

CAREER ACTION 9-4

Critique Two Resumes

DIRECTIONS: Assume you're evaluating candidates for an entry-level job as a staff accountant for a major accounting firm.

You are to compare and evaluate two top applicants—John Griffin and Ralph Greenwood. Their qualifications are almost identical. One has documented his qualifications much more convincingly, however, than the other.

Read their resumes (Figures 9-16 and 9-17 on pages 157-158). Determine which resume is more effective. Evaluate every word carefully to determine exactly why one resume is considerably better than the other. Be thorough, keeping in mind that your resume will be scrutinized in this way during your job search.

Identify the strengths and weaknesses of each resume. Why is one better than the other?

After completing **Career Action 9-4**, apply the same critical eye to finalizing your own resume. It must be perfect to pass the critical inspection of those who will be evaluating it and comparing it with resumes of your competition.

Complete Career Action 9-5

CAREER ACTION 9-5

Complete Your Paper Resume

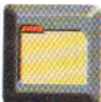
DIRECTIONS: Use a word processor to prepare your final paper resume. If you hire an expert to prepare your resume, be sure also to request an electronic file of your resume so you will have the file for future revisions or updates.

Proofread and edit the content until it's perfect.

REMEMBER: Your resume must be perfect! There is no room for error in keying, grammar, or punctuation. Get help from someone who has exceptional editing and grammar skills.

SUCCESS TIP

Prepare and evaluate your resume draft, make corrections by applying effective writing techniques, and develop a final, perfect resume.



2440 Windom Way, Apt. 34

JOHN R. GRIFFIN
Los Angeles, CA 90063

(213) 555-4668

OBJECTIVE

Entry-level Staff Accountant

**KEY
QUALIFICATIONS**

- Experienced in invoicing, accounts receivable and payable, general ledger, inventory control
- Self-starter, team player, goal-oriented, willing to travel
- Attention to detail, accuracy, and deadlines
- Strong communication, problem-solving, and customer service skills
- Proficient in Word, Excel, Access, Windows, Quickbooks Pro
- Worked with PC network in client-server environment

EDUCATION

Bachelor of Business Administration, Accounting, 2000

University of Los Angeles GPA 3.5

Relevant courses of study:

- Analysis and Design of Accounting Information Systems
- Information Systems Auditing • Managerial Accounting
- Cost Accounting • Tax Accounting • Financial Accounting
- Intermediate Accounting I, II, III • Commercial Law

Senior Internship, Project Leader:

Coordinated student team analyzing inventory system of a small trailer-manufacturing company. The recommended just-in-time ordering and improved parts control systems reduced yearly carrying costs by 55 percent.

EXPERIENCE

O'Keefe and Associates, Los Angeles **9/98 to Present**

Part-time Bookkeeper: Use Quickbooks Pro to invoice clients, post income and expenses, process accounts payable, reconcile general ledger accounts, and prepare monthly balance sheets and P&L statements. Update expense-tracking spreadsheets for each client. Reconcile monthly bank statement. Initiated shorter invoicing cycle and introduced discounts for prompt invoice payment; reduced A/R cycle to 35 days.

Rand and Company, Los Angeles **6/96 - 8/98**

Part-time Retail Sales Clerk: Sold 175 percent of quota. Awarded "1997 Outstanding Employee/Customer Relations" certificate.

**RELATED
ACTIVITIES**

Vice President, Beta Alpha Psi Accounting, 2000
Member, Information Science Association, 1997-Present
Member, Debate Team, 1996-1997

Figure • 9-16: Staff Accountant, Audit Division, Public Accounting Firm Objective

Ralph Greenwood
6780 Greenbriar Street
Los Angeles, CA 90067

Education:

University of Los Angeles, Los Angeles, CA
B.B.A., Accounting, June 2000
Grade Point Average: 3.5

Major Courses of Study:

Commercial Law, Cost Accounting, Economics, Principles/Management, Auditing, Statistical Techniques, Programming Systems, Principles/Finance, Managerial Accounting, Systems Analysis & Design, and Intermediate Accounting I, II, III

Experience:

January to May 1998
Department of Accounting, University of Los Angeles: Senior Internship Coordinator of student team that analyzed inventory system of a small retail store. Recommendations to adopt just-in-time ordering and improved stock control saved company a significant amount of time and money.

