

Samples Attached at the end of this document

Writing a Customized Résumé

Preparation

- **Research the job market.**
Use newspapers, the Web, and other resources to learn about jobs, qualifications, and employers.
- **Analyze your strengths.**
What will sell you for the job you want?
- **Study other résumés as models.**
Experiment with formatting.

Mary Ellen Guffey, Essentials of Business Communication, 8e Chapter 13, Slide 20

What is the goal of a customized résumé?

To win an interview

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Writing a Customized Résumé

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Choosing a Résumé Style

Choose a Résumé Style

CHRONOLOGICAL

Focuses on job history with most recent positions listed first

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Choosing a Résumé Style

Choose a Résumé Style

Focuses on skills

FUNCTIONAL

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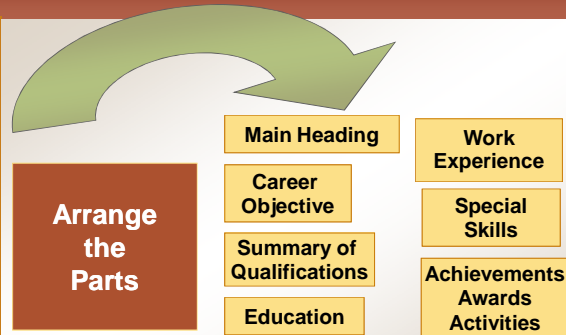
Deciding on Length

Decide on Length

Make your résumé as long as needed to sell your skills to recruiters and hiring managers.

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Arranging the Parts



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Chapter 13, Slide 26

Arranging the Parts

Heading and Objective

- List your name, address, phone, and e-mail address.
- Include a career objective only for a targeted job.
- Ideally, name job title, area of specialization, and type of company.

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Chapter 13, Slide 27

Arranging the Parts

Summary of Qualifications

- Present your most impressive skills and accomplishments in a concise list.

Education

- Name your degree, date of graduation, and institution.
- List your major and GPA.
- Give information about your studies, but don't inventory all your courses.

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Chapter 13, Slide 28

Arranging the Parts

Work Experience

If your work experience is significant and relevant to the position sought, place this section before education.



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Chapter 13, Slide 29

Arranging the Parts of a Résumé

List your previous jobs.

Start with the most recent jobs. Include employer's name and city, dates of employment (month, year), and most significant title.

Salesperson, Kmart, Dayton, Ohio. 4/08 to 5/09
Manager, Fleet Equipment, Kettering, Ohio. 6/09 to present

Tax Preparer, Volunteer Income Tax Assistance program. March, 2009 to present. Sinclair College, Dayton, Ohio

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Chapter 13, Slide 30

Arranging the Parts: Work Experience

Describe your experience

Use action verbs to summarize achievements and skills relevant to your targeted job.

Prepared state and federal tax returns for individuals with incomes under \$25,000.

Conducted interviews with over 50 individuals to elicit data regarding taxes.

Determined legitimate tax deductions and recorded them accurately.

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Chapter 13, Slide 31

Arranging the Parts: Work Experience

Include non-technical skills

Give evidence of communication, management, and interpersonal skills. Employers want more than empty assurances. Try to quantify your skills.

Organized holiday awards program for 1200 attendees and 140 awardees.

Praised by top management for enthusiastic teamwork and excellent communication skills.

Arranging the Parts

Special Skills, Achievements, Awards

- Highlight your technical skills.
All employers seek employees proficient with the Internet, software programs, office equipment, and communication technology tools.
- Show that you are well-rounded.
List awards and extracurricular activities, especially if they demonstrate leadership, teamwork, reliability, loyalty, initiative, efficiency, and self-sufficiency.

Arranging the Parts

References

- Listing references directly on your résumé takes up valuable space.
- Instead, most recruiters prefer that you bring to the interview a list of individuals willing to discuss your qualifications.
- The best references are instructors, your current employer or previous employers, colleagues or subordinates, and other professional contacts.

