

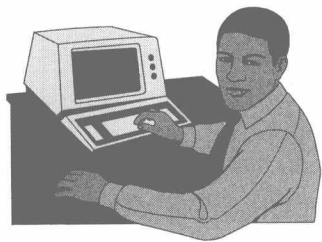
# WOW! resumes

# Administrative Careers

HOW TO PUT  
TOGETHER  
A WINNING  
RESUME

RACHEL LEFKOWITZ

- Secretaries
- Administrative Assistants
- Word Processors
- Office Managers
- Bookkeepers
- Medical Secretaries
- Customer Service Reps
- Financial Clerks
- Legal Secretaries
- Typists
- Data Entry Clerks
- Executive Secretaries
- Clerks
- Receptionists



# **WOW!**

## ***Resumes***

## ***Administrative Careers***

***How to Put Together a Winning Resume***

**Rachel Lefkowitz**

**McGraw-Hill**

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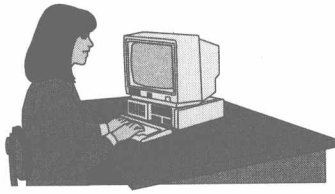
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# **WOW!**

## **Resumes**

## **Administrative Careers**

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## Preface

If you want a resume that will get you noticed, get you interviews, and help you get that office job—you have picked up the perfect book!

Despite today's fierce job competition, you can sell all of your skills, qualities, talents, and achievements—successfully, to an employer—in one exciting resume page. The instructions in this book will show you how, and guide you effortlessly through the process.

In this challenging job market, resume guides line bookstore shelves by the dozen. There are general resume books and specialized ones for all kinds of occupations including teachers, scientists, engineers, technicians, health professionals, sales personnel, executives, and attorneys. But there is no resume guide geared to secretaries or clerical workers, one of the largest occupations of the U.S. economy, consisting of 20 million office jobs.

*WOW! Resumes for Administrative Careers*, however, is specially designed for you. If you are an office worker of any kind—an executive, legal, or medical secretary, an administrative assistant, office manager, receptionist, word processing or data entry operator, customer service representative, bookkeeper, financial or general office clerk—whether you already have a resume or you're just starting one from scratch, this book will arm you with everything you need to create a targeted, top-notch resume that stands above all the rest.

Consisting of more than just the general advice and instruction of other resume books, *WOW! Resumes for Administrative Careers* is loaded with precise details, samples, and examples all specially geared to the office worker. It shows you how to present yourself powerfully and professionally by giving yourself full credit for everything you know and do. It provides you with innovative leading-edge strategies and teaches you how to replace “one-size-fits-all” resumes that no longer

work with resumes that are precisely tailored to employers' specific needs—a new resume approach that is crucial for winning attention in today's tough job market.

Even if you're a new grad, if you've become a career changer, or if you face any other type of special situation, you too can gain great tips and techniques to put your resume on top.

And—I promise—this book will make it easy for you. I will take you by the hand and guide you through each and every step of your resume preparation.

You've already picked up this book to take that first, most important step. Read on, and in no time, you'll be on your way to producing your fabulous WOW resume!

## ***Acknowledgments***

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*Rachel Lefkowitz*



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# ***Introduction***

## ***How to Make Your Resume Stand Out from All the Rest***

You're a secretary. You type, file, and answer phones. You need a job, so you whip up a resume that says you're a secretary and that you know how to type, file, and answer phones. You include a bunch of previous jobs you've held and send the resume off to a prospective employer. You figure this resume will help you land a job interview. After all, it gives an employer a decent, accurate presentation of yourself. Right?

Wrong.

You are not just a secretary. You are the office lifeline. You're an administrative assistant, public relations manager, telecommunications supervisor, bookkeeper, word processing specialist, and computer operator. The daily business of an office pumps through you like blood through a heart.

Typing, filing, and answering phones are simplified, lifeless descriptions of the duties you really perform. If you carefully analyzed every aspect of your clerical experience, you'd be surprised at how much you really do and what your abilities include.

Today's secretary/office worker is at the forefront of an office automation revolution and is capable of a multitude of technical skills and abilities like never before. Even traditional duties have taken on a new image. It's time to stop oversimplifying your job duties and underestimating your skills. It's time to excise those dry, generalized phrases from your resume and the weak images that go along with them.

Instead, learn to shine, dazzle, and amaze. Shine with polished descriptions of your greatest assets and achievements. Dazzle employers with your unique skills and abilities. Amaze them and yourself with the extent of your professional and

technical knowledge. Best of all, learn to beat today's fierce competition with a top-notch resume that zeros in on an employer's exact needs.

