



Resume Writing and Tailoring

Overview

- A resume serves as a summary of your education, work experience, and technical skills that are **directly related** to the specific position for which you are apply
- Items to avoid: photo, social security number, DOB disability or personal story and a non-professional e-mail address.

Components of a Strong Resume

1. **Use action words**, like “achieved, launched, organized, proposed,” to begin each bullet
 - Avoid overused buzzwords: results-driven, team player, hard worker, highly qualified, innovative, excellent communicator, familiar with, expert
 - Demonstrate HOW you are results-driven, a team player, a hard worker, etc.
2. **Highlight achievements and accomplishments rather than listing responsibilities.** How has the work you’ve done in the past made a positive impact? Demonstrate your past accomplishments that could satisfy one or more of the following criteria:
 - You created or helped create new programs, processes, or procedures
 - You achieved equal results with fewer resources
 - You improved the efficiency of operations or service delivery
 - You achieved something positive for the first time
3. **Quantify your job duties**
 - a) Three different ways to quantify your achievements:
 - **Time:** “Assisted with twice-monthly payroll activities, ensuring employees were paid as expected and on time”
 - **Money:** “Identified, researched, and recommended a new Internet service provider, cutting costs by 15%”
 - **Amounts:** “Trained five new employees on restaurant operations procedures”

How to Tailor Your Resume

1. **Professional Summary:** A snap-shot of who you are as a professional that conveys your notable and relevant achievements and competencies. Highlight why you’re perfect for *that* job. There are three different ways to write a professional summary.
 - a) 1-2 lines stating your profession/field, years of experience, and key expertise.
 - b) 2-4 lines stating your profession/field, years of experience, and key expertise or achievements, with greater detail than above. This should not include your skills – keep that to your “skills” section!



c) Highlight 2-3 areas of expertise.

d) Examples:

- **Administrative Assistant:**

- Reliable administrative assistant with 4 years' experience in high volume settings
- Reliable administrative assistant with 4 years' experience in high volume settings. Excels at prioritizing and overseeing projects to achieve office goals. Successful record of fielding high volume of phone calls, providing information to clients, drafting corporate emails, and serving as a liaison between departments.
- Office Management * Correspondence * Client Services

- **Marketing Professional:**

- Marketing professional skilled in creating and managing social media strategies and campaigns for global retail organizations
- Marketing professional with 5+ years' experience in social media management, content marketing, and branding. Possesses a B.A. in Marketing. Expertise in data analytics; excellent communication skills in outreach and digital copywriting, ensuring strong brand presence.
- Branding * Social Media Strategy * Campaign Design

2. **Identify and highlight keywords**, which are job specific skills, abilities, credentials, and qualities that a hiring manager looks for in a candidate. Types of keywords:

- Industry-specific:

- IT: data analytics; network security; systems analysis
- Case Management: clinical; conflict resolution; crisis intervention
- Marketing: social media; Google AdWords/analytics; verbal, written communication

- Soft skills: problem-solving; communication; team management

- Job titles: sales assistant; business development manager; receptionist

- Trainings/Certifications: LMSW; CDL License, CCNA, Project Management (PMP)

- Education: MBA, PhD, BS

3. **Incorporate keywords throughout your resume.**

4. **Review the following example to try identifying and inserting key words.**



Sample Job Description

Marketing Manager

We are a leading provider of **enterprise applications** ① empowering people in service organizations. We enable people to use business application at work or at school. That is why we create business software that fits the way people work and not the other way around. Help us be the best and Join us!

Our Sales and Marketing team is looking for a Marketing Manager. Are you the one who can coordinate and manage conferences, exhibitions and events to support brand awareness, thought leadership positioning and the generation of **high quality leads**? ② Join our team and apply now!

What you will do:

- You will **coordinate marketing campaigns** with sales activities ③
- You will manage and improve **lead generation campaigns**, measuring results ④
- You will **plan and implement promotional campaigns** and local marketing strategy ⑤
- You will oversee the company's **marketing budget** ⑥

Your approach

As a Marketing Manager, you use your creative mind-set to come up with original ideas, which you translate into real achievable activities. You include your ideas into a **good briefing to all involved parties** ⑦ such as creative, copy writers, content producers, online specialists, etc. and you will work closely with them. They can also come to you if they have questions, because you are the one who takes full responsibility for the project management of an event. This also includes follow-up and lead generation activities. You will make sure that you source and book the right venues and entertainment. When you organize an event, you are aware that you need to integrate campaign plans by using the full marketing mix.

