



3

*Resume*

# Organizing Outline for Module 3

## 1. INTRODUCTION

### A. Topics For Today's Call/ What You Will Learn

- How to Be a Leader on Paper.
  - Importance of Content and Mindset.
  - Step-By-Step Approach to Writing Your Resume.
- Using Your Resume As a Guide For Your LinkedIn Profile.

### B. Why It's Important

- Your Resume Needs To Capture Attention.
  - The average amount of time a recruiter spends on a resume is six seconds, so it needs to be worth their time!
- Your Resume Needs To Get Past The Filters.
  - Computer screening software weeds out up to half of all resumes and applications.
- A Confused Mind Always Says No.
  - Your resume needs to be crystal clear and high impact.
- The Average Job Seeker Spends 18 Weeks On The Hunt.
  - A great resume means more job offers in less time, and it frees up your schedule for more networking.
- Packaging and Presentation Is More Important Than Experience.
  - Your resume should project your confidence, not perceptions that you are under qualified.

### C. Mistakes To Avoid And Rules To Consider

- Style and Format.
  - Ditch the creative templates (unless your industry requires it) and catchy email addresses – straightforward presentation of the facts is key.
  - Follow formatting rules for your Resume Header & Body.
  - Font size no less than 11.
  - Keep it to only one page unless you have more than 10 years of experience.
- Content.
  - Rules regarding your GPA, personal references, internships, and personal information.
  - No Lies!.
  - Don't talk about the stuff you're not proud of – everything you list should be high impact.
  - Summary Statement v. Objective Statement: a summary statement packs more power, especially for job seekers with substantial prior work experience.
- Grammar.
  - Use proper tenses and formatting.
  - Ensure numbers and money are presented consistently.
  - Typos are unforgiveable!

- Mindset.
  - Resumes are marketing documents, so list accomplishments, not job descriptions.
  - Use ambiguity to your advantage; don't say you "managed two interns" if you can say you "managed a team".
  - Avoid oversharing!
  - When walking the line between honesty and portraying yourself in the best light, apply the "truth test".

## 2. GETTING STARTED

### A. Before You Start Writing.

- Do Your Research and Think About The Types of Jobs You Want.
  - Assess each job and decide on four key functions you need your resume to capture to make it relevant to the position.
- Decide in Advance How Much Attention Each Job Deserves.
  - Treat your one-page resume like valuable real estate and allocate descriptive bullets accordingly.
- For Each Job On Your Resume, Write Out Two Things:
  - What you did.
  - What you achieved.

### B. When You Start Writing

- Contact Information
  - Will a recruiter be able to easily contact you?
  - Remember if you are out of town, you may want to include a friend's or relative's address.
- Make Sure Your Margins And Spacing Are Well Done.
- Rank Bullet Points In Order Of Impact.
  - Companies want to hire performers!

**EXERCISE:** Rank your bullet points under each job in order of impact, using numbers next to them.
- Cut The Fat.
  - After each bullet, ask yourself, "so what?" Can you answer that? If not, get rid of it.

**EXERCISE:** Cross out any bullets under your work experiences that don't seem to be adding value to your resume.
- Evaluate The Verbs In Your Resume.
  - Project responsibility and management by substituting words like "supported" and "helped" with "oversaw" and "ran".

**EXERCISE:** Highlight the words that need updating, and then update them.
- Evaluate Where You May Be Too Honest.
  - Don't highlight how small your responsibilities were – instead of "delivered coffee and copies to five assistants", say "managed administrative functions of the office" if you can get away with it.

**EXERCISE:** Highlight the areas of your resume where you may be over-sharing.
- Quantify Where You Can.
  - If you exceeded your sales goal by \$1, say "exceeded sales goals during the first month on the job".

**EXERCISE:** Identify your strongest bullet point. Have you quantified it?

- Skim The Tenses.
  - First job description should be in present tense.
  - Previous jobs should be in past tense.
- Avoid Using Pronouns.
- Remove Brief Stints If You Think They're Making Noise.
  - If you've had a few jobs since college and the first one was just a placeholder that provided no enrichment or skill development, consider ditching it.
- Consider Ageism.
  - If you are concerned you will be considered "too young" or "too old" you may want to take off your graduation date.

