

McGraw-Hill's **BIG RED BOOK of RESUMES**

- ✓ Over 300 Resumes That Really Work
- ✓ Diverse Resumes for Every Professional Field
- ✓ Simple, Effective Instructions That Help You Craft a Winning Resume and Cover Letter

McGraw-Hill's

BIG RED

BOOK of

RESUMES

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Introduction

Your resume is a piece of paper (or an electronic document) that serves to introduce you to the people who will eventually hire you. To write a thoughtful resume, you must thoroughly assess your personality, your accomplishments, and the skills you have acquired. The act of composing and submitting a resume also requires you to carefully consider the company or individual that might hire you. What are they looking for, and how can you meet their needs? This book shows you how to organize your personal information and experience into a concise and well-written resume, so that your qualifications and potential as an employee will be understood easily and quickly by a complete stranger.

Writing the resume is just one step in what can be a daunting job-search process, but it is an important element in the chain of events that will lead you to your new position. While you are probably a talented, bright, and charming person, your resume may not reflect these qualities. A poorly written resume can get you nowhere; a well-written resume can land you an interview and potentially a job. A good resume can even lead the interviewer to ask you questions that will allow you to talk about your strengths and highlight the skills you can bring to a prospective employer. Even a person with very little experience can find a good job if he or she is assisted by a thoughtful and polished resume.

Lengthy, typewritten resumes are a thing of the past. Today, employers do not have the time or the patience for verbose documents; they look for tightly composed, straightforward, action-based resumes. Although a one-page resume is the norm, a two-page resume may be warranted if you have had extensive job experience or have changed careers and truly need the space to properly position yourself. If, after careful editing, you still need more than one page to present yourself, it's acceptable to use a second page. A crowded resume that's hard to read would be the worst of your choices.

Distilling your work experience, education, and interests into such a small space requires preparation and thought. This book takes you step-by-step through the process of crafting an effective resume that will stand out in today's competitive marketplace. It serves as a workbook and a place to write down your experiences, while also including the techniques you'll need to pull all the necessary elements together. In the following pages, you'll find many examples of resumes that are specific to your area of interest. Study them for inspiration and find what appeals to you. There are a variety of ways to organize and present your information; inside, you'll find several that will be suitable to your needs. Good luck landing the job of your dreams!

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PART I

CRAFTING A

WINNING RESUME

Sitting down to write your resume may seem like a daunting task, but our clear guidelines and easy-to-use worksheets will help you organize what you want to say, choose the most effective way to say it, and design an appealing resume. Whether you have years of experience or are just out of school, you will find all of the pointers you need to craft a winning resume!

The Elements of an Effective Resume

An effective resume is composed of information that employers are most interested in knowing about a prospective job applicant. This information is conveyed by a few essential elements. The following is a list of elements that are found in most resumes—some essential, some optional. Later in this chapter, we will further examine the role of each of these elements in the makeup of your resume.

- Heading
- Objective and/or Keyword Section
- Work Experience
- Education
- Honors
- Activities
- Certificates and Licenses
- Publications
- Professional Memberships
- Special Skills
- Personal Information
- References

The first step in preparing your resume is to gather information about yourself and your past accomplishments. Later you will refine this information, rewrite it using effective language, and organize it into an attractive layout. But first, let's take a look at each of these important elements individually so you can judge their appropriateness for your resume.

Heading

Although the heading may seem to be the simplest section of your resume, be careful not to take it lightly. It is the first section your prospective employer will see and it contains the information she or he will need to contact you. At the very least, the heading must contain your name, your home address, and a phone number where you can be reached easily.

In today's high-tech world, many of us have multiple ways that we can be contacted. You may list your E-mail address if you are reasonably sure the employer makes use of this form of communication. Keep in mind, however, that others may have access to your E-mail messages if you send them from an account provided by your current company. If this is a concern, do not list your work E-mail address on your resume. If you are able to take calls at your current place of business, you should include your work number, because most employers will attempt to contact you during typical business hours.

If you have voice mail or a reliable answering machine at home or at work, list its number in the heading and make sure your greeting is professional and clear. Always include at least one phone number in your heading, even if it is a temporary number, where a prospective employer can leave a message.

You might have a dozen different ways to be contacted, but you do not need to list all of them. Confine your numbers or addresses to those that are the easiest for the prospective employer to use and the simplest for you to retrieve.

Objective

When seeking a specific career path, it is important to list a job or career objective on your resume. This statement helps employers know the direction you see yourself taking, so they can determine whether your goals are in line with those of their organization and the position available. Normally,

an objective is one to two sentences long. Its contents will vary depending on your career field, goals, and personality. The objective can be specific or general, but it should always be to the point. See the sample resumes in this book for examples.

