICATIONS

A results-oriented PROFESSIONAL with strong marketing, operations, sales and management experience. Adept at identifying and streamlining operational processes that impact customer loyalty, sales, and satisfaction ratings. Demonstrated skills in customer service, analytical decision making, marketing and project management. Routinely exceeds targets, unites teams on achieving results, and enhances service delivery.

PROFESSIONAL EXPERIENCE

TELEPHONY WORLD – Lisle, IL (06/1998 – Present)

Joined Lucent Technologies, Octel Messaging Division as Customer Support Specialist in 1998. Promoted to Service Leader supporting maintenance contract renewal customers and later to Marketing Manager responsible for demand generation for Services Sales organization. Gained direct Services Sales experience and returned to Marketing as Manager Annuity Demand Generation.

MARKETING MANAGER – NORTH AMERICA REGION ANNUITY SERVICES (10/2006 – 05/2008)

Developed Direct Mail, Email, and Outbound Telemarketing campaigns generating \$72M in funnel revenue. Attained 110% YTD objective. Managed relationships with multiple vendors for creative design, development of customer “Likely Buyer” model, “Likely Leaver” model, response/registration web pages and successfully launched Search Engine Marketing campaign for Services.

Accomplishments:

- Established Customer Loyalty campaign including implementation of “Welcome Kits” for net new and renewal maintenance customers
- Launched customer “Thank You” card annual direct mail project to increase customer loyalty
- Generated 400 leads for Net New Hunter Team with funnel revenue of \$1.1M in 6 months
- Designed and implemented direct mail campaign targeting “Likely Buyers” and “Win-back” customers
- Launched Search Engine Marketing specifically for capturing customers who search on maintenance, support, or repair terms
- Developed multi-touch “Tickler campaign” for customers who do not purchase maintenance at point of sale
- Developed scripts, call-guides, and training content used by 4 Telemarketing Reps to perform outbound lead pre-qualification and direct mail follow-up calls

TERRITORY SERVICES SALES MANAGER (2005-2006)

Managed maintenance agreement sales and renewals for large Territory accounts in the 14-state, US West Region with \$109M in annual revenue. 103% attainment of annual quota.

Accomplishments:

- Won sales contest for most incremental sales 2Q06
- Established relationships with key customers by resolving billing issues and previous services issues
- Won back key account previously lost to primary Services competitor

SERVICES MARKETING MANAGER (2003-2005)

Orchestrated the development of sales tools and customer-facing reports used by Services Sales and National Account Service Managers to demonstrate the value of Maintenance Agreements

Accomplishments:

- Created and rolled out the *EXPERT View Report with Monetization* to demonstrate the financial impact of downtime without a service agreement
- Managed an inter-departmental team to develop TCO/ROI Tools and trained Services Sales Associates and National Service Manager on use of tools and delivering customer presentations

SERVICES SALES OPERATIONS MANAGER (2001-2003)

Supported sales operations for a newly-established, 20-member Central Region Services Sales team who managed top-tier Enterprise accounts globally.

Accomplishments:

- Coordinated training and other onboarding activities for new Services Sales associates
- Led weekly team calls to develop team members' proficiency on Maintenance Offers and provided day-to-day support for team
- Served as team single point-of-contact for resolution of operational, SIEBEL opportunity tool and sales compensation issues
- Monitored weekly sales funnel for Sales Director and assisted sales associates in customer problem resolution to remove obstacles that impacted deal closure
- Designed and implemented motivational programs to drive sales associates success

SERVICES LEADER (2000-2001)

Served as customer single-point-of-contact for maintenance customers in Illinois, Michigan and Indiana. Assisted customers with billing issues, service escalations, contract disputes, and SLA attainment. Renewed 30 maintenance contracts and assisted Field Sales (product team) with RFP responses for Services

Accomplishments:

- Maintained above-objective customer satisfaction levels and received no complaints
- Was requested to join new Services Sales organization as Operations Manager responsible for onboarding new team members and supporting their sales success
- Developed "Maintenance Saves" program in coordination with the INADS Team and Customer Care Centers to intervene on customer cancellation requests or requests to disconnect INADS lines.

EDUCATION

Bachelor of Arts,
Business/Economics, Minor - English
Wheaton College, Wheaton, IL

Certificate in Management
18 hours in Business Administration
Capital University, Columbus, OH

