LESSON 33

RESUME WRITING

Outline:

The Functional Resume

The Combination Resume

Example of a chronological resume

June 2006 to present

Chief Accountant / Financial Analyst AZ Corporation

• Prepare accounting reports for wholesale gift ware importer (Rs75 million annual
 sales)

• Audit financial transactions with suppliers in 12 Latin American countries

• Created a computerized model to adjust account for fluctuations in currency
 exchange rates.

• Negotiated joint-venture agreements with major suppliers in Mexico and
 Colombia

• Implemented electronic funds transfer for vendor disbursements, improving cash
 flow and eliminating payables clerk position.

The Functional Resume

A functional resume emphasizes a list of skills and accomplishments, identifying
employers and academic experience in subordinate sections. This pattern stresses
individual areas of competence, so it’s useful for people who are just entering the job
market, want to redirect their careers, or have little continuous career-related experience.

Advantages

(1) Without having to read through job descriptions, employers can see what you can do for them,

(2) You can emphasize earlier job experience

(3) You can de-emphasize any lack of career progress or lengthy unemployment.

Example of the Functional Resume

Relevant Skills

Personal Selling/Retailing

• Led house wares department in employee sales for spring 2006.

• Created end-cap and shelf displays for special house wares promotions.

• Sold the most benefit tickets during college fund-raising drive for local
 community centre

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Public Interaction

• Commended by house wares manager for resolving customer complaints
 amicably

• Was captain college xi and participated in many University Fixtures Managing

• Training part-time house wares employees in cash register operation and customer
 service

• Reworked house wares employee schedules as assistant manager

• Organized summer activities for children 6-12 years old for city of Karachi -
 including reading programs, sports activities, etc.

The Combination Resume A combination resume includes the best features of the chronological and functional approaches. Nevertheless, it is not commonly used, and it has two major disadvantages:

(1) It tends to be longer, and

(2) It can be repetitious if you have to list your accomplishments and skills in both the functional section and the chronological job descriptions.

Example of such a resume;

Naeem Ahmad

122-Mall Road Lahore (042) 5858585

Objective

To obtain a position as a special events coordinator that will utilize my skills and experience

Skills and Capabilities

• Plan and coordinate large-scale public events

• Develop community support for concerts, festivals, and the arts

• Manage publicity for major events

• Coordinate activities of diverse community groups

• Establish and maintain financial controls for public events

• Negotiate contracts with performers, carpenters, electricians, and suppliers.

Special Event Experience

• Arranged 2001’s week-long Arts and Entertainment Festival for the Public
 Library, involving performances by 25 musicians, dancers, actors, magicians, and

artists

• Supervised the 2000 PTA Spring Carnival, an all-day festival with game booths,
 live bands, contests, and food service that raised Rs. 70,000 for the PTA

• Organized the 1999 Provincial convention for 80 members of the Lahore Women
 club, which extended over a three-day period and required arrangement for hotels,

meals, speakers, and special tours

• Served as chairperson for the 1998 Children’s complex Show, a luncheon for 400
 that raised Rs.50,000 for orphans and privileged children

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Education

• Bachelor of Arts, Psychology, APV College, Lahore.

Employment History

• First National Bank of Pakistan 1988 to 1990, personnel counselor/campus
 recruiter; scheduled and conducted interview with graduating MBA students on

18 campuses; managed orientation program for recruits hired for bank’s management trainee staff

• ABC University 1996-1998, part-time research assistant for Professor Hassan
 (Science Department)

Compose your Resume to Impress

Write your resume using a simple and direct style. Use short, crisp phrases instead of whole sentences, and focus on what your reader needs to know. Avoid using the word I instead, start your phrases with impressive action verbs such as these:

Accomplished coordinated initiated

Achieved created installed
Administered demonstrated introduced

Approved developed investigated

Arranged directed joined

Assisted established launched

Assumed explored maintained

Budgeted forecasted managed

Chaired generated motivated

Changed identified operated

Complied implemented organized

Completed improved oversaw

Avoid Weak Statements

participated set up

performed simplified

planned sparked

presented streamlined

propose strengthen

raised succeeded
recommended supervised

reduced systematized

reorganized targeted

resolved trained

saved transformed
served

Don't say: Responsible for developing a new branch

Say: Developed a new branch

Don't say: I was in charge of customer complaints

Say: Handled all customer complaints

Don't say: I won a cash prize of 100,000 for openings the newest customer accounts in

my department

Say: Generated the highest number of new customer accounts in my

department and awarded a prize of 100.000

Use Active Statement that Shows Results

In addition to listing your accomplishments, include your name and address, academic
credentials, employment history, activities and achievement, and relevant personal data.

Name and Address

Name: an employer needs to know Who you are

Where you can be reached: phone number/ e-email address contact information at
school and at home both, cell phone no etc. No need to include the word resume. Just

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make sure the reader can tell in an instant who you are and how to communicate with
you.

Career Objective or Summary of Qualification

Experts disagree about the need to state a career objective. Such a statement only limits you as a candidate (especially for a variety of openings). Employers will try to categorize you anyway, so you might as well make sure they attach the right label.
Remember, your goal is to generate interest immediately. If you decide to state your objective, make it effective by being as specific as possible about what you want:
Examples of Career Objective or Summary of Qualification

A marketing position in a growing company requiring international education

Summary of qualifications: ten years of experience in international banking with track
record.

