



Writing a Fabulous Resume

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strength (strength) *n.*
 erty of being strong
 physical vitality
 bodies to sustain
 out yielding
 toughness

Accurate picture of your skills and strengths

#2 Functional – used for career changes or spotty jobs

Parts of the Resume

Heading

- Important part, give cell # and appropriate email address.

Summary of Qualifications -MOST IMPORTANT

- Brief bulleted statements which gives the reader a quick impression of your overall qualifications or job experience. Readers look at this FIRST.

Work Experience

- List past jobs and responsibilities. Include accomplishments with details.

Education

- Most recent education.

Honors / Awards / Membership

- Do not include controversial memberships

Parts of the Resume

Heading

Margret Doe
5514 Peach Gate Rd.
Tubbleweed, TN 37918
email
000.000.0000

Objective Statement (Do Not Include)

~~To obtain a leadership position that utilizes my skills in operations, sales, and leadership development to support and assist in defining and achieving business imperatives specific to the organization.~~

Parts of the Resume

Summary of Qualifications -MOST IMPORTANT

- **Goal-focused leader with over 6 years of experience driving business and revenue growth through strategic sales and marketing initiatives. Great negotiator with a record of long term relationships with vendors and suppliers while ensuring best in class customer experience.**
- **Consistently achieved or surpassed all goals in all positions held**
- **Six years of wireless retail sales and management experience with the largest wireless company in the US**
- **Six years experience in identifying, evaluating and solving sales and operational challenges both locally and regionally**
- **Strong beliefs in exceptional work and a high desire to see the company and the employees succeed**
- **Received a leading rating for the last five out of six years with Verizon Wireless(leading ratings are reserved for the top 2% of employees)**

Parts of the Resume

Work Experience and Accomplishments

Verizon Wireless

July 2011 – November 2014

Verizon Wireless provides wireless services to 125.3 million subscribers with 2,330 stores in the United States.

Retail District Manager, Knoxville TN

September 2013 – November 2014

Managed 9 locations across East Tennessee and South West Virginia.

- Led the top producing district in Verizon Wireless.
- Played a key role in the integration of Alltel and Verizon Wireless.
- Improved audit scores for the district through implementing simple processes.
- Trained and developed 2 Assistant District Managers, 3 store managers and 6 assistant store managers.
- Consistently outperformed peers in sales metrics while increasing market share for my territory.

Assistant Retail District Manager, Knoxville TN

February 2012 – September 2013

Managed 12 Stores across East Tennessee, South West Virginia, and Western NC.

- Increased district productivity by 20%, 2007 to 2008.
- Trained and developed 3 assistant district managers.
- Delivered a key presentation on leadership during the 2009 Carolinas/Tennessee leadership meeting.
- Maintained leading performance in all key point indicators.

District Operations Supervisor, Charleston SC

July 2011 – February 2012

- Played a key role in development of managers and employees.
- Developed and implemented processes to better assist customers by reducing wait times in our locations.
- Led team to improve audit results across the district.
- Finished 2007 and 2008 ranking #1 with shrink with best in class Audit results in Car/TN Region.

Parts of the Resume

Education

2004
Bachelor of Arts in Biology

College of Charleston

2009-2010
Pursuing Masters in Business Finance

Strayer University

Honors / Awards / Membership

Verizon Wireless Employee of the Month – August 2011
Volunteer at Big Brothers & Sisters – Chatanooga, TN
President – Tumbleweed TN Toastmasters

Accomplishments are Necessary

Accomplishments are Necessary

- Details the outcomes or consequences of your work
- Results are what prospective employers are hiring for
- Ensure that your resume is read more carefully
- Managers want to see the **accomplishments**
- Front-load your resume with **accomplishments**

How Do I Use Accomplishments

- Comparison & Contrast
- Run the Numbers
- Credit the Team
- Show Your Cost Savings
- Increase Revenue
- Customer Satisfaction
- ROI
- What did you avoid - ie.. no wrecks, safety

Who Would YOU Be Interested In Meeting or Hiring?

Resume Example - Customer Service

Customer Service/Client Relations

ABC Company 2007 – 2009

- Responds to customer inquiries regarding service, billing, equipment, features, activations, and/or changes to account information taken via telephone, mailings, fax, or e-mail.
- Utilizes computer in responding to customer inquiries.
- Informs customers about services available and assesses customer needs.
- Handles customer problems related to product function or the replacement of defective parts.
- Completes, processes, and maintains applicable paperwork and records.
- Gathers information, researches/resolves inquiries and logs customer calls.
- Handles all customers in a courteous and professional manner

Resume Example - Customer Service

Customer Service/Client Relations Representative

6/2012-11/2014

ABC Company, Brooklyn Park, MN

ABC Company has 13,200 employees with annual sales of \$225 million. There are 400 Customer Service representatives.