Sample Reference List

References
Casey J. Jepsen
1103 Wood Road
Boscobel, WI 53805
Home: (608) 375-1926 Cell: (608) 778-5195 E-mail: cjepsen@tds.net

Mr. Jeff Schmitz
Loan Supervisor
Community First Bank
925 Wisconsin Avenue
Boscobel, WI 53805
(608) 375-4116
jschmitz@commfirstbank.com

Ms. Sue Winder
Work Study Supervisor
Southwest Wisconsin Technical College
1800 Bronson Boulevard
Fennimore, WI 53809
(608) 822-3611, Ext. 1200
swinder@swtc.edu

Ms. Sondra Ostheimer
Business/Communication Instructor
Southwest Wisconsin Technical College
1800 Bronson Boulevard
Fennimore, WI 53809
(608) 822-3622, Ext. 1266
sostheimer@swtc.edu

Provides reference list to be left at interview

Lists professional, not personal, references

Prints reference list with heading that matches heading on résumé

Lists only people who have given permission

Uses parallel form for all entries

Arranging the Parts

Additional Tips

- Omit references (unless specifically required).
- Look for ways to condense your data.
- Double-check for parallel phrasing.
- Project professionalism and quality.
- Avoid personal pronouns.
- Omit humor.
- Use 24-pound paper and a quality printer for your print copy.
- Know how to send your résumé by e-mail.
- Have a friend or colleague critique your résumé.

Proofread!

Textbook Résumé Models

Chronological Résumé Models

- Recent college graduate with related experience (Figure 13.7)
- Current college student with limited experience (Figure 13.6)
- Current university student with limited related experience (Figure 13.8)

Samples Attached at the end of this document

Textbook Résumé Models

Chronological Résumé Model

- University graduate with substantial experience (Figure 13.9)

Functional Résumé Model

- Recent university graduate with unrelated part-time experience (Figure 13.10)

Being Honest and Ethical

- Do not inflate your education, grades, or honors.
- Do not enhance job titles.
- Do not puff up accomplishments.
- Do not alter employment dates.
- Do be honest, ethical, and careful.

Polishing Your Résumé

- Avoid including anything that could become a basis for discrimination: photograph, age, marital status, national origin, race, etc.
- Do not send a photograph.
- Don't include your social security number.
- Don't include high school information, references, or full addresses of schools or employers.
- Don't put the word "résumé" at the top.

Submitting Your Résumé

Employers may ask you to submit your résumé in one of these ways:

- Word document
- Plain-text, ASCII document
- PDF document
- Company database
- Fax

Use Action Verbs in Statements That Quantify Achievements

Identified weaknesses in internships and **researched** five alternate programs
Reduced delivery delays by an average of three days per order
Streamlined filing system, thus reducing 400-item backlog to zero
Organized holiday awards program for 1,200 attendees and 140 workers
Designed three pages in HTML for company Web site
Represented 2,500 students on committee involving university policies and procedures
Calculated shipping charges for overseas deliveries and **recommended** most economical rates
Managed 24-station computer network linking data in three departments
Distributed and **explained** voter registration forms to over 500 prospective voters
Praised by top management for enthusiastic teamwork and achievement
Secured national recognition from National Arbor Foundation for tree project

FIGURE 13.6 Chronological Résumé: Current College Student With Limited Experience

To highlight her skills and capabilities, Casey placed them in the summary of qualifications at the top of her resume. She used the tables feature of her word processing program to create neat, invisible columns and to fit more information on one page, the length favored by most recruiters.

Casey J. Jepson
1103 Wood Road
Boscobel, WI 53805

Home: (608) 375-1926 Cell: (608) 778-5195 E-mail: cjepson@tds.net

SUMMARY OF QUALIFICATIONS

- Over three years' experience in administrative positions, working with business documents and interacting with customers
- Ability to keyboard (65 wpm) and use ten-key calculator (150 kpm)
- Proficient with Microsoft Word, Excel, Access, PowerPoint, FrontPage, and Publisher (passed MOS certification exam)
- Competent in Web research, written and oral communication, records management, desktop publishing, computer software troubleshooting, and proofreading and editing business documents
- Trained in QuickBooks, Flash, Photoshop, and Dreamweaver

EXPERIENCE

Administrative Assistant, Work Study
Southwest Wisconsin Technical College, Fennimore, Wisconsin, September 2008–present

- Create letters, memos, reports, and forms in Microsoft Word
- Develop customized reports and labels using Microsoft Access
- Maintain departmental Microsoft Excel budget

Loan Support Specialist
Community First Bank, Boscobel, Wisconsin, May 2006–September 2008

