

Creating Powerful Resumes

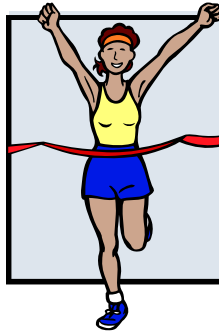


May 26, 2009
3:00-4:00 p.m. EST

Presented by: Marshall Brown



WELCOME



THANK YOU FOR JOINING US!

*"I always wanted to be someone, but I should have been more specific."
-Lily Tomlin & Jane Wagner*

ABOUT MARSHALL BROWN



Marshall Brown, President of Marshall Brown & Associates, is a certified executive and career coach and personal brand strategist. Marshall has always had a passion for helping professionals find ways to succeed in the workplace while living happy and fulfilling lives. ***Unleashing & Channeling Your Power to Succeed***—reflects his commitment to supporting and encouraging his clients to find their passions and unique talents, while seeking additional possibilities to move from mediocre to exceptional. He sets the bar high for himself and others, and is the catalyst for new and breakthrough thinking.

Marshall brings a significant amount of knowledge and experience in coaching, branding, business, marketing and leadership to his work with individual and organizational clients. He serves as a coach to already successful high achievers who enjoy challenging themselves. His clients include association executives, lawyers, health care professionals, CEOs and business entrepreneurs.

Marshall publishes his own monthly e-newsletter called "It's All About You!" He also writes a monthly career column for *Association Trends* called "Ask the Coach," and has published articles in leading association management magazines and newsletters. Marshall's first book, *High Level Resumes*, released in January 2005, reflects his successful work in leading hundreds of job candidates in creating compelling professional resumes.

As an industry expert, his speaking engagements have attracted hundreds of association and business professionals from across the country.

Marshall has a Bachelors Degree in Psychology from the University of Pittsburgh and is certified by the International Coach Federation, Coaches Training Institute and Career Coaches Institute. He grew up in Pittsburgh and now resides in Washington, DC.

WHAT MAKES A POWERFUL RESUME?

A decent resume...

is a well written document that clearly outlines your skills, qualifications, and experience.

A **POWERFUL** resume...

is a focused and aggressive **MARKETING tool** that **SELLS YOUR VALUE** to a company.

WHAT YOU OFFER VS. WHAT THE EMPLOYER WANTS



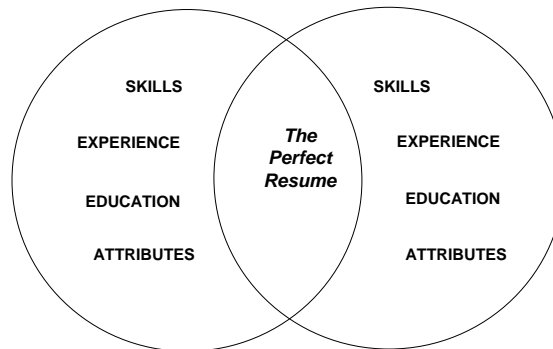
The Problem: People have a tendency to write resumes strictly from the “What I offer” perspective. As a result, the wrong information, incomplete information, or irrelevant information is communicated. If your resume doesn’t clearly communicate what employers are looking for, your resume is passed over.

WHAT YOU OFFER VS. WHAT THE EMPLOYER WANTS



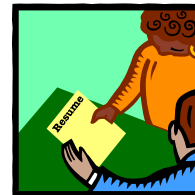
The Solution: Prepare your resume with the company’s requirements in mind – sell what they’re buying! Take a complete inventory of your skills, experience, attributes, and education and compare it to what the company is looking for.

WHAT YOU HAVE TO OFFER AND WHAT EMPLOYER WANTS TO SEE



SECTIONS OF A RESUME

- Contact Information
- Profile/Summary of Qualifications
- Professional Experience
- Education
- Affiliations
- Other



*"If you don't know where you are going, any road will take you there." —
Lewis Carroll in Alice's Adventure in Wonderland*

TYPES OF RESUMES

- Chronological
- Functional
- Targeted/Hybrