

# Writing a Strong Resume

# Agenda

- ▶ Resume purpose
- ▶ Types of resumes
- ▶ Parts of a resume
- ▶ Marketing with your resume
- ▶ Accomplishment statements
- ▶ Next steps





## It's about marketing ...

Your resume serves as a brochure for your search.  
It should clearly highlight:

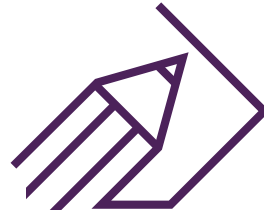
- 1 Your professional label or **“brand.”**
- 2 The **type** and **scope** of the positions you have previously held.
- 3 The **level** of your responsibilities.
- 4 What **skills** you have developed.
- 5 Your specific **accomplishments.**

# Types of resumes



## Chronological

- ▶ Most frequently used and accepted
- ▶ Lists job history in reverse chronological order



## Functional

- ▶ Stresses qualifications, less emphasis on employers and dates
- ▶ Used if objective is very different from experience
- ▶ Used if you are re-entering the job market after a long gap

# Parts of a resume

- ▶ Heading and Headline

- ▶ ~~Objective~~ **OUTDATED!**

- ▶ Summary

- ▶ Keyword table

- ▶ Highlights (optional)

- ▶ Employment history

- ▶ Education

- ▶ Professional development and training

- ▶ Other categories: Memberships, Certifications, Licenses, Technical skills, Publications, Languages, etc.

**Most important  
section!  
Think of it as your  
professional  
“movie trailer.”**



# Heading and headline

**LHH**

**JOHN DOUGH**

San Jose, CA

408-501-5555

[john.dough@gmail.com](mailto:john.dough@gmail.com)

[www.linkedin.com/in/johndough](http://www.linkedin.com/in/johndough)

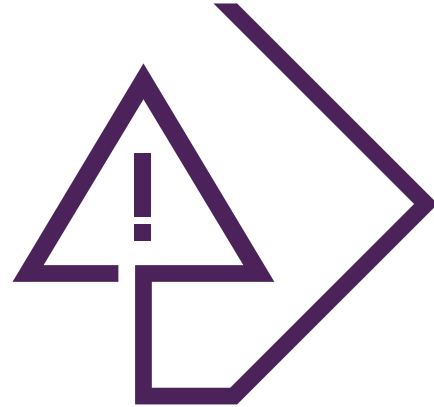
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John Dough

408-501-5555

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# Your summary statement



## Remember:

- 1 Know yourself.
- 2 Communicate your value.
- 3 Differentiate your skills.

# Marketing with your summary

## Avoid/Limit soft skills language

- ▶ Excellent communication skills
- ▶ Goal-driven/Detail-oriented
- ▶ Strong work ethic
- ▶ Self-starter/Multi-tasker
- ▶ Results-oriented/Team player
- ▶ Effective problem solver





# Marketing with your summary

## Weak summary

“ Enthusiastic, self motivated, professional with extensive experience in the health care industry. Excellent analytical, interpersonal, organizational, and leadership skills. Team player with proven ability to develop effective working relationships at all levels of the organization and to deliver results on time and within budget. Strong verbal and written communication and presentation skills. ”

# Marketing with your summary – continued

## Strong summary

“ Business Operations Manager with 10+ years in new program creation, process design, and continuous improvement. Recognized for reducing order cycle time 47% from 19 to 10 days by collaborating across the supply chain, raising the company to #2 in market rankings. Best known for successful delivery and implementations of new service offerings in a global multi-vendor call center environment. ”

# Activity: Writing a summary statement

## Write a first draft of your summary

I am....

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The value I bring is....

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I'm different because...

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# Marketing with key words

**LHH**

**Your name**

City, OH

(513) 000-0000

email@gmail.com

## **SUMMARY**

Top-performing Sales and Marketing executive with national account experience building market presence and driving revenue growth within highly competitive markets. Delivered strong and sustainable revenue gains through combined expertise in organizational leadership, sales training and development, and customer relationship management. Natural communicator and team leader with aggressive motivational skills and the ability to build, produce, and succeed.