- Prepared loan documents for consumer, residential, mortgage, agricultural, and commercial loans
- Ensured compliance with federal, state, and bank regulations
- Originated correspondence (oral and written) with customers and insurance agencies
- Ordered and interpreted appraisals, titles, and credit reports
- Created and maintained paper and electronic files for customers

Customer Sales Representative
Lands' End, Dodgeville, Wisconsin, Winter seasons 2006–2008

- Answered phones and assisted customers with orders
- Resolved customers' merchandise questions and problems
- Entered catalog orders into computer system

EDUCATION

Southwest Wisconsin Technical College, Fennimore, Wisconsin
Major: Administrative Assistant with Help Desk certificate
AA degree expected May 2010. GPA in major: 3.8 (4.0 = A)

ACTIVITIES AND AWARDS

- Placed first in state BPA Administrative Assistant competition
- Served as SWTC Student Senate Representative for Administrative Assistant program
- Nominated for SWTC Ambassador Award (recognizes outstanding students for excellence in and out of classroom)

FIGURE 13.7 Chronological Résumé: Recent College Graduate With Related Experience

Courtney Castro used a chronological resume to highlight her work experience, most of which was related directly to the position she seeks. Although she is a recent graduate, she has accumulated experience in two part-time jobs and one full-time job. She included a summary of qualifications to highlight her skills, experience, and interpersonal traits aimed at a specific position. Notice that Courtney designed her résumé in two columns with five major categories listed in the left column. In the right column she included bulleted items for each of the five categories. Conciseness and parallelism are important in writing an effective résumé. In the *Experience* category, she started each item with an active verb, which improved readability and parallel form.

Courtney M. Castro (714) 455-9231
 2403 Mira Loma Drive, Costa Mesa, CA 90415 cmcastro@aol.com

OBJECTIVE Seeking position with financial services organization installing accounting software and providing user support, where computer experience and proven communication and interpersonal skills can be used to improve operations.

SUMMARY OF QUALIFICATIONS

- Over five years' experience in accounting field
- Extensive experience designing, installing, and providing technical support for accounting software, including ACCPAC, SAP, Great Plains, Peachtree, and Oracle
- Proficient in Word, Access, PowerPoint, Excel, and QuickBooks
- Skilled in technical writing, including proposals, user manuals, and documentation
- Experienced in office administration and management
- Fluent in speaking and writing Spanish

EXPERIENCE

Accounting software consultant. South Coast Software, Huntington Beach, CA June 2008 to present

- Design and install accounting systems for businesses such as Century 21 Butler Realty, Capital Financial Services, Pacific Lumber, and others
- Provide ongoing technical support and consultation for regular clients
- Help write proposals such as successful \$400,000 government contract

Office manager (part-time). Coastal Productions, Fountain Valley, CA June 2007 to May 2008

- Conceived and implemented improved order processing and filing system
- Designed and integrated module code pieces to export and convert data from an in-house SQL database to QuickBooks format for automated check printing and invoice billing
- Trained three employees to operate QuickBooks software

Bookkeeper (part-time). Home Roofing, Santa Ana, CA August 2004 to May 2007

- Kept books for roofing and repair company with \$240,000 gross income
- Performed all bookkeeping tasks including quarterly internal audit and payroll

EDUCATION

Orange Coast College, Costa Mesa, CA
 Associate of Arts degree in business administration, June 2008
 GPA in major 3.6 (4.0 = A)

Oracle University -- currently enrolled in database training seminars leading to Oracle certification

HONORS AND ACTIVITIES

- Dean's list, three semesters
- Elected to Alpha Beta Sigma business student honorary

Annotations:

- Provides a summary of qualifications to list most impressive qualifications** (points to SUMMARY OF QUALIFICATIONS)
- Arranges jobs in reverse chronological order** (points to EXPERIENCE)
- Uses bulleted lists to make résumé easier to read** (points to bulleted lists in EXPERIENCE and SUMMARY OF QUALIFICATIONS)
- Shows job titles in bold for readability** (points to bolded job titles in EXPERIENCE)
- Includes detailed objective in response to advertisement** (points to OBJECTIVE)
- Uses present-tense verbs for current job and past-tense verbs for previous jobs** (points to EXPERIENCE)
- Specifies relevant activities for targeted position** (points to bulleted lists in EXPERIENCE)
- Provides white space around headings to create open look** (points to section headings)

FIGURE 13.8 Chronological Résumé: Current University Student With Limited Related Experience

Eric used MS Word to design a traditional chronological print-based résumé that he plans to give to recruiters at the campus job fair or during an interview. Although Eric has work experience not related to his future employment, his résumé looks impressive because he has transferable skills. His internship is related to his future career, and his language skills and study abroad experience will help him score points in competition with applicants. Eric's volunteer experience is also attractive because it shows him as a well-rounded, compassionate individual. Because his experience in his future field is limited, he omitted a summary of qualifications.

