

CAREER ACTION 9-2

Outline Your Resume

DIRECTIONS: Prepare the outline of your resume now. Use the assignment form provided on page 167 to outline your resume, or create your draft in a word processing program, using the form as a reference.

Once you've completed the form in **Career Action 9-2**, number each section of the outline, ranking it in order of its importance and relevance to your job objective. Present the material in your final resume in this order. For example, if your education is more important than your work experience, put education in a more prominent position.

SUCCESS TIP

Tailor your resume to best support your objective.

Step Five: Finalize and Produce Your Resume

The next step in creating your resume is to use your outline as a reference in drafting your actual resume. Finally, evaluate and revise your information as necessary to create a job-winning resume.

Produce Your Resume. The general layout of your paper resume provides employers with their first impression of you. Give your resume a professional look:

- ✓ Omit the heading RESUME at the top of your document.
- ✓ Single-space the body of your resume, and double-space or triple-space between sections or items in the resume. (Remember: Your final resume should be only one page in length unless you have extensive work experience.)

- ✓ Use white or light-colored 8 1/2-by-11-inch paper.
- ✓ Frame your resume attractively with one-inch margins on all sides.
- ✓ Use white space effectively. Purposely incorporate areas of white space to draw attention to important parts of your resume, giving it an organized, uncrowded look.
- ✓ Capitalize the first letters of keywords or phrases, and place a period after each of these.
- ✓ Use headings in all capital letters, and indent text to emphasize resume parts. (Don't overdo this.)

Tips for Preparing a Winning Career-Change Resume

Most of us will make more than one career change in our lifetimes. Below are tips for successfully revising your resume to fit a new career objective. See Chapter 20 for other important considerations in making a successful career change. A realistic new career target is one for which you have already developed relevant, related skills. To revise a resume to be used for a new career, follow the tips below:

1. Begin by making a list of all your work skills, knowledge, and experience.
2. Use a colored pen to place a check mark in front of each item on your list that matches or closely matches the needs of your new career target.
3. If necessary, change the wording of the items you checked to better fit your new career target. Use a thesaurus and your new career research to help identify appropriate terms. For example, in changing from a classroom teacher to an industry trainer, the terms *trainer*, *facilitator*, and *presenter* will be more appropriate than *teacher*.
4. Create new resume skill and experience headings by grouping related items from your updated skills list into categories. Create a heading to describe each category.
5. Now that you have appropriate content, you can begin drafting and refining your new career resume.

Compare the "Before" and "After" excerpts from the functional format resume shown below, and see Figures 9-13 on page 151 and 9-14 on page 152 for an example of a career-change resume in the combination format.

Excerpts From "Before" Resume

Job Objective: Service manager in the automotive repair industry

Auto Repair Customer Service

Scheduled appointments; performed pre-inspections, achieved upgrade sales on 95 percent of accounts, quoted estimates, and wrote work orders; performed post-repair inspections; and explained statements to customers. Increased referrals from customers by 43 percent.

Parts Management

Managed ordering and stocking of mechanical and auto-body parts inventories; selected suppliers and negotiated vendor discounts that averaged 25-30 percent below wholesale; reconciled shipping invoices to billing statements; and approved payments.

NOTE: See Figure 9-13 (resume example on page 151).

Excerpts From "After" Resume

Job Objective: Insurance adjuster in the automotive repair industry

Claims Management

Scheduled client appointments, determined mechanical and auto-body damages within 45 minutes, negotiated repairs with clients and insurance companies, prepared job documentation (pictures, work orders, billing), performed post-repair inspection, and explained statements.

Cost Containment

Obtained clients' agreement to use appropriate after-market and/or rebuilt parts on 98.7 percent of jobs; located replacement parts; negotiated price, delivery, and discounts, averaging 25-30 percent below wholesale; returned unused parts for credit; reconciled billing discrepancies; approved payments.

NOTE: See Figure 9-14 (resume example on page 152).

MAKE IT PERFECT

Make sure your resume has no misspelled words, typing mistakes, or format errors.

