

My philosophy is that people look for what they 'need', but hire based on what they 'want'. The 'need' is filled by the technical or specific experiences. The 'want' is the personality, style, key skills or cultural fit.

In my hiring experience, the final decision is made on cultural or personal fit as we a couple technically qualified candidates from whom to choose. So assuming you are up against competition, my recommendations are geared toward helping the reader to understand both your technical skills and who you are.

### Section 1: Introduction to You

Doug Double  
123 Apple Street, Walla Walla, WA 96001  
(555) 123-4578 Home (555) 123-4579 Mobile dougdouble@yahoo.com  
[www.linkedin.com/in/dougdouble](http://www.linkedin.com/in/dougdouble)

LinkedIn Profile - Provides you a way to expand beyond the 2 page resume

Marketing Executive

Stating your profession and/or title - gives context to what they will read

#### Profile:

The Profile should be a short paragraph that highlights your 2-3 key skills that you rely upon daily. You are trying to communicate what solution you provide to the needs of the position you seek to fulfill.

In this example, a marketing executive would want to state the skills that have made them very effective. Keep your language simple and direct. Avoid words like 'team player', 'creative', or 'aggressive', they all sound good, but are pretty shallow and do little to truly make you stand out.

### Section 2: Key experience/skill summary

This is an optional section. It usually consists of a couple columns that list areas of experience/skills. The purpose of having this section is to give you more "hits" is on key words searches within candidate databases.

- ▶ Strategic Planning
- ▶ Lived in China (2 years)
- ▶ Divisional profit/loss responsibility
- ▶ Fluent in French

You can include a mix of functional skills (e.g. strategic planning), worklife experiences (e.g. Lived in China) or personal skills (Fluent in French)

#### Tip on ordering the skills listed

- 1) Start with those that are most relevant to the position - when submitting for a specific role
- 2) Start with your strongest or most attractive experiences/skills

### Section 3: Work Experience

To help your reader understand what you did, use the following three items for each of your work experiences.

#### Item 1: Company information

ABC Companies (NYSE: ABC) - Aerospace Division

\$2 Billion division of \$5 Billion firm that manufacturers equipment for... (describe key needs served for what targeted clients)

Provide the reader an understanding of your company's industry, purpose, target clients and revenue size. This will help them understand the scale and focus of your role.

#### Item 2: Your title and position

SVP Marketing - Aerospace Division

Reported to Division President. Lead 50 person/\$20 million department, responsible for.... (describe scope of department)

Provide the reader critical elements about your experience: Who you reported to, size of your department and the department's purpose. Also, provides a context for the following bullet points describing your accomplishments.

**Item 3: Your experiences within that role**

In order of importance, list both your "What you did" (the action) and "So What" (the result)

- ▶ Acquisition: Lead integration of marketing departments, resulting in savings of \$10 million of .....

This is your "What". Note that it starts with the type of activity (e.g. Acquisition), then describes the action that you did (e.g. Lead integration)

This is your "So What" - what your action achieved. In this case, it was \$10 million of savings.

**Section 4: Other tips**

- 1) Length of your resume - Two pages. The purpose of a resume is to give the reader a reason to engage you in further discussion. See "Alternatives for Presenting Your Background" for how to present information beyond the resume.
- 2) How many jobs should you summarize - Generally speaking, it is the last five (5) to ten (10) years that is most relevant for the position year are seeking. So consider dedicating the bulk of your resume is that timeframe. However, there is no hard and fast rule. It may be required to show a steady progression through all the levels of a particular profession.
- 3) Summarizing prior experience - So what about years 10+ of your work history. Here's a method to summarize:  
Prior Work Experience:  
Alpha Industries - Director of Marketing (1997 - 2001), Beta Companies - Director of Marketing (1992 - 1997), Charley Inc. - Manager of Marketing (1988 - 1992)....