

CRAFTING A SUCCESSFUL RESUME

A RESUME'S PURPOSE

A resume should clearly define your experience and accomplishments. It provides a hiring manager with the justification to schedule an interview with you.

When crafting a resume, it is important to give thought to the following questions:

- » How does a company decide if your resume shows them you deserve an interview?
- » Do you already possess the skills required to do the job successfully?
- » Does your education support the skills required?
- » Do you demonstrate a strong work ethic?
- » Do you go above and beyond what is expected of you?

Below we will examine the best way to answer all of these questions and how to format your resume in a fashion that accomplishes the primary purpose – to get that interview!

RELEVANT EXPERIENCE & RESUME LENGTH GUIDELINES

Your resume should date back no further than 10 years and should typically not exceed 4 pages. Use the information below as a general guideline:

- » 0 – 4 years of experience, your resume should be 1 -2 pages
- » 5 – 8 years of experience, your resume should be 2 -3 pages
- » 8+ years of experience, your resume should be 3 -4 pages

THE 10 SECOND RULE

A hiring manager will typically glance at your resume for a maximum of 10 seconds before deciding whether or not there is a match between your background and the position available. Make those 10 seconds count!

- » Reformat your resume specifically for each job to which you apply.
- » The devil is in the details – misspellings, formatting, missing information, incorrect grammar, talking in the first person, etc. can negatively impact your chances of securing an interview.
- » Keep your resume simple and easy to read.
- » Never assume the reader knows what you're talking about – don't use acronyms or insider jargon in your resume.

THE “ACES” FORMAT

There are 4 key areas that every resume needs:

- A** – Appearance – the format and design of your resume
- C** – Content – a resume is considered a sample of your “best work” and it needs to be flawless
- E** – Evidence – provides proof that you have the skills and experience required for the position
- S** – Sizzle – answer this question – “Why do you HAVE to bring me in for an interview?”

CUT THE FLUFF

- » Refrain from using the words “involved in.” Instead, explain your responsibilities and how you made an impact.
- » Be sure to highlight a section for your accomplishments
- » MSA – “Made, Saved, Achieved”
- » Made = developed processes, created metrics, launched a new product, created the marketing strategy, etc.
- » Saved = how much time or money did you save the company? Did you reduce headcount? Did you streamline or automate a process?
- » Achieved = did your actions result in increased revenue, increased market share, decreased attrition, etc.? Did you win any awards?

POLISH YOUR SOCIAL MEDIA

Your social media presence is a part of your résumé. It is important that your social media presence accurately portray who you really are and what you represent as a person and a potential employee. Your social media profile is like the cover to your book: It should be clean, vaguely explain what your work and life are about and give a hint at your personality — nothing else.

It is important to ensure your online profiles, not just LinkedIn, aren’t going to contain something that may lower your chances of landing that new job.

How to clean up and enhance your online profiles:

- » Set your accounts to private
- » Create a solid, purely professional LinkedIn profile if you don’t already have one
- » Follow publications in your industry
- » Follow influencers in your industry and share their content
- » Connect with your extended network
- » Get a professional photo
- » Be careful what you post and delete old posts or tweets that do not display you in a positive light
- » Join a professional group
- » Google yourself

RESUME BREAKDOWN

There are a variety of different formats that can be used for a resume. However, it is recommended you use the following format. The following format is simple to modify on a job-by-job basis, and easy for a reader to quickly capture a picture of your work history in less than 10 seconds!

Name

Your name should be at the very top of your resume and large enough to easily read.

Contact Information

Your contact information should be large enough to easily read but slightly smaller than your name. You should also include multiple ways to reach you: phone number, email address, LinkedIn profile, etc. Do not include your social media account handles.

Summary

The summary highlights past accomplishments. Your summary should be written in paragraph form of up to four or five sentences at the front of your resume. This is your pitch and a chance to sell yourself to your future employer.

Education

A general rule of thumb for the location on your resume: if you have 10 or less years of experience, place your education in the front of your resume. Any experience exceeding 10 years should be placed at the end of the resume.

Areas of Expertise/Technical Experience

This is your chance to highlight skills and software proficiencies that make you a fit for the role to which you are applying. If you list these skills and software, you must highlight your experience with them in your "Professional Experience" section. If you list skills and proficiencies without elaborating on them, hiring managers may question whether or not you are truly proficient in those areas.