## 2. HOW TO BRAND YOURSELF AS A LEADER

### A. Do An Online Sweep Of Your Name.

- Make Sure Your Online Reputation Is Stellar
- Get Rid Of Spring Break Photos!
- Double-Check Privacy Settings On Facebook, LinkedIn, And Twitter.

### B. Join The Conversation In The Media.

- Get Involved In Conversations That Are Relevant To The Work You Want To Do And Write Your Own Articles.
  - Figure out what's going on in Internet discussions and find your own angle.
  - If you're trying to transition, write about the intersection of your current industry and the one you're trying to get into.
  - Always have it edited, preferably by a professional.
  - Make a list of outlets you'd like to write for.

### C. Brand Your Resume

- Writing Articles Enables You To Add A Publications Section To Your Resume.
  - If you're looking for a job that doesn't align with your work experience, consider writing about other experiences, such as college courses, clubs, and interests that are relevant to your career goal.

### D. Align Your Resume With Your LinkedIn Profile.

- Check Your Privacy Settings & Make Your Profile Public.
- Use A Professional Photo (Or At Least A Good One!).
- Align Your Profile To What's On Your Resume
  - Use only your company name, job title, and power bullet.
- Your Summary Section Should Be 3 - 5 Lines About Yourself.
  - Recruiters use LinkedIn aggressively to select candidates so try to use advanced search keywords.
- Make The Heading Count.
  - What industry do you want to be in? Capture that in your header.

# Assignments

## **ASSIGNMENT #11**

- Before you write your resume, make two columns for each job: What you did vs. What you achieved.

## **ASSIGNMENT #12**

- Do all exercises thoroughly from the module.

## **ASSIGNMENT #13**

- Write your resume.

## **ASSIGNMENT #14**

- Write an article and submit it to a digital outlet to brand your resume.

# Write Your Resume

Open your resume in a word document, and apply the following exercises to make big shifts in the resume's impact.

1. Rank your bullet points under each job in **order of impact**. Put little numbers next to them.
2. **Cross out any bullets** under your work experiences that don't seem to be adding value to your resume.
3. Highlight the words that need **updating**. And then update them.
4. Highlight the areas of your resume where you perhaps were **over-sharing**.
5. Look at your bullet in each job that's the **strongest**. **Put it first** in the job entry. Have you quantified the bullet?

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## RESUME SAMPLES

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- **The freelancer resume** sample is for anyone trying to express freelance work while remaining in the workforce.
- **The internship resume** sample demonstrates how to squish internships into a resume if they're adding value, yet not relevant enough to share in depth given your deeper work experience. This also shows how to reflect contract work, if you take a look at the Department of Defense job.
- **The promotions and branding resume** sample is there to show you an example for how to include multiple jobs within one company. It's also a great example of someone who has branded themselves online through effectively using articles and writing... This leads to a "Publications" Heading. This person also expressed awards quite well, positioning themselves as a performer.
- **The summary statement resume** is for more mid-level professionals looking to summarize their experience and make themselves clearer. As a reminder, the summary statement is more here for you if you're looking to make a pivot or you're needing to summarize a deep level of experience.

## THE FREELANCER RESUME

### NAME

Address of Residence or Desired City  
(###) ### #### • name@gmail.com

#### EMPLOYMENT

##### The Washington Post

Washington, DC

Managing Editor

3/2013 - present

- Seek out potential partnerships for content sponsors and advertisers; create pitch packages (including video and editorial content) that align with sponsor brands.
- Oversee, curate, and edit all content; manage and assign team projects (editors, interns, freelancers).
- Ensure that all video and editorial content is SEO optimized; collaborate and negotiate with vendors and Washington Post front page editors to ensure high click-through percentages; oversee traffic goals.
- Hire new talent, from interns to full-time editors.

##### Joe Schmo Consulting

New York, NY

PORTFOLIO: [joeschmo.contently.com](http://joeschmo.contently.com)

3/2013 - present

- Manage a portfolio of roughly 15 clients for freelance writing assignments; primary clients include Men's Health, Elite Daily, GQ Magazine and Mandatory.

##### Strategy Consulting

- Pursue content partnerships with pertinent websites for cross promotional opportunities.
- Work with small businesses to build content strategy, content calendar and editorial presence.

##### Writing Services

- Pitch on-brand stories that engage each site's audience, with a focus on food, sex, and fitness.
- Seek out and interview expert sources with large followings to contribute to each article.
- Ensure that pieces are SEO optimized by integrating keywords, links and sponsor language.

