

# Creating a Resume - - Quick Guide

## Basics for Constructing Your Vehicle to the Interview

The primary goal in presenting a resume is to communicate your experience, education, skills, and accomplishments to a potential employer. Because it serves both as a career history and as a marketing tool, a well-constructed and well-designed resume can open the door to interviews and give you an edge over your competition.

In preparing your resume you have to appreciate who you are, what you want and what you have to offer. Putting "yourself" on paper is no less important than negotiating a business deal or preparing for an interview. It is more than name, rank, and serial number and is neither a shopping list or an autobiography. When an outplacement counsellor is hired by a company to assist a terminated employee with the job search, one of the main activities is to collaborate on the creation of an effective resume.

Gather relevant data from previous resumes and

job descriptions and from recalled accomplishments. Don't shy away from acknowledging specific achievements and skills. Even though it may be uncomfortable, this is the time to focus on successes, skills, attributes and abilities. Organize component parts of the resume into either a reverse chronological or a function format; then pull the information together.

Prospective employers have become very selective about securing a precise fit (experience, knowledge, education, personality, style, expectations) between a new employee and their organization. Employers refine the list of candidates that they choose to interview by first reviewing (reading and/or scanning) resumes. Therefore, it is imperative that you do a thorough job.

Upon completion of the resume, you can begin to market yourself. Promoting your talents, abilities, skills, competencies and yourself is one of the most important aspects of attaining both job search and career success.

## SUGGESTIONS AND GUIDELINES

### Put Your Name on Top

Include your name on top (with degrees or certificates if desired & relevant) followed by home address, residence and cell numbers, and an E-mail address. This section becomes your **LETTERHEAD**.

**Note:** Set up politely and clearly answered voicemail message at the numbers proffered.

### Target Your Resume

Have a specific career objective in mind and under the letterhead, create a **CAREER OVERVIEW** (a brief summary that supports the job objective and briefly highlights your function, strengths, accomplishments and key competencies). Every word thereafter supports that objective.

### Keep a Consistent Style

Maintain the same format for each employer / function. The two foremost styles are: **Reverse Chronological** and **Functional** (See reverse -P2- for a brief explanation.)

### Be Concise

Delete "excess baggage". Aim for a maximum of two pages.

### Present as Unique

Your resume is a reflection of your uniqueness and is best when basically compiled by you.

### Be Clear

Present thoughts clearly. Use Power Stories (success stories) to build your accomplishment statements. Grammar and spelling must be checked.

### Watch your Language

Employ definitive action-oriented words. Avoid first person "I". Use past tense for previous jobs. Edit passive, weak or redundant words and phrases.

Demonstrate successes with results, % and \$ where possible.

### Proofread and Edit

Never send a flawed resume. Check grammar, spelling, facts and punctuation thoroughly. Have friends, colleagues and professionals critique the resume and make relevant revisions only.

### Word Process the Document

After saving the document as a Word file for ease of transmission, print a crisp original on good quality, white bond paper, 8½" x 11". If necessary, arrange with a printer to have additional copies made. When photocopying or reprinting your resume, select a good quality paper. Choose a standard easy-to-read type style (Arial, Times New Roman, 10 / 11 font size).

### Make It Visually Appealing

Decide on a page layout: usually single-spaced; lots of white; use bullets; standard margins are one inch. Check Internet sites such as HRDC, Workopolis, JobShark, Monster.ca, etc. for styles, formats and a boilerplate. Save a copy in Rich Text Format (\*.rtf) for 'cut and paste' to job site applications.

### Avoid

- Abbreviations that are uncommon
- Slang or jargon; being too wordy
- Attachments, photos
- Your S.I.N. #
- Any references to age, gender, religion, race, ethnic origin, health, finances, weight, disability, height, and marital status
- Monetary requirements
- Inaccurate claims
- Reasons for leaving a job
- Covers, binders, coloured paper (unless creativity must be demonstrated)
- Large unexplained gaps in time



W.N. ASSOCIATES INC.

