

# HOW TO WRITE AN EFFECTIVE RÉSUMÉ

**Presenter**  
**Jeanna Fullard**

## CONTENTS

- What is a Resume
- Different Types of Resumes
- Résumé Content & Formatting

## YOU WILL ALSO LEARN

- How to Compose & Send an Interview Thank You Letter
- The Components of a Well-Structured Cover Letter
- How to List Professional & Personal References

## WHAT IS A RESUME

- A Resume is a Career ESSENTIAL
- A brief account (1-2 pages) of your EXPERIENCE, QUALIFICATIONS, & ACHIEVEMENTS
- It should have AMPLE CONTENT to GRAB the PROSPECTIVE EMPLOYER'S ATTENTION

## DIFFERENT TYPES OF RÉSUMÉS

### Chronological vs. Functional

## CHRONOLOGICAL RÉSUMÉ

- The **MOST COMMON** type of Resume
- Provides a list of **PREVIOUS** jobs & Dates with the most **RECENT** listed **FIRST**
- It focuses on **Work Accomplishments & Skills** acquired during each job

### BRAD J. WATERMAN

78 Lafayette Street Home: (814) 555-6543  
 Erie, PA 16508 Office: (814) 555-2109  
 Email: emailaddress@email.com Cell: (814) 555-0327

#### SALES / SALES MANAGEMENT EXECUTIVE CUTTING-EDGE COMPUTER & INTERNET TECHNOLOGIES

*Key Account Management • New Business Development • Direct Sales & Reseller Partnerships  
 Consultative & Solution Sales • Networking & Relationship Building • Contract Negotiations*

**PROFILE** Dynamic 14-year sales career reflecting pioneering experience and record-breaking performance in the computer and Internet industries. Remain on the cutting-edge, driving new business through key accounts and establishing strategic partnerships and dealer relationships to increase channel revenue.

- Expert in sophisticated e-commerce sales models and vast knowledge of both the e-business marketplace and the capabilities and complexities of products.
- Outstanding success in building and maintaining relationships with key corporate decision-makers, establishing large-volume, high-profit accounts with excellent levels of retention and loyalty.
- Exceptionally well organized with a track record that demonstrates self-motivation, creativity, and initiative to achieve both personal and corporate goals.

*"Brad is a dynamic leader and arguably one of the best salespeople that has ever worked in any of the sales teams I have managed. I highly recommend Brad for a position within any organization."  
 - VP of Sales, Millionaire Software*

#### PROFESSIONAL EXPERIENCE

1998 - Present Web Communications, Philadelphia, PA

##### DISTRICT SALES MANAGER

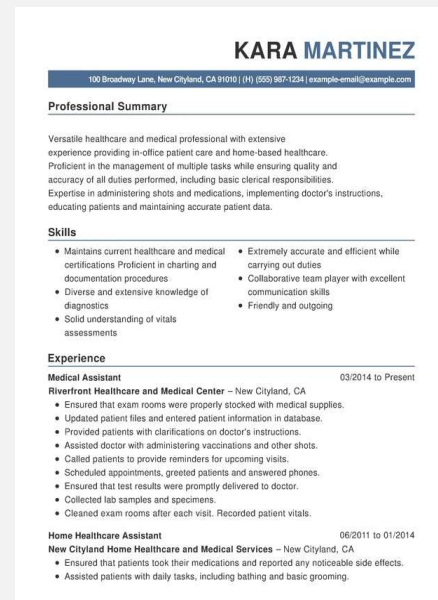
Execute direct and channel partner sales models for advanced e-commerce software applications. Target a broad market, meeting sophisticated e-business needs for customers that include Fortune 500s and emerging dot.coms. Interface directly with top-level executives, negotiate high-dollar contracts, and coordinate implementation. Manage accounts and orchestrate post-sale professional services and resources.

##### Key Achievements:

- Achieved 186% of quota and qualified for "President's Club." Grew sales to \$4 million within 6 months and positioned as the top #2 rep in the company.
- Established alliances with 10 major integration partners and attained ranking as the top #1 sales producer within just one year, generating \$7.6 million annually.
- Delivered \$2.8 million revenue, selling 2 of the first 5 units in North America of a newly released, cutting-edge e-commerce business solution.
- Opened a completely unworked territory, surpassing all sales goals in spite of challenges associated with the sale of a v.1 release product with no reference sites.
- Generated the highest volume of new accounts company-wide, and was recognized with a "President's Achievement Award," the company's most prestigious honor.