If you are planning to use this resume online, or you suspect your potential employer is likely to scan your resume, you will want to include a “keyword” in the objective. This allows a prospective employer, searching hundreds of resumes for a specific skill or position objective, to locate the keyword and find your resume. In essence, a keyword is what’s “hot” in your particular field at a given time. It’s a buzzword, a shorthand way of getting a particular message across at a glance. For example, if you are a lawyer, your objective might state your desire to work in the area of corporate litigation. In this case, someone searching for the keyword “corporate litigation” will pull up your resume and know that you want to plan, research, and present cases at trial on behalf of the corporation. If your objective states that you “desire a challenging position in systems design,” the keyword is “systems design,” an industry-specific, shorthand way of saying that you want to be involved in assessing the need for, acquiring, and implementing high-technology systems. These are keywords and every industry has them, so it’s becoming more and more important to include a few in your resume. (You may need to conduct additional research to make sure you know what keywords are most likely to be used in your desired industry, profession, or situation.)

There are many resume and job-search sites online. Like most things in the online world, they vary a great deal in quality. Use your discretion. If you plan to apply for jobs online or advertise your availability this way, you will want to design a scannable resume. This type of resume uses a format that can be easily scanned into a computer and added to a database. Scanning allows a prospective employer to use keywords to quickly review each applicant’s experience and skills, and (in the event that there are many candidates for the job) to keep your resume for future reference.

Many people find that it is worthwhile to create two or more versions of their basic resume. You may want an intricately designed resume on high-quality paper to mail or hand out *and* a resume that is designed to be scanned into a computer and saved on a database or an online job site. You can even create a resume in ASCII text to E-mail to prospective employers. To get you started, in Chapter 3 we have included a list of things to keep in mind when creating electronic resumes. For further information, you may wish to refer to the *Guide to Internet Job Searching*, by Frances Roehm and Margaret Dikel, updated and published every other year by VGM Career Books, a division of the McGraw-Hill Companies. This excellent book contains helpful and detailed information about formatting a resume for Internet use.

Although it is usually a good idea to include an objective, in some cases this element is not necessary. The goal of the objective statement is to provide the employer with an idea of where you see yourself going in the field. However, if you are uncertain of the exact nature of the job you seek, including an objective that is too specific could result in your not being considered for a host of perfectly acceptable positions. If you decide not to use an objective heading in your resume, you should definitely incorporate the information that would be conveyed in the objective into your cover letter.

Work Experience

Work experience is arguably the most important element of them all. Unless you are a recent graduate with little or no relevant work experience, your current and former positions will provide the central focus of the resume. You will want this section to be as complete and carefully constructed as possible. By thoroughly examining your work experience, you can get to the heart of your accomplishments and present them in a way that demonstrates and highlights your qualifications.

If you are just out of school, your resume will probably focus on your education, but you should also include information on your work or volunteer experiences. Although you will have less information about work experience than a person who has held multiple positions or is advanced in his or her career, the amount of information is not what is most important in this section. How the information is presented and what it says about you as a worker and a person is what really counts.

As you create this section of your resume, remember the need for accuracy. Include all the necessary information about each of your jobs, including your job title, dates of employment, name of your employer, city, state, responsibilities, special projects you handled, and accomplishments. Be sure to list only accomplishments for which you were directly responsible. And don't be alarmed if you haven't participated in or worked on special projects, because this section may not be relevant to certain jobs.

The most common way to list your work experience is in *reverse chronological order*. In other words, start with your most recent job and work your way backward. This way, your prospective employer sees your current (and often most important) position before considering your past employment. Your most recent position, if it's the most important in terms of responsibilities and relevance to the job for which you are applying, should also be the one that includes the most information as compared to your previous positions.

If you are just out of school, highlight your summer employment, internships, and part-time work. As a recent graduate, however, you will probably begin your resume with your education section. The experience you gain with “starter jobs” in the workplace and your ability to juggle school and employment are important to most employers, even if the work itself seems unrelated to your proposed career path. If you were promoted or given greater responsibilities or commendations, be sure to mention that fact.

The following worksheet is provided to help you organize your experiences in the working world. It will also serve as an excellent resource to refer to when updating your resume in the future.

**WORK EXPERIENCE**

Job One:

Job Title _____

Dates _____

Employer _____

City, State _____

Major Duties _____

Special Projects _____

Accomplishments _____



Job Two:

Job Title _____

Dates _____

Employer _____

City, State _____

Major Duties _____

Special Projects _____

Accomplishments _____



Job Three:

Job Title _____

Dates _____

Employer _____

City, State _____

Major Duties _____

Special Projects _____

Accomplishments _____



Job Four:

Job Title _____

Dates _____

Employer _____

City, State _____

Major Duties _____

Special Projects _____

Accomplishments _____

