

Resumé Tips

Your resumé is your most important calling card in your job search. It should include the following information:

Contact information. Include phone (the number you can be reached at the easiest), mail and email contact information. In addition, make sure your voicemail message (home or cell) is professional. A message that is too casual can create a negative impression.

Career objective. You may choose to list or not list your career objective. If your objective is not clearly stated, you may miss out on a golden opportunity. However, a clearly stated career objective can help your search consultant find your ideal career match. You may want to have different resumé versions that stress different skills or experiences.

Summary statement. Your summary should be brief.

1. Include your title and years of experience.
2. List pertinent skills and what industries you have worked in.
3. Discuss your character traits or work style.

Example: "Account Manager with over 10 years of success in closing new business and growing existing accounts in the medical device and scientific instrumentation industries in the upper Midwest".

Professional experience. List each position held in reverse chronological order, dating back at least ten years. If you held multiple positions within the same company, list them all to show advancement and growth. Indent these positions to clearly show that these multiple positions were with the same employer. The body of each position description should describe your responsibilities and accomplishments and the territory/region you cover (if it is a sales-related position). Do not forget to include a one sentence description of what product you sell and to what type of companies/industries you sell to. For example:

Edwards Corporation specializes in the development and sale of products for the surgical wound care market calling on general and orthopedic surgeons.

Other components. Include education, professional training, affiliations/appointments, licenses, technical skills and languages.

Personal information. Do not include personal information such as marital status. Activities, interests, community involvement are good to show.

Accomplishments Employers Want To See:

- Increased sales (show \$ volume and % increase in sales)
- New business results (# of new accounts, \$ volume results)
- Improved profit results (show % increase or \$ impact annually, over # of years)
- Saved money
- Increased efficiencies
- Cut overhead
- Reduced turnover
- Improved workplace safety
- Purchasing accomplishments
- New products/new lines
- Improved record keeping process
- Increased productivity
- Successful advertising campaign
- Effective budgeting

There is also the myth about keeping a resumé to one page. If it takes two pages to adequately show the information previously outlined, that is perfectly acceptable. Going to a third page, however, is not.

The main thing you want to keep in mind as you write your resumé is to make sure you are answering the following questions: What do I bring to this company? What's in it for them? You also want to make sure that the information you provide is truthful and accurate. Companies nowadays are doing more background checks including employment and college degree verification.