## **SKILLS INVENTORY**

**P&L Management**

**Financial Analysis**

**Regional Sales Management**

**Business Plan Development**

**New Business Development**

**Budget Planning**

# Marketing with key words



## Legal

Commercial contract drafting  
Legal risk assessment  
Negotiation

Corporate transactions  
Regulatory analysis  
Communication

Corporate governance  
Employment law  
Litigation



## Administrative

Government contracting support  
Accounts payable  
Developing policies & procedures

Vendor management  
Purchase requisition  
Budget management

Facilities management  
Customer service  
Office relocation coordinator

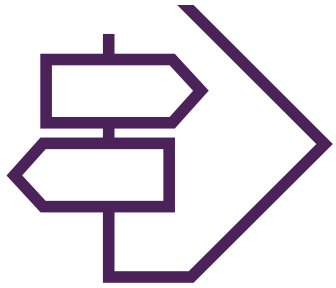


## Business development

P&L management over \$300M  
Strategy & planning  
Mergers & acquisitions (M&A)

Business development  
Capture management  
Marketing/Branding/Social media

Product/Patent management  
Technology transfer  
Investment prioritization



## Responsibility vs. accomplishments



# Marketing with your professional experience

## Professional Experience

### Identification of company and title

**CORPORATION, City, ST**

**February 2017 – June 2019**

### **Sales and Marketing Manager of New Business Development**

Challenged to ascertain, evaluate, and execute new high-growth/margin market opportunities with the purpose of complimenting existing sales offerings.

- Engineered an acceptable entrance strategy into a 400MM sales opportunity; with gross margins in excess of 29%.
- Conceptualized and proposed a program for off-site vendor services, which allowed for a 500% increase in potential market share.
- Expanded an already-established market and tripled the potential outcome by adding additional complimentary services which raised the consumers appeal.
- Increased sales production 22% by strengthening sales productivity by working with field sales personnel through training and mentoring.

# Marketing with your professional experience – continued

## Professional Experience

**CORPORATION, City, ST**

**February 2017 – June 2019**

### **Sales and Marketing Manager of New Business Development**

#### **Responsibility statement**

Challenged to ascertain, evaluate, and execute new high-growth/margin market opportunities with the purpose of complimenting existing sales offerings.

- Engineered an acceptable entrance strategy into a 400MM sales opportunity; with gross margins in excess of 29%.
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# Marketing with your professional experience – continued



## Professional Experience

**CORPORATION, City, ST**

**February 2017 – June 2019**

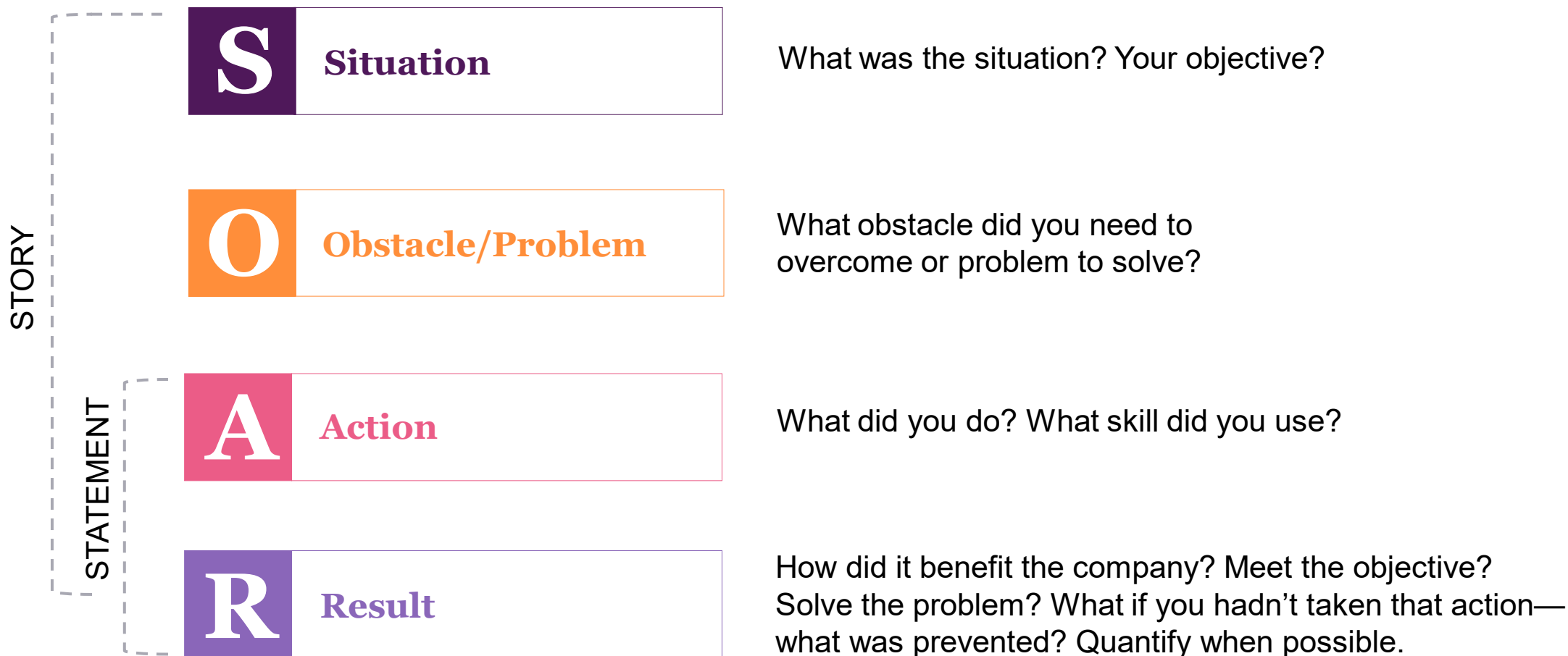
### **Sales and Marketing Manager of New Business Development**