Any of these flaws could cause your resume to be rejected immediately.



Make Your Resume Easy to Scan. Since more and more companies are scanning hard copy resumes for storage and processing, you need to create a scannable resume by using formatting that is both attractive to the eye and easy to scan. A scannable resume must be stripped of certain word processing codes so scanners can read the text clearly and convert the resume into an ASCII text document. Employers can then store the ASCII document on computer or transfer it to other hiring departments.

Scanners may misinterpret improperly formatted characters. The following “Do’s and Don’ts” explain how to format your resume so it will scan clearly and keep you in the running for an interview.

DO:

1. Use a clean overall format. Visual legibility is extremely important.
2. Use simple, clean fonts like Arial and Times Roman.
3. Use a font size of 10 to 14 points. The ideal font size is 12 points.
4. Use acceptable character enhancements and codes such as bolding, centering commands, solid bullets, and regular and indent tabs.
5. Print your resume on a high-quality printer in black ink, on one side of white or light-colored 8 1/2-inch x 11-inch paper. (You

may have a printing firm reproduce your resume by using the photo-offset printing method. The cost is reasonable, and the print quality is acceptable for scanning. A standard copy machine does not produce a copy of high enough quality to ensure scannability.)

DON'T:

1. Don't use a highly formatted style such as a newsletter layout or columns. Scanner software assumes that the text reads conventionally from left-to-right in one column.
2. Don't use special justification (adjustable spacing between characters). Use the standard left-margin alignment so that each letter is clearly visible.
3. Don't use underlining, italics, shadows, white letters on a black background, or colored text. These all can blur or corrupt the scanned message.
4. Don't include graphic images and other graphics, such as vertical and horizontal lines and boxes. (You can use a horizontal line if you leave adequate white space above and below it so that the line doesn't touch any letters.)
5. Don't fold or staple the resume (creases and staple marks can cause scanning errors).

Examples of scannable paper resumes are shown in Figures 9-10, 9-11, and 9-14. This format may be perfectly acceptable for all the resumes you send out. If you think it is important to have a more dramatic format, however, send the simpler resume and take your more heavily formatted traditional resume to the interview.

Complete Career Action 9-3

CAREER ACTION 9-3

Draft Your Resume

DIRECTIONS: Review the resumes on pages 137-154. Use colored ink to mark sections of these models that are useful to you. Resumes typically should contain all the "Standard Resume Sections" listed below. The optional sections should be included when they support your main job objective.

Standard Resume Sections:

- ◆ Name and Contact Information
- ◆ Capabilities or Keyword Section
- ◆ Job Objective
- ◆ Education
- ◆ Work Experience
- ◆ Other Experience

Optional Resume Sections:

- ◆ Military Service
- ◆ References
- ◆ Personal Information

Prepare a written draft of your resume, using your resume outline as a reference. Be selective about the quality and quantity of information you include; make every word count. Emphasize your qualifications and measurable accomplishments.



Career Database Appropriate

Revise the Content. After you have drafted your resume, review it with careful attention to every detail. Use a colored pen to highlight areas that could be improved.

Once you have reviewed your draft, rewrite your resume, strengthening each area you marked. Eliminate unnecessary words; substitute stronger, clearer terms for weak ones. Your goal is to answer "yes" to all the Resume Review Questions at the right.

After reviewing your draft, check the professional guidelines presented earlier in this chapter, and complete **Career Action 9-4**.

Sample resumes (Figures 9-5 through 9-15) on pages 137-154 provide good models to help you prepare your own winning resume. Examine the content and format of each one and the summaries provided.

Mark the examples that are most useful for your needs.

RESUME REVIEW QUESTIONS

- ◆ Is it concise, free of unnecessary words and information?
- ◆ Does it include positive qualities and accomplishments using measurable terms and action verbs?
- ◆ Does it stress my job qualifications?
- ◆ Do my listed qualifications support my stated job objective?
- ◆ Is it logically organized, and is the information presented in order of importance and relevance to my job objective?
- ◆ Have I used keywords effectively?