Consultants in Human  
Resources Management

## RESUME HINTS

- Establish and keep your career objective 'top-of-mind' to focus your search. More recently, job seekers prefer to leave this off the resume and position it in the **COVER LETTER**. Always include a cover letter to introduce your reason for writing and to offer a few solid accomplishments that will grab the reader's attention. Use the same letterhead as on the resume for consistency.
- Following the **CAREER OVERVIEW**, organize work experience in **Reverse Chronological** order under the heading **CAREER HISTORY** according to dates, companies, positions, responsibilities, accomplishments, and specialized skills. This commonly used format begins with the most recent work experience (company and job title) listed first. Continue in reverse chronological order. List highlights of awards, professional competencies and specific experiences as accomplishments within each job function.
- If there are gaps in work experience, or if certain jobs indicate a wide variety of experiences in many areas, or if your career has been off course a number of times, you might use a **Functional** resume that outlines skills and experience under specific themes or headings such as Management, Financial, Sales, Marketing, Supervisory, Communications, Technology, Administration, Computer Software, etc. This is often a less desirable format because career growth and the chronology of jobs and duties may appear sketchy or confused.
- Add an itemized list of companies and job titles in reverse order following your themes to clarify experience.
- List **EDUCATIONAL BACKGROUND** *{(secondary school), college, university degrees, certificates, licenses and courses}*.
- Add relevant **PROFESSIONAL MEMBERSHIPS** or affiliations.
- Mention significant **HOBBIES AND INTERESTS** if desired.
- Reveal personal data only if it pertains to your career objective.
- REFERENCES** can be typed on a separate page and presented only on request. (Include names, title, company, relationship to you, phone number and address). Prior to offering a name, phone referees first to ask for permission to use them.
- Skills fall into two categories — technical and generic. Technical skills are the skills acquired doing a specific task. Generic skills are those that are transferable to various work settings and industries. Below is a list of fourteen marketable generic skills for you to keep in mind while you write your resume. **Analytical, Decision-Making, Initiative, Flexibility, Problem Solving, Team Player, Efficiency, Leadership, Multitasking, Communication, Interpersonal, Motivation, Organization, Planning.**

## ACTION WORDS

In order to complete a action oriented resume, most statements will begin with words such as those listed below. Develop a series of points for each position held. Expand each statement to include an answer to the question "So what happened?" for every claim. In this way you offer a prospective employer a valuable snapshot of what you have been able to accomplish.

### MANAGEMENT

Administered  
Analyzed  
Assigned  
Attained  
Chaired  
Consolidated  
Contracted  
Coordinated  
Delegated  
Developed  
Directed  
Evaluated  
Executed  
Improved  
Increased  
Organized  
Oversaw  
Planned  
Prioritized  
Produced  
Recommended  
Reviewed  
Scheduled  
Supervised

### COMMUNICATION

Addressed  
Arbitrated  
Authored  
Corresponded  
Developed  
Directed  
Edited

Enlisted

Formulated  
Influenced  
Interpreted  
Lectured  
Mediated  
Moderated  
Motivated  
Persuaded  
Translated  
Publicized  
Recruited  
Reconciled  
Spoke  
Wrote

### RESEARCH

Clarified  
Collected  
Critiqued  
Diagnosed  
Extracted  
Evaluated  
Inspected  
Examined  
Identified  
Interpreted  
Interviewed  
Investigated  
Organized  
Reviewed  
Summarized  
Surveyed

### TECHNICAL

Assembled

Built  
Calculated  
Designed  
Devised  
Engineered  
Fabricated  
Installed  
Maintained  
Operated  
Overhauled  
Programmed  
Remodeled  
Repaired  
Solved  
Tested  
Trained  
Upgraded

### TRAINING

Adapted  
Advised  
Clarified  
Coached  
Communicated  
Coordinated  
Developed  
Enabled  
Encouraged  
Evaluated  
Explained  
Facilitated  
Guided  
Informed

Instructed

Initiated  
Led  
Persuaded  
Set Goals  
Stimulated  
Trained

### FINANCIAL

Administered  
Allocated  
Analyzed  
Appraised  
Audited  
Balanced  
Budgeted  
Calculated  
Computed  
Developed  
Forecast  
Managed  
Marketed  
Planned  
Projected  
Researched

### CREATIVE

Acted  
Created  
Conceptualized  
Designed  
Developed  
Directed  
Established  
Fashioned

Founded

Illustrated  
Instituted  
Introduced  
Integrated  
Invented  
Originated  
Planned  
Performed  
Revitalized  
Shaped

### HELPING

Assessed  
Assisted  
Clarified  
Coached  
Counselled  
Demonstrated  
Diagnosed  
Educated  
Expedited  
Facilitated  
Familiarized  
Guided  
Increased  
Mentored  
Referred  
Rehabilitated  
Represented

### ADMINISTRATIVE

Approved  
Arranged  
Catalogued

Collected

Compiled  
Controlled  
Developed  
Dispatched  
Executed  
Generated  
Implemented  
Inspected  
Monitored  
Operated  
Organized  
Prepared  
Processed  
Purchased  
Reconciled  
Recorded  
Retrieved  
Screened  
Specified  
Tabulated  
Validated

### SALES

Budgeted  
Closed  
Sold  
Developed  
Established  
Forecast  
Organized  
Planned  
Targeted  
Promoted

Willis M.L. Newton

"Willis has a reputation for building strong, confidential client relationships based on trust and mutual respect."

"I found Willis to be a client-oriented professional and trusted coach."

"As head of W.N. Associates, Willis delivers results for complex and involved assignments."