We ask

- **Marketing or Business qualification**; ⑧
- Worked in Marketing for a minimum of **5 years**; ⑨
- Experience in coordinating PR strategies;
- **Proven experience of event management and executions** ⑩ intimate executive dinners to large customer conferences;
- Solid understanding of and experience in the **business-to-business marketing** ⑪ process and practice;
- **Project management skills**; ⑫
- Knowledge of how to monitor and report on **effectiveness of marketing communications** ⑬

We offer

- A challenging international environment
- Enthusiastic colleagues who are eager to learn from each other
- A flexible and solution-oriented workplace



Tailored Resume Sample

Cathy Smith

Home Address

Email Address

Cell number

Creative Marketing Manager with over **5 years' experience**⁹ in coordinating marketing strategies for the IT sector. Expertise in lead generation strategy, leading over 10 international marketing campaigns with excellent track record in cooperating with sales departments.

Skills

- **Project Management**¹²
- Excellent Lead Analysis
- **B2B Marketing Strategy**¹¹
- International Marketing Campaigns
- Event Management
- Sales Analysis
- Marketing Communications
- Budget Management
- Creative instinct
- Team Management

Experience

XYZ Software, San Antonio, TX

2012 – Present

MARKETING MANAGER, *B2B Marketing Strategy*:

- Create B2B marketing strategies for **enterprise applications**¹
- Manage and improve **lead generation campaigns (online and offline activities)**⁴
- **Manage the marketing budget and measure results**⁶
- **Ensured a 20% rise in lead conversion by the sales department**²
- Conducted **4 global marketing campaigns that led to a 15% increase in sales in 2015**³
- **XYZ Software's launch of a new B2B service received Best B2B Event Campaign Award in the "Marketing for IT" poll**¹⁰

MARKETING SPECIALIST / IT SUPPLY CENTER LTD, PHOENIX, TX

2008 – 2012

- Planned and implemented **promotional campaigns**⁵
- Integrated event management campaigns with sales plans
- Led campaign analyses
- **Cooperated with all involved parties, including copywriters and PR agencies**⁷

Education

Phoenix University

JAN 2012

Master of Science, **Event Marketing Management**⁸

San Antonio University

JUNE 2010

Bachelor of Science, International Management Program



Resume Checklist

- ✓ **Contact Information:** Check for correct name, phone number, email address
- ✓ **Margins:** No more than 1 inch and no smaller than 8/10th of an inch
- ✓ **Font:** Between 10 -12 with accessible font, such as Arial, Garamond, or similar
- ✓ **Length:** No more than 2 pages
- ✓ **Format:** Is it consistent? Are dates, company, school names, and locations in the same place for each entry?
- ✓ **Abbreviations:** Does resume contain any abbreviations that aren't explained?
- ✓ **Dates:** Do dates follow chronological order or is there a confusing overlap?
- ✓ **Education:** Is your school, degree, major/minor, graduation date (month and year) included?
- ✓ **Experience:** Did you include company/organization name, job/internship title, dates of employment, location (city, state)?
- ✓ **Action Verbs:** To describe job functions, did you use action verbs to describe WHAT and HOW you performed each function?
- ✓ **Buzzwords:** Avoid phrases like "results-driven," "highly qualified," "team player," "excellent communicator," "hard worker," "familiar with...," "innovative," "expert," unless you're able to demonstrate *how* or *why* you have these qualities.
- ✓ **Quantifiable Results:** Did you include specific results and quantifiable accomplishments in your experience section, if possible?
- ✓ **Key Words:** Does your resume include some or most of the key words mentioned in the job description?
- ✓ **Tailoring:** Does the resume show HOW you're a great fit for the position applying for? Is all of the information included relevant to this position?
- ✓ **SPELLCHECK:** Check for spelling/grammar errors! Have a friend review it!