The career objective or summary may be the only section read fully by the employer, so if you include either one, make it strong, concise, and convincing.

Education

If you are still in school, education is probably your strongest selling point. Present your
educational background in depth, choosing facts that support your “theme”. Give heading
such as “Education”, “Professional College Training”, or “Academic Preparation"
starting with most recently attended, List the name and location of each one, the term of
your enrollment (in months and years), your major and minor fields of study, significant
skills and abilities you’ve developed in your course work, and the degrees or certificates
you’ve earned.

Indicate incomplete education. Include any training qualifying you for the job and any scholarship, award that you have won. Also tell them whether the training was sponsored by business or government.

Include any relevant seminars or worship you’ve attended, as well as the certificates or other documents you’ve receive. Listing your grades depends on the job you want and the quality of your grades. Remember education is usually given less emphasis if you’ve worked in your chosen field for a year or more.

Work Experience, Skills & Accomplishments

List the Education Section, the Work-Experience Section

Do the following.

Focus on your overall theme.

Show relationship between your previous responsibilities and your target field. Call attention to skills you’ve developed and your progression from jobs of lesser to greater responsibility.

Describing your work experience,

List your jobs in chronological order,

Include any part-time, even if unrelated to your current career objective. It
shows your ability to get and hold a job - an important qualification in itself. If
you have worked your way through school, say so. Employers interpret this as a
sign of character.

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Before or after each job listing, state your functional title, such as ‘salesperson’. Don’t try to make your role seem more important by glamorizing your job title.

The work experience section lists the entire related job you’ve had:

• Name and location of employer

• What the organization does (if not clear from its name)

• Your functional title

• How long you worked

• Your duties and responsibilities

• Your significant achievements or contributions.

For example, developed a new filing system, that reduced paperwork by 50 percent. Include miscellaneous facts that are related to your career objective:

• Command of other languages

• Computer expertise

• Date you can start working

You may put “References available on request” at the end of your resume, but doing so is
not necessary. The availability of references is usually assumed. Don’t include actual
names of references. List your references on a separate paper and take them to your
interview.

Activities and Achievements

Describe any volunteer activities that demonstrate your abilities.

List any project that requires leadership, organization, teamwork, and cooperation.

Emphasize career-related activities such as “member of the Student Marketing Association”.

List skills you learned in these activities, and explain how these skills are related to the job you’re applying for.

Include speaking/writing/tutoring experience/participation in athletics/creative
projects/ fundraising/community-service activities in academic or professional
organizations.

Non-paid activities may provide evidence of work-related skills.

Resume Deception

One in four resumes has a lie in it. The most frequent forms of deception include the following:

Claiming nonexistent educational credits. Inflating grade-point averages.

Stretching dates of employment to cover gaps. Claiming to be self-employed

Claiming to have worked for companies that are out of business Omitting jobs that might cause embarrassment.

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Exaggerating expertise or experience

Personal Data

Leave personal interest off your resume-unless including them enhances the employer’s understanding of why you would be the best candidate for the job.

Experts also recommend excluding salary information, reasons for leaving jobs, names, of previous employer, etc.

Revise your Resume

The keys to writing a successful resume adopt the ‘you’ attitude and focus on your
audience. Think about what the prospective employer's need, and then tailor your resume
accordingly.

The ‘perfect’ resume responds to the reader’s needs and preferences and avoids some common faults. The following is a list of common faults.

Too long: The resume is not concise, relevant, and to the point.

To short or sketchy: The resume does not give enough information for a proper evaluation of the application

Hard to Read: A lack of ‘write space’ and of deceives such as indention and boldfacing makes the reader’s job more difficult.

Wordy: Descriptions are verbose with numerous words used for what could be said more
simply.

Too Slick: The resume appears to have been written by someone other than the applicant,
which raises the question of whether the qualifications have been exaggerated.
Amateurish: The applicant appears to have little understanding of the business world or
of a particular industry, as revealed by including the wrong information or presenting it
awkwardly.

Poorly Reproduced: The print is faint and difficult to read.

Misspelled and Ungrammatical throughout: Recruiters conclude those candidates who
make spelling and grammar mistakes lack good verbal skills, which are important for the
job.

Boastful: The overconfident tone makes the reader wonder whether the application’s self-evaluation is real.

Dishonest: The applicant claims to have the expertise or work experience or work experience that he or she does not possess.

Gimmicky: The words, structure, decoration, or material used in the resume departs so far from the usual as to make the resume ineffective.

Produce your Traditional Resume

With less than a minute to make a good impression, your resume needs to look sharp and grab a recruiter’s interest in the first few lines. A typical recruiter devotes 45 seconds to each resume before tossing it into either the ‘maybe’ or the ‘reject’ pile.

Try to keep your resume to one page. If you have a great deal of experience and are applying for a higher-level position, you may need to prepare a somewhat longer resume. The important thing is to have enough space to present a persuasive but accurate portrait of your skills and accomplishments.

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