Respond to customer inquiries regarding service, billing, equipment, features, activations, and/or changes to account information. Handle inquiries via telephone, mailings, fax, and e-mail. Informs customers about services available and assesses customer needs. Handles customer problems related to product function or replacement of defective parts. Documents customer information, researches solutions, and escalates calls online in XYZ call center system. Handles all customers in a courteous and professional manner

- Increased personal productivity over team average by 200 calls per month.
- Recognized for Service Excellence Award and awarded Distinguished Trip.
- Proactively identified technology glitches that impacted statement printing of 3000 customers prior to mailing. Saved \$100,000.
- Worked with product development to identify a common product failure which decreased customer calls. Saved \$50,000.
- Achieved \$500K new product sales through customer cross sell / retention strategies
- Maintained accurate follow-up with customers. Received 5 customer letters commending customer service skills.

Experience section format

- *Explain the size and industry of the company.*
- List your job responsibilities
- List your STAR (Situation-Task Action Result) success stories.

Support Supervisor

April 2010 – November 2012

ABC Company, Brooklyn Park, MN

ABC Company is a private company with \$300 million in sales in the human services industry. The company has 150 employees with headquarters in Brooklyn Park, MN.

Supervised team of 3 customer service representatives, including annual performance reviews.

Responsible for telephone equipment purchase and maintenance for all employees. Subject Matter Expert (SME) for Connect customer service tracking software.

- Negotiated new cell phone service contract resulting in annual savings of \$115,000.
- Led team in customer satisfaction with overall rating of 4.2 out of 5.
- Initiated pilot telecommuting for customer service team.

STAR Model

Situation

Frame the story with contextual details, offering specific numbers about the situation:

- What was the specific situation you were faced with?
- Use numbers to describe who and what was involved
- Where and when did it occur?
- What was the impact of the situation?
- What was the timeframe for the story?

Task

- What was the overall outcome or target for the project?

STAR Model

Action

- What specific action was taken to tackle the task, overcome the challenge, or resolve the issue?
- Were others were closely involved? If so, what interaction was had with them?
- Describe the thoughts and/or decision-making process. What was the specific role in relation to the team?

Results

- ***What measurable outcome was achieved?***
 - How were others impacted, including boss, team, department, company, customers, community, or industry.

Resume Tips

Stronger Action Verbs



The following are examples of activities that have a direct effect on productivity or profits:

Reduced turnover
Reduced capital investment
Improved quality
Conceived new products
Reduced rejects
Eliminated unnecessary procedures
Reduced downtime
Reduced energy requirement
Increased inventory turns
Reduced A/R days out
Improved corporate image

Increased sales
Reduced costs
Increased productivity
Developed new product
Raised efficiencies
Improved training
Improved morale
Developed plans
Designed equipment
Managed operations
Automated systems

Resume Tips

- ☑ Keep the look simple
- ☑ Avoid using personal pronouns
- ☑ Use the left-hand margin for emphasis
- ☑ Use past tense—except for current position
- ☑ Choose the strongest action verbs
- ☑ Spell out terms versus using abbreviations and acronyms
- ☑ Use Month and Year of employment
- ✗ Omit personal information, physical characteristics
- ✗ Omit hobbies, interests – unless directly related to job
- ✗ Omit “References Available Upon Request”
- ✗ Omit irrelevant information



Cover Letter?

- **Start strong.**

A good cover letter begins with a powerful opening paragraph. Your goal is to briefly describe how you heard about the position and why you're interested in it.

- **Offer an enticement.**

The body of the letter should expand upon -- not simply repeat -- the key points in your résumé. Highlight those skills and experiences most relevant to the job opening and provide concrete examples of how you can benefit the company.

- **Be bold.**

In addition to expressing gratitude for the hiring manager's time and interest, close your letter by outlining your next steps. Include a phone number or e-mail address where you can be reached.

- **Proofread.**

Homework

- Draft Your Resume
- If you'd like a review, email draft resume with subject "FBJS resume" to: Rick@CaptiveSearch.com or Deb_Rontti@msn.com
- Check Out Online Tools