##### Editing Services

- Edit client content to ensure optimal grammar and style.

##### EliteDaily.com

New York, NY

Associate Editor

6/2012 - 3/2013

- Developed strategic partnerships with men's websites and formed social media partnerships with men's brands in order to grow brand visibility and increase page views.
- Pitched weekly stories (focusing on fitness, food and health) to increase site traffic; select leading experts and fitness professionals for editorial interviews.
- Strategized creative and engaging newsletter subject lines to increase newsletter open rates.
- Managed the company social media pages (Facebook, Twitter, etc.), posting new content daily.

##### The Huffington Post

New York, NY

Associate Editor

11/2010 - 5/2012

- Researched, developed, and created online image slideshows, which were featured on the AOL homepage, averaging 100,000 to 1,000,000 page views per day.
- Wrote and coded the weekly e-mail newsletter, growing the list from 8,000 to 14,000 subscribers.
- Launched live events (Tony Robbins, Rosie O'Donnell, etc.); average of 1,000 to 5,000 participants.
- Resolved all site issues (incorrect HTML coding, cache problems, video player functionality, etc.) by working closely with the in-house tech team.

#### EDUCATION

##### Fordham University

New York, NY

BA, Communications (Concentration: Journalism)

8/2006 - 6/2010

**SKILLS:** Skilled in the uses of Blogsmith, Moveable Type, Photoshop, Sailthru, InDesign, Hootsuite, Tweetdeck, Wordpress, MailChimp, Omniture, SAP, GotoMeeting, Cision, and Google Analytics.

## THE INTERNSHIP RESUME

### NAME

Address of Residence or Desired City  
(###) ### #### • name@gmail.com

#### EMPLOYMENT

##### Veracity Political Consulting

Team Manager, Communications

Los Angeles, CA

9/2012 - present

- Awarded two performance bonuses and formal recognition from the CEO and the client within first two months on the job for introducing and spearheading new initiatives.
- Manage a team of communications associates who produce crisis communications for a Fortune 100 company; reports advise clients on how to communicate threats to its staff.
- Maintain relationships with government agencies (FBI, CIA, DHS, DOS, DOD) in order to provide daily counsel to the client's senior leadership regarding how to navigate and minimize the impact of crises.

##### Cause Communication s & Associates

Associate, Crisis Communications

Los Angeles, CA

3/2010 - 9/2012

- Produced communications materials-website content, fact sheets, press releases, advertisements and social media-to simplify complex issues for public understanding.
- Liaised with government agencies in order to achieve the client's business objectives via public affairs, outreach and strategic communications plans to influence public policy.
- Engaged in media monitoring, public opinion research, and news analysis to develop situation assessments on the impact of political and media developments.

##### Booz Allen Hamilton (Contract with U.S. Department of Defense)

Supervisor, Operations

Washington, DC

Contract Length: 9/2009 - 3/2010

- Managed operations for the Ministry of Defense Advisors (MoDA) training program, a program that prepares senior civilians to deploy as advisors to the Afghan government.
- Devised quantitative and qualitative analyses, and prepared briefs to advise the Pentagon's Director of Training, Readiness and Strategy on how to modify curriculum.
- Oversaw curriculum, implemented changes and recruited experts to enhance the program, (Ambassadors, intelligence community leaders and National Security Council staffers).

#### INTERNSHIPS

**Millenium Solutions**  
Intern , Public Affairs  
London, UK  
9/2008 - 1/2009

##### Ketchum PR

Intern, Public Affairs  
London, UK  
1/2009 - 5/2009

##### The White House

Intern , Public Affairs  
Washington, DC  
5/2009 - 9/2009

#### EDUCATION

##### London School of Economics

MA, International Relations

London, UK

9/2008 - 5/2009

##### University of Redlands

BA, Government, History, French (Triple Major)

Redlands, CA

8/2004 - 5/2008



## THE PROMOTIONS AND BRANDING RESUME

### NAME

Address of Residence or Desired City  
(###) ### #### • name@gmail.com

#### EDUCATION

**Columbia University**  
MFA, Nonfiction Writing

New York, NY  
9/2011 - 5/2013

**University of California, Los Angeles**  
BA, Literature (Magna Cum Laude)

Los Angeles, CA  
8/2007 - 6/2011

#### EMPLOYMENT

**Publishers Weekly**  
Editor

New York, NY  
8/2014- present

- Author articles and original book reviews of various genres (fiction, literary criticism, science fiction, memoir, etc.) for publication in the magazine; edit and fact-check stylized capsule book reviews.
- Manage and create web content (www.booklife.com); proofread and onboard articles into the system.
- Oversee team of writers, approve pitch ideas and manage budgeting.