Challenged to ascertain, evaluate, and execute new high-growth/margin market opportunities with the purpose of complimenting existing sales offerings.

#### **Accomplishment statements**

- Engineered an acceptable entrance strategy into a 400MM sales opportunity; with gross margins in excess of 29%.
- Conceptualized and proposed a program for off-site vendor services, which allowed for a 500% increase in potential market share.
- Expanded an already-established market and tripled the potential outcome by adding additional complimentary services which raised the consumers appeal.
- Increased sales production 22% by strengthening sales productivity by working with field sales personnel through training and mentoring.

# SOAR stories and statements



# Activity: Accomplishment statements

**Write two accomplishment statements:**

Action ...

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Skills ...

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Results ...

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## **Education**

M.I.T., Sloan School of Management, System Dynamics for Senior Managers  
University of California, Davis, Bachelor of Science in Mechanical Engineering

## **Education**

PhD, Computer Science, Pennsylvania State University, University Park, PA  
Dissertation focus – Information retrieval, search recall, and precision  
Master of Science, Computer Science, Pennsylvania State University, University Park, PA  
Thesis emphasis – Natural language semantics  
Bachelor of Science, Mathematics, University of Poona, Pune, Maharashtra, India

## **Education**

Masters in Industrial Administration, Carnegie Mellon University, Pittsburgh, PA  
Bachelor of Science, Strategic Management & Financial Accounting, Ohio State University, Columbus, OH  
Minor: Information Systems

## Additional information

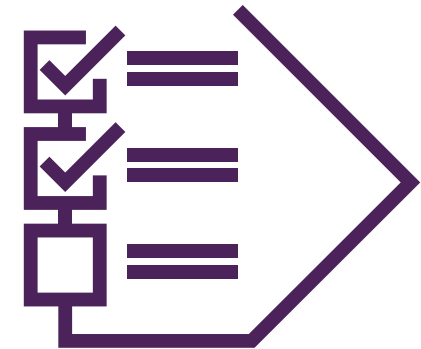
Include relevant information such as:

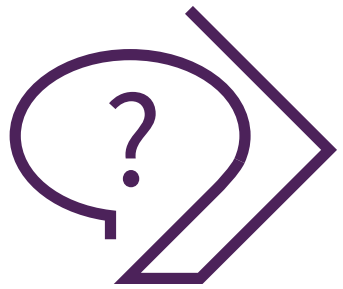
- ▶ Memberships
- ▶ Publications
- ▶ Military
- ▶ Patents
- ▶ Licenses/Certifications
- ▶ Awards/Honors
- ▶ Volunteer experience
- ▶ Language skills and proficiency



## Next steps

- ▶ Reformat your resume to model what was outlined in the workshop.
- ▶ Develop a summary statement.
- ▶ Write accomplishment statements
- ▶ Finalize your resume.





# Questions



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Thank you!

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# About us

Lee Hecht Harrison helps companies simplify the complexity associated with transforming their leadership and workforce so they can accelerate results, with less risk. We do this by helping their employees navigate change, become better leaders, develop better careers, and transition into new jobs.

As the world's leading integrated Talent Development and Transition company, we have the local expertise, global infrastructure, and industry leading technology required to simplify the complexity associated with executing critical talent and workforce initiatives, reducing brand and operational risk. Teams in more than 60 countries around the world leverage our proven programs and global experience to deliver tailored solutions to clients that align talent with the needs of their business.