Places education and relevant courses first for emphasis

Quantifies responsibilities in numbers and dollar amount

Shows leadership qualities and well-rounded personality

Eric Chien
800 N. State College Blvd., Apt. 8B, Fullerton, CA 92834
Home 714.278.3229
E-mail echien@rocketmail.com

OBJECTIVE	Seeking a position in public relations or marketing that will possibly involve the use of languages and foreign travel
EDUCATION	Bachelor of Arts—Business Administration , May 2010 Major: Marketing and Public Relations California State University, Fullerton Major GPA 3.4 Overall GPA 3.25 Study Abroad: Paris, France Fall 2007
RELATED COURSEWORK	Principles of Marketing Introduction to Macro Economics Business Communication Spanish Conversation Introduction to Public Relations Organizational Behavior
PROFESSIONAL EXPERIENCE	Islands Restaurant , Brea, CA Spring 2008–present <i>Head Food Server (nights and weekends)</i> <ul style="list-style-type: none">• Deliver friendly and professional customer service• Train and supervise six food servers• Handle large amounts of cash and credit card transactions (\$20,000 daily); perform accounting duties at the end of shift Don Conkey & Partner, CPAs , Newport Beach, CA Fall 2006 <i>General Office Assistant (part-time)</i> <ul style="list-style-type: none">• Expedited mail, answered phones; provided secretarial support• Filed documents and entered data into computer
INTERNSHIP EXPERIENCE	Beverly Hilton Hotel , Beverly Hills, CA Spring 2007 <ul style="list-style-type: none">• Conducted research for potential campaigns• Interacted with guests and business partners• Wrote restaurant reviews and other press kit items
HONORS AND AWARDS	Susan G. Komen , Newport Beach, CA October 2006–present <ul style="list-style-type: none">• Volunteered at foundation for breast cancer research• Organized local 5K Race for the Cure• Was named “Volunteer of the Month” in Spring 2007
LANGUAGES	Spanish (understand and read); French (speak, read, and write)
PROFESSIONAL MEMBERSHIPS	American Marketing Association (Member) Public Relations Association of America (Treasurer)
ACTIVITIES	Enjoy watching films, reading, running, and travel

FIGURE 13.9 Chronological Résumé: University Graduate With Substantial Experience

Because Rachel has many years of experience and seeks executive-level employment, she highlighted her experience by placing it before her education. Her summary of qualifications highlighted her most impressive experience and skills. This chronological two-page résumé shows the steady progression of her career to executive positions, a movement that impresses and reassures recruiters.

RACHEL M. CHOWDHRY
85 Monroe Drive NW
Grand Rapids, MI 49503

rchowdhry@west.net
(616) 490-3310

OBJECTIVE

SUMMARY OF QUALIFICATIONS

PROFESSIONAL HISTORY AND ACHIEVEMENT

Senior Financial Management Position

- Over 12 years' comprehensive experience in the accounting industry, including over 8 years as a controller
- Certified Public Accountant (CPA)
- Demonstrated ability to handle all accounting functions for large, midsized, and small firms
- Ability to isolate problems, reduce expenses, and improve the bottom line, resulting in substantial cost savings
- Proven talent for interacting professionally with individuals at all levels, as demonstrated by performance review comments
- Experienced in P&L, audits, taxation, internal control, inventory management, A/P A/R, and cash management

11/06 to present CONTROLLER
United Plastics, Inc., Grand Rapids, Michigan (extruder of polyethylene film for plastic aprons and gloves)

- Direct all facets of accounting and cash management for 160-employee, \$3 billion business
- Supervise inventory and production data processing operations and tax compliance
- Talked owner into reducing sales prices, resulting in doubling first quarter 2009 sales
- Created cost accounting by product and pricing based on gross margin
- Increased line of credit with 12 major suppliers