Whether you're a secretary or clerical worker with twenty years of experience or a new graduate, you can exceed hundreds of other job seekers with this book.

You will learn how to:

- Create an attractive, attention-getting resume.
- Hook an employer's interest in the first few lines of your resume by utilizing the most up-to-date resume formats and techniques.
- Enhance all job descriptions with powerful, professional wording using a step-by-step phrase-building formula and word lists.
- Transform even menial job tasks into impressive information.
- Discover skills, talents, and achievements you never even knew you had and learn how to show them off.
- Custom tailor your resume to specific job positions using a unique tailoring approach employers find hard to resist.
- Camouflage problems or shortcomings with special resume styles and tips.
- Create a dynamite, attention-getting cover letter.

In addition, this book is packed with invaluable samples and special features including:

- Visual resume guides that build your resume right along with you.
- Sixteen real-life before and after winning sample resumes for all types of clerical jobs.
- Instructions for chronological and functional style formats to help you organize a resume that is best for your situation and lets you sell yourself most effectively.
- Innovative strategies for new grads, career changers, individuals reentering the workforce, overqualified individuals, and others.
- Ready-made cover letter phrases to mix and match for an instant cover letter.
- Checklists to help you make sure your resume's on track, and much more.

Proven winning strategies together with easy-to-follow instructions and straightforward examples make this your ultimate resume writing guide. Now, get ready: Together, we're going to create your best resume ever.



# 1

## ***Basic Resume Format*** ***Fundamentals You Need to*** ***Get Started***

Let's start from the beginning. Before you can enhance your image, boast your achievements, or sell your assets, you must first understand the very basics—what a resume is and how a resume looks.

In this chapter, you will learn about the basic parts or ingredients that make up a resume and how you can structure those parts in a clear, attractive format to make a great first impression.

### ***The Makings of a Resume***

Resume writing is not as difficult or daunting a task as it may initially seem. In fact, once you understand what resumes are all about, it really becomes quite simple.

Pretend resumes didn't exist. Suppose you could just call up employers personally to persuade them to hire you. What would you say?

You would likely describe your last job or some previous positions you've held because many duties you performed there are important to the job you want. You might discuss your training, tell the employer a bit about who you are, including your good qualities and skills you have for the job, and you might offer phone numbers of previous employers who you know will say good things about you to back you up.

All these things are the makings of a resume. A resume is not a meaningless document solely invented to make job hunters' lives a tedious chore. On the contrary, a resume makes the job of selling yourself easy. It takes all the information you

need to give to an employer—your professional and academic achievements—and organizes it into clear, readable parts. These resume parts are as follows:

1. *Job Objective*—Simply and clearly tells an employer the position you are applying for.
2. *Summary of Qualifications*—Gives an employer a quick run-down of the desirable skills and features you possess.
3. *Employment History*—Tells an employer all the previous relevant positions you've held and the duties you performed.
4. *Education*—Covers your educational background and relevant training.
5. *Technical Skills and Special Abilities*—Details your technical skills and specialized knowledge.
6. *References*—Indicates that references are available.

That's it. That's your whole resume. Nothing too difficult or scary. We will delve into the contents of these resume parts later, but first, on to your resume's initial drawing factor—its physical appearance.

## ***Five Seconds to Get Noticed—Make It a Great First Impression***

Let's concentrate on the first element of your resume that can make or break your chance of success: its layout and appearance. An employer may never bother reading your resume if it doesn't look worth his or her time.

Imagine an employer's desk, hundreds of resumes strewn about. A big job awaits her; she has to plow through it all. Meanwhile, she has a vacant position, an inexperienced temp, and an office in utter chaos. She needs to find someone fast. Similarly, imagine a hiring manager whose job is to review hundreds of resumes and recruit job applicants day in and day out. By now, he's turned five-second resume scanning into an art form.

