



Nicholson McFadden group

... RESUME WRITING TIPS ...

OVERVIEW

- A resume should accomplish 3 things:
 1. Illustrate the scope and breadth of your responsibility throughout your career.
 2. Provide a narrative of your career progression and career direction (importantly, show sound decision-making throughout your career).
 3. Distinguish you from other candidates with similar backgrounds.
- For each position held, the reader should be able to quickly discern what the job entailed and what you personally contributed.

FORMAT

- **The simpler, the better** — limit font types and try to stick to 2 pages or less.
- **Consistent & Easy to Follow** — at a glance the reader should be able to find job title, company and location, duration of role, etc.

OVERALL STRUCTURE

- **For each company you've worked for, include a very brief descriptive summary.** Include information such as sector or industry the company competes in, total annual revenue, key brands/products/services offered.
- **For each position held, start with a 1-2 sentence job description.** Identify your key job responsibility and the scope of your position. Include the dollar volume of the business you managed, # people and resources you managed; customer or client base (for salespeople), brands or categories (for marketers); Geographic scope- i.e. regional, national, global, etc.
- **Follow with 3-5 bullet points highlighting key accomplishments.** Describe your achievements, and identify quantifiable results (i.e. increase over target; results vs. previous year or period; cost savings; time savings; "first ever" or "breakthrough" results; people promotions, etc.)
- Bullet points should be short and "snappy"
- Less information is needed as you move back in time through career history
- If you've had many job changes, you may want to include a brief rationale for the change (i.e. company was sold, position was eliminated in downsizing, etc.). Many employers reject resumes with too many job changes for fear of hiring a "job hopper"; a brief explanation on a resume might allay their concerns.

WORD CHOICE FOR ACCOMPLISHMENTS

- Use verbs that show *active* involvement in your work.
 - ⇒ Active words: led, developed, implemented, created, launched, delivered, initiated
 - ⇒ Limit *passive* words such as managed, responsible (for), completed, worked (on)

AVOID "COMPANY-SPEAK"

- Check your resume for internal company language and acronyms - especially if you've worked for the same company for many years. Avoid these or translate into generic terms.
 - ⇒ It's helpful to have a friend outside your company/industry read your resume to catch any "company-speak".
 - ⇒ If you are seeking to change industries, you will need to put industry language in layman's terms — a friend outside your industry should edit.



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ADDITIONAL RESUME HEADINGS

- **Formal Training** — include this heading to demonstrate on-the-job skill building; include corporate and classroom training.
⇒ Examples: Negotiating Skills Seminar, Category Management Training
- **Technical/Analytical Skills** — this heading allows the reader to quickly assess your technical and analytical proficiency gained throughout your career.
⇒ Examples: MS Office, Database Mgmt Tools, IRI, AC Nielsen, Spectra
- **Other** — use this heading to demonstrate your involvement with company initiatives, without distracting from specific job responsibility and results. Capture all diversity, campus recruiting, or training roles.
⇒ Examples: Member of Diversity Team, Led College Recruiting Team