1/04 to 10/06 CONTROLLER
Burgess Inc., Freeport, Illinois (major manufacturer of flashlight and lantern batteries)

- Managed all accounting, cash, payroll, credit, and collection operations for 175-employee business
- Implemented a new system for cost accounting, inventory control, and accounts payable, resulting in a \$100,000 annual savings in computer operations
- Reduced staff from ten persons to five with no loss in productivity
- Successfully reduced inventory levels from \$1.1 million to \$600,000
- Helped develop new cash management system that significantly increased cash flow

8/02 to 11/03 TREASURER/CONTROLLER
The Builders of Winter, Winter, Wisconsin (manufacturer of modular housing)

- Supervised accounts receivable/payable, cash management, payroll, insurance
- Directed monthly and year-end closings, banking relations, and product costing
- Refinanced company with long-term loan, ensuring continued operational stability
- Successfully lowered company's insurance premiums by 7 percent

Rachel M. Chowdhry

Page 2

4/98 to 6/02 SUPERVISOR OF GENERAL ACCOUNTING
Levin National Batteries, St. Paul, Minnesota (local manufacturer of flashlight batteries)

- Completed monthly and year-end closing of ledgers for \$2 million business
- Audited freight bills, acted as interdepartmental liaison, prepared financial reports

ADDITIONAL INFORMATION

Education: B.B.A. degree, University of Minnesota, major: Accounting, 1997
Certification: Certified Public Accountant (CPA), 1999
Personal: Will travel and/or relocate

De-emphasizes education because work history is more important for mature candidates

Lists most impressive credentials first

Use action verbs but includes many good nouns for possible computer scanning

Emphasizes steady employment history by listing dates FIRST

Explains nature of employer's business because it is not immediately recognizable

Describes and quantifies specific achievements

FIGURE 13.10 Functional Résumé: Recent College Graduate With Unrelated Part-Time Experience

Recent graduate Kevin Touhy chose this functional format to de-emphasize his meager work experience and emphasize his potential in sales and marketing. This version of his résumé is more generic than one targeted for a specific position. Nevertheless, it emphasizes his strong points with specific achievements and includes an employment section to satisfy recruiters. The functional format presents ability-focused topics. It illustrates what the job seeker can do for the employer instead of narrating a history of previous jobs. Although recruiters prefer chronological résumés, the functional format is a good choice for new graduates, career changers, and those with employment gaps.