## FUNCTIONAL RÉSUMÉ

- Includes a CAREER PROFILE
- Provides a list of Company Names, Job Titles, & Job Dates at the BOTTOM
- It focuses on a Jobseeker's SKILLS & ABILITIES



## RESUME CONTENT & FORMATTING

## RESUME CONTENT

- **Contact Information**
- **Career Profile Summary**
- **Summary of Skills (Optional)**
- **Work Experience**
- **Education**
- **Military Information**

## RESUME FORMATTING

### **Recommended Fonts**

Arial

Tahoma

Times New Roman

Verdana

Font sizes should be 10-12 point

## RESUME FORMATTING

- Limit using a lot of **BOLD, ITALICS, TABLES, & UNDERLINING**
- Include **KEYWORDS** that are **SPECIFIC** for the Industry/Job you're seeking
- Document should be in .doc or .docx format and not a .PDF

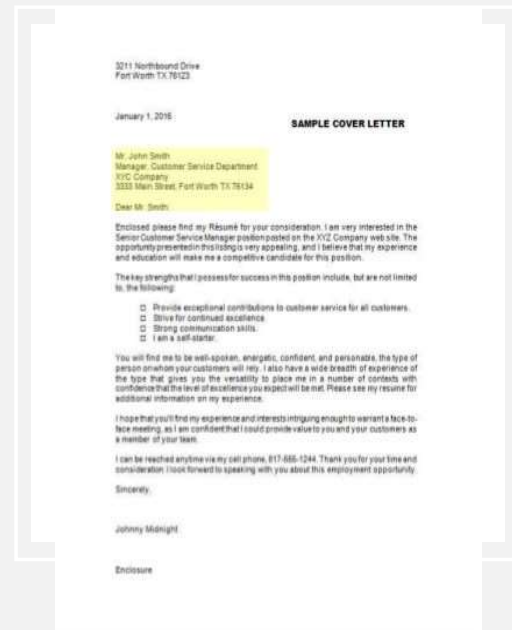
## INTERVIEW THANK YOU LETTER

- Reemphasizes the **VALUE** that you will **CONTRIBUTE** to the Organization as well as Restates your **INTEREST** in the **POSITION**
- Candidate should send this Letter immediately following an Interview
- Should be sent via Email, Letter, or Phone Call

## COMPONENTS OF A WELL-STRUCTURED COVER LETTER

First, it should include your contact information and the current date

Second, include the hiring manager's name, business title, company name and address, followed by proper salutation



## COMPONENTS OF A WELL-STRUCTURED COVER LETTER

Third, it should include a minimum of three paragraphs

1. The position you are applying for and where you found the job posting (paragraph one).

2. What you will be able to contribute to the organization (paragraph two).

3. How you desire to be contacted at the Employer's convenience (paragraph three).



## HOW TO LIST PROFESSIONAL & PERSONAL REFERENCES

Prepare as a separate page.  
DO NOT include "References Available Upon Request" on your Resume.

Prepare three references, two should be professional and one maybe personal and include: Reference Name, Company, Location, Email Address, and Contact Number.

Have the reference list readily available to present to prospective Employers.

### Professional References for Susan Smith

Chris Fields, ARC, Solutions Design Consultant  
Chicago, IL  
Email: Chris@arcnow.com  
Cell: 312-954-1234

Joyce Cimer, Microsoft - Partner Account Manager  
Redmond, WA  
Email: joyce\_cimer@Microsoft.com  
Cell: 312-555-0558

Susan Bridge, Independent Network Consultant  
Olmsted Falls, Ohio  
Email: stridsp@hotmail.com  
Cell: 440-666-5449

David Jones, Chicago Public Library  
Chicago, IL  
Email: David\_Jones@cpl.org  
Phone: 509-123-5588 Ext. 10

Bob Parker, Computer Sales, Eventus  
Independence, Ohio  
Email: bob.parker@yahoo.com  
Phone: 440-555-7782 or 216-555-1900

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