Professional Experience

Your professional experience should reflect the MSA Model to show what you have Made, Saved and Achieved. Be specific in your examples and tailor them to the role for which you are applying. Be sure to quantify results rather than copy and pasting your job description. Hiring managers want to see the value you have added and achievements you have made.

Interests

Keep this fun, professional and interesting. For example, Boating, Fishing, Traveling, Coaching my children's soccer and basketball teams, Volunteering on HOA committees, etc. are appropriate to include.



BUILDING PEOPLE, COMPANIES & CAREERS

SAMPLE RESUME

JOHN A. DOE

1000 W. Morehead Street, Suite 200 Charlotte, NC 28208
johnadoe@gmail.com | 704) 632-9955

SUMMARY

Accomplished marketing professional characterized as ambitious and optimistic with sales experience. A talented collaborator who is always looking for new avenues and tools to increase brand awareness and positioning, market share and overall work efficiency.

EDUCATION

UNIVERSITY OF MINNESOTA – MINNEAPOLIS, MN (MAY 2009)

M.A. Strategic Communication

Capstone: The why and how of Millennial digital health application usage

Honors: Hubbard Fellowship

HOPE COLLEGE – HOLLAND, MI (MAY 2007)

B.A. Communications Honors: Magna Cum Laude, Presidential Scholar, Distinguished Artist Award

AREAS OF EXPERTISE

- » Marketing strategy formation & analysis
- » Market & competitor research & analysis
- » Budget management & reporting
- » Adobe Photoshop, Illustrator, Premier etc.
- » Advertisement design
- » Google AdWords & Analytics
- » Digital, print & direct mail marketing
- » Presentation development
- » Trade show & special event planning
- » Strategic partnership building
- » Hootsuite
- » Mailchimp
- » Constant Contact
- » Microsoft Office

PROFESSIONAL EXPERIENCE

COMPANY – LOCATION

NOVEMBER 2012 - AUGUST 2017

MARKETING MANAGER

Developed and implemented client and core business branding, marketing and communications plans to drive business goals. Served clients across industries, including financial services, healthcare and consumer goods.

- » Created research-based strategic branding and marketing-communication plans for client projects including audience segmentation, persona development, customer journey mapping and content strategy.
- » Developed and managed new client and project on-boarding process: conducted market and competitive research and analysis, wrote strategic creative and campaign briefs, and identified key performance measures for campaign evaluation and analysis. Also created statements of work and managed client billing.



704.632.9955 // www.accruepartners.com



- » Served as account lead supporting a prominent partner agency and their clients, including the largest hospital association in Minnesota and the MoveMN transportation coalition. Coordinated creative concepts, delivered design pitches and managed the production of campaign materials such as digital ads, website design, print collateral, billboard signage and infographics.
- » Managed project timelines and team communication.
- » Wrote, designed and published internal and client e-newsletters.

KEY ACCOMPLISHMENTS

- » Increased client base by 112% YOY through networking and digital marketing, contributing to 21% of 2015 revenue.
- » Increased website visits by 95% YOY through SEO and paid search using Google AdWords; achieved a 195% ROI in new client acquisition via paid digital channels.
- » Increased core business social media presence by 87% by creating a strategic content calendar, collaborating with designers for creation of internal digital marketing content, and utilizing Hootsuite to schedule social media posts.

COMPANY – LOCATION

MARCH 2010 - OCTOBER 2012

MARKETING COORDINATOR

Increased yoga, retail and spa sales for a regional franchise of a large, national yoga brand through cross-channel marketing, employee incentives and member rewards programming.

- » Supported Franchise Director in annual strategic marketing-communications planning, including client programming, teacher training, studio promotions and special events.
- » Developed and implemented a best practices protocol, a promotional calendar, an employee incentive program and a membership rewards program in order to drive membership and studio sales.
- » - Wrote, designed and published monthly newsletters, fliers and social media content utilizing Adobe Photoshop, Adobe InDesign, Microsoft Office, Hootsuite and Constant Contact.

KEY ACCOMPLISHMENTS

- » Increased social media presence through management of Facebook, Instagram, Twitter and LinkedIn pages for XYZ Company; created a strategic content calendar for each business unit; utilized digital paid advertisements through social media to increase awareness of studios and programming.

INTERESTS

- » Volunteering for Habitat for Humanity
- » Flipping Houses in the local Charlotte community
- » Hiking high peaks in Upstate New York – Registered ADK 46er
- » Avid clarinet player
- » Die-hard New Orleans Saints fan