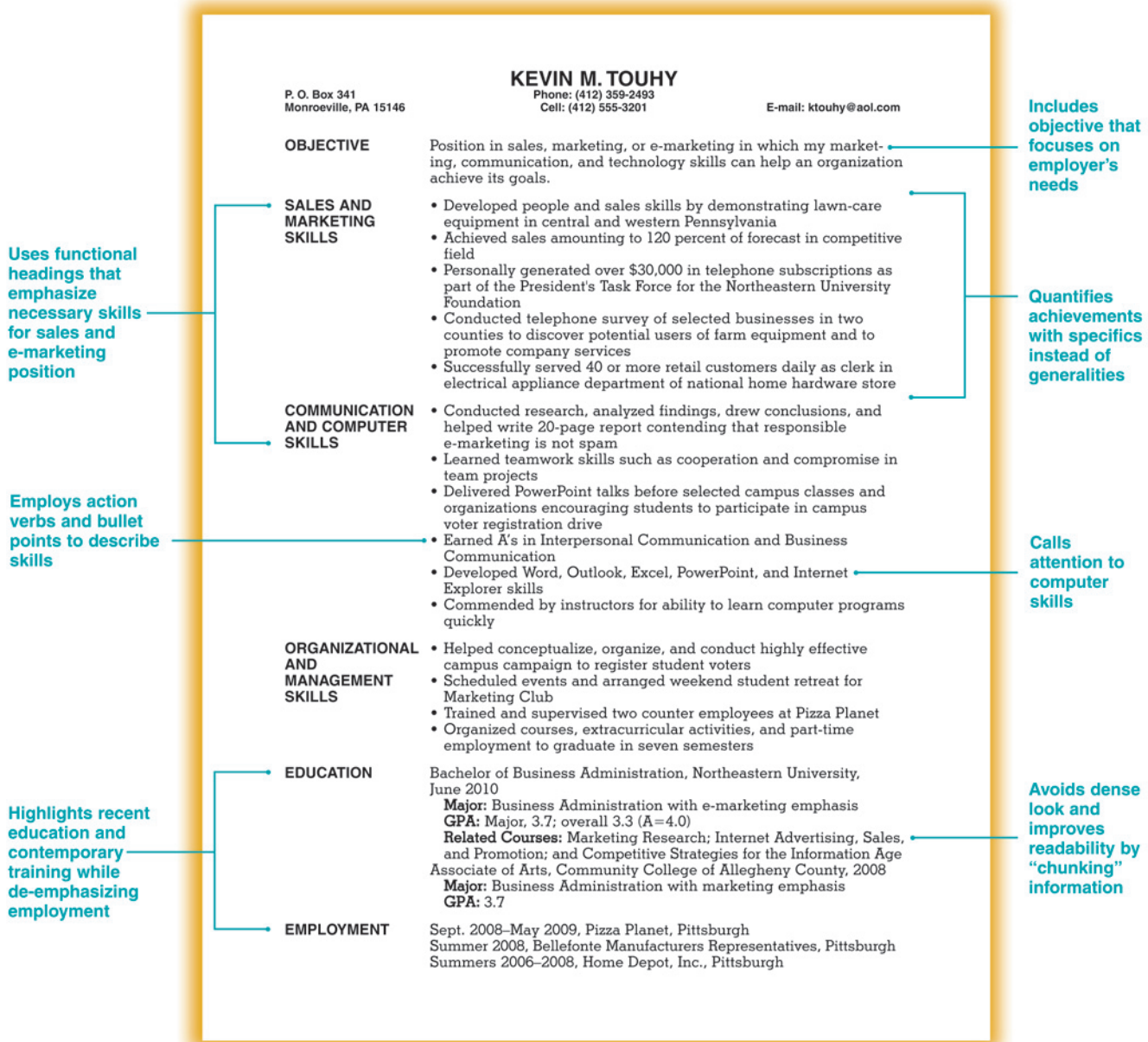


FIGURE 13.13 Plain-Text Résumé

To be sure her plain-text résumé would transmit well when within an e-mail message, Leticia prepared a special version with all lines starting at the left margin. She used a 4-inch line length to avoid awkward line breaks. To set off her major headings, she used the tilde character on her keyboard. She saved the document as a text file (.txt or .rtf) so that it could be read by different computers. At the end she included a statement saying that an attractive, fully formatted hard copy of her résumé was available on request.

LETICIA P. LOPEZ
2967 Ocean Breeze Drive
Clearwater, FL 33704
Phone: 813 742-5839
E-Mail: LLOpez@scoast.net

~~~~~  
OBJECTIVE  
~~~~~

Customer-oriented, fast-learning, detail-oriented individual seeks teller position with financial institution.

~~~~~  
SUMMARY OF QUALIFICATIONS  
~~~~~

- * Over three years' experience as a bank teller
- * Proven ability to interact professionally, efficiently, and pleasantly with customers
- * Reputation for accuracy and ability to work well under pressure
- * Speak Spanish fluently
- * Experience using Excel, Word, PowerPoint, accounting software, banking CRT, and the Internet
- * Member of First Federal Bank's Diversity Committee
- * Received First Federal Bank Certificate of Merit as an outstanding new employee

~~~~~  
EXPERIENCE  
~~~~~

First Federal Bank, Pinellas Park, FL 33705
July 2008 to present
Teller

- * Cheerfully greet customers, make deposits and withdrawals
- * Balance up to \$10,000 in cash with computer journal tape daily within 15-minute time period
- * Solve customer problems and answer questions patiently
- * Issue cashier's checks, savings bonds, and traveler's checks
- * Complete tasks under pressure with speed, accuracy, and attention to positive customer service
- * Communicate well with customers speaking English or Spanish

Starts all lines at left margin

Shortens lines to avoid awkward line wrap

Sets off headings with the tilde (~) but could have omitted this attempt to improve readability

Creates large empty space that is unavoidable in this format

Uses asterisks instead of bullets, which may not scan well



"I want my résumé to be the one you remember. It's also available as a music video, interpretive dance, and a haiku."