**Assistant Editor**

7/2013- 8/2014

- Interface with publicists and write reviews for clientele's books; research publishing houses to contact.
- Manage and train the company's new interns

**Intern**

4/2013- 7/2013

- Oversee and manage the company's social media following (Twitter, Tumblr, Facebook, etc).
- Create an intern training manual.

**DreamWorks Animation SKG**  
Intern, Animation Production

Los Angeles, CA  
6/2009 - 8/2011

- Authored notes for a staff of 40+ animators throughout daily meetings with film directors and producers.
- Oversaw the animation department's progress chain for a creative project; worked with Photoshop.

#### PUBLICATIONS

- "Writers are Underrated", Forbes, 4 January 2015, [link].
- "How to Job Hunt As A Writer", Huffington Post, 3 October 2014, [link].
- "How to Overcome Writer's Block", Harvard Business Review, 2 September 2013, [link].
- "BOOK REVIEW: Eat, Pray, Love", Publisher's Weekly, 5 July 2013, [link].

#### AWARDS

- **First Place**, Spectrum Prose Contest, 2011.
- **First Place**, Keith E. Vineyard Honorary Scholarship for Excellence in Creative Writing, 2010- 2011.
- **Scholarship**, Taft High School, 2007-2008.
- **Scholarship**, Columbia University School of the Arts Writing Fellowship, 2011-2013.

#### VOLUNTEER WORK

- Creative Writing Instructor, Columbia University ('Artists as Teachers' Program), 2011.
- UCLA: Student Colloquium Leader, College of Creative Studies (2009).

## THE SUMMARY STATEMENT RESUME

### NAME

Address of Residence or Desired City  
(###) ### #### • name@gmail.com  
LinkedIn URL Marketing

### COMMUNICATIONS MANAGER

Creative marketing and communications professional with seven years of progressive experience across a range of marketing functions in the agriculture industry. Proven ability to execute visions with business acumen in project management, team leadership and go-to-market efforts. Successfully executed product launches and rebranding initiatives, positioning companies and products for success. Expertise includes:

- Strategic Business Planning
- Corporate Communications
- Project Management
- Channel Marketing
- Marketing Communications
- Team Building
- Branding, Rebranding
- Direct Marketing
- Event Management
- Public Speaking

### PROFESSIONAL EXPERIENCE

#### Underwood Family Farms

Director, Promotions

Los Angeles, CA  
9/2008 - Present

- Oversee execution of promotional activities such as campaign performance tracking, and liaise with cross functional teams to create integrated marketing campaigns for Wonderful Halos Mandarins and Sweet Scarletts Texas Grapefruit across broadcast, print, point of sale, digital and social platforms.
- Negotiate contracts and oversee budgets; spearhead cost saving initiatives creating \$100,000 in annual savings.
- Establish marketing strategy for DailySqueeze, a blog with 10,000+ subscribers.
- Head Wonderful Pistachios' sponsorship of MLB teams (Dodgers, Angels, Cubs, Reds, Rangers); negotiate contracts, oversee in-stadium advertising and discount deals; sponsorships drew more than 750,000M broadcast impressions.
- Oversee execution of Gangnam style flash mob on Bourbon Street during Super Bowl XLVII featuring pop star, Psy, to promote Wonderful Pistachios' Super Bowl commercial. Achieved 400,000+ YouTube views.

#### DIRECTV

Manager, Marketing

El Segundo, CA  
4/2007 - 8/2008

- Organized full-cycle launch of DIRECTV's co-branded Rewards Visa credit card from of integrated marketing plans across print, broadcast and digital; developed the credit card's marketing strategy.
- Managed crosspartnershipcross partnership with Visa and the NFL, which included the development of a sweepstakes marketed through direct mail, bill stuffers, print and broadcast advertising and a micro site on directv.com.

### EDUCATION

**Boston University**  
BA, Psychology

Boston, MA  
9/2002 - 1/2007