1998-Present
Westworth and Company, Los Angeles. Part-time Bookkeeper. Responsibilities include: invoicing customers, posting income and expenses, handling accounts receivable and payable; preparing income statements and balance sheets, operating PC computer in client-server network with Microsoft software and Quickbooks Pro; reconciling bank statements; and updating client expense-tracking spreadsheets. Shortened time needed to invoice clients and to receive payments.

1996-1998
Tueller's Men's Shop, Los Angeles. Part-time sales. Duties included: making retail sales; maintaining merchandise displays; assisting with inventory; assisting with cashing out; and maintaining orderly stockroom.

June 1994-February 1996
Woodland General Nursery, Los Angeles. Stock maintenance staff. Duties included: unloading new merchandise; arranging merchandise in assigned locations; maintaining orderly and clean grounds; carrying and loading purchases for customers; dispensing with disposable containers and other waste. Assisting with watering, feeding, spraying, and general care of nursery items.

Other Activities:

Beta Alpha Psi-Accounting, officer; Member, University of Los Angeles Student Center-1998-1999; University of Los Angeles Swim Team, member, 1996-1997.

Hobbies: Swimming, reading, computers, piano, travel.

Reference:

University of Los Angeles Career/Placement Center, 1300 J Street, Los Angeles, CA 90063

Figure • 9-17: Staff Accountant, Audit Division, Public Accounting Firm Objective

Evaluate Your Resume. Once you have edited your resume, proceed to the most critical step: evaluation. Careful proofreading and evaluation of your resume is absolutely essential.

Recruit help from one or two objective members of your support system who have good writing and proofreading skills. Ask these people to review and critique your resume carefully. This assistance is vital to developing your successful resume.

DISTRIBUTING YOUR RESUME

After developing your resume professionally, you'll want to distribute it effectively. Give your general resume to your job search network members. It will give them the basic information they need to help you find prospective employers.

Customizing Your Resume

Tailor your resume for individual employers by using terminology and descriptions that address the needs stated in their notices and advertisements of job openings. Also customize your resume for employers who specifically request your resume. Follow the employer's instructions for the method of delivery: standard or overnight mail, facsimile or electronic transmission, or hand delivery.

If You Are Asked to Send Your Resume via E-Mail

Some employers request that traditional or scannable resumes be sent as e-mail attachments so they can print and provide an attractive hard copy for appropriate hiring personnel. If you are requested to do this, ask what word processing software and operating system (Windows or Mac, for example) is preferred.

DO NOT RELY ON YOUR RESUME ALONE TO GET INTERVIEWS!



It's a big mistake to send out several copies of your resume and then wait for the telephone to ring. Two to three days after sending your resume, follow up with a call to make sure your resume was received. Your call reminds the receiver about you and increases your name recognition.



Figure • 9-18: Don't expect your resume to do all the work. **Always call** an employer several days after you send in your resume. Remember, be positive and professional. Every contact counts!

Follow their requirements exactly to ensure that the receiver downloads your resume in a readable form. To ensure that employers can read your resume, state in your e-mail message the word processing software and operating system you have used.

CONVERTING YOUR TRADITIONAL RESUME TO A CYBER-RESUME

Some employers request that candidates submit electronic or "cyber-resumes." Key differences distinguish cyber-resumes and paper resumes.

ASCII Text Format

Cyber-resumes are relatively plain and unattractive because they must be ASCII (also called .txt, Text Only, or DOS text) documents stripped of all word processing codes to transmit correctly from an e-mail program or Internet Web site into an employer's resume tracking software.

Keyword Emphasis

Although a keyword section may be optional in a more traditional resume, a keyword section must be included in a cyber-resume because cyber-resumes are electronically searched for keywords. The goal of the cyber-resume is to generate the largest possible number of keyword hits from the automated search software.

Therefore, you should add keywords and synonyms to your traditional resume. Keyword choices are critical. To help you identify the keywords for your job objective, review the information about keywords under the heading "Step Four: Fine-Tune Each Section of Your Resume." See pages 129-132.

SUCCESS TIP

Use appropriate keywords in cyber-resumes.

Complete Career Action 9-6

CAREER ACTION 9-6

Identify Appropriate Keywords

DIRECTIONS: Review your final paper resume carefully. Circle terms you could appropriately use in the keyword section of your cyber-resume. Then make a complete list of keywords (industry terms, acronyms, terms that describe job positions, experience, education skills, etc.) and synonyms you can use to strengthen a cyber-resume.



Career Database Appropriate