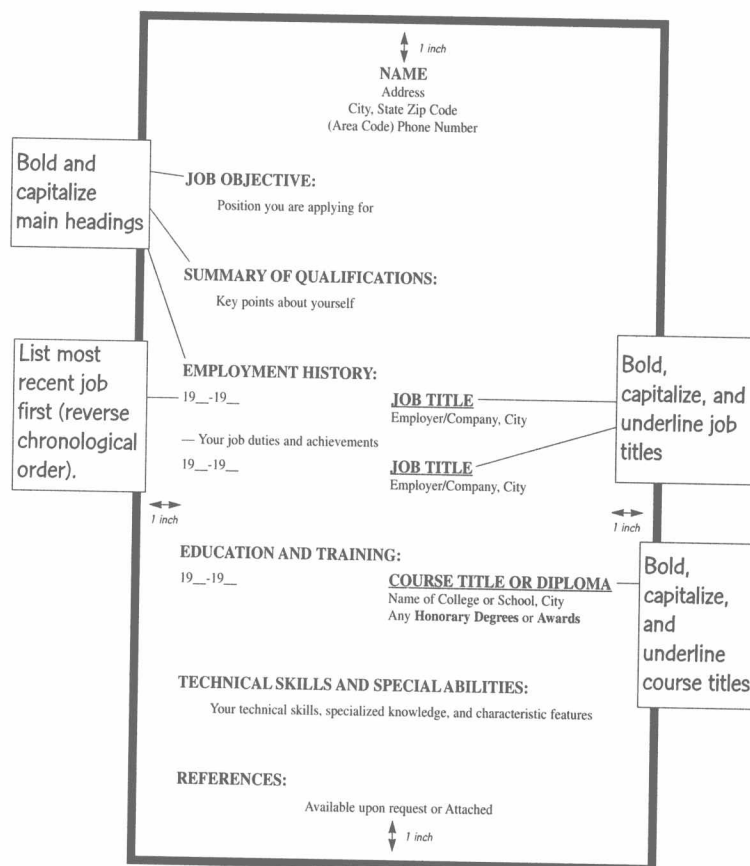
Naturally, the first resumes these employers will eliminate are the uninviting kind such as sloppy resumes, marginless resumes, and resumes that are downright difficult to read due to small print, light print, cluttered print, or unorganized text.

Resume layout and appearance are critical. A clear, attractive resume has the power to draw immediate attention and create a respectable impression of the resume writer. It shows you took the time to make it perfect—which earns points in your favor right from the start.

## Clear, Clean, and Crisp

Yours can be the crisp white resume with sharp bold print screaming “read me” from under the mass of resumes on an employer’s desk. Remember, your resume provides an employer with a first impression of you. Demand attention with striking good looks. You dress to impress on a job interview; so, too, you should groom your resume.

See Fig. 1-1. Notice the placement of information and overall appearance of the Basic Resume Format sample.



**FIGURE 1-1. Basic Resume Format.**

This resume uses the three c’s—clear, clean, and crisp—to create the most attractive readable format.

### Clear

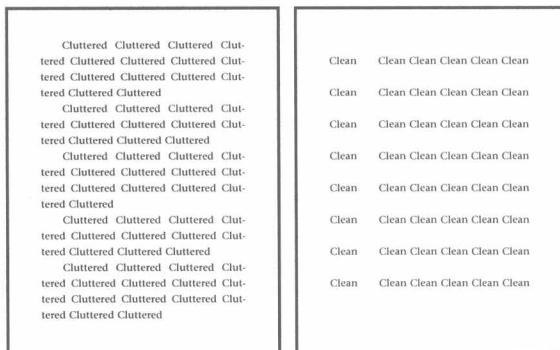
Grab the eye with big, bold headings. They break up the monotonous look of one continuous typeface to form clear, distinguishable sections.



All main headings such as Job Objective, Summary of Qualifications, etc., are capitalized and typed in bold. As well, subheadings such as job titles and course titles are also capitalized, typed in bold, and underlined because these main facts about yourself should stand out. For instance, "**SECRETARY TO DIRECTOR**" draws more attention than "Secretary to Director." Essential information gets noticed at a glance.

### ***Clean***

Make sure you have clean space or proportionate empty space. Don't overcrowd your resume with too much material. Just as you can't feel comfortable in cluttered surroundings, you can't comfortably read a cluttered resume.



**FIGURE 1-2.**

### ***Crisp***

Use high-quality white bond paper with sharp black print.

A laser printer will give you the best print quality. Its output is dark and crisp, and it is an excellent choice for your resume. The inkjet is next in the lineup of quality printers. It can give you comparable results to the laser but upon close inspection, you may detect a difference. Last is the dot-matrix. It works much the way a typewriter does, but cannot produce text as sharp as the laser or the inkjet.

White paper is the most appropriate choice for your resume. It has a professional business look that allows the text to stand out best; however, neutral colors such as off-white, light beige, light gray, or buff are also acceptable.

Make sure to use standard  $8\frac{1}{2} \times 11$  inch sheets of paper that are at least 20-pound bond for a substantial look and feel.

## ***Margins, Spacing, and Structure***

These are the general guidelines to follow:

- Leave a one-inch (2.5 cm) margin all around the page (left, right, top, and bottom).
- Double- or triple-space between major resume sections. Double-space after headings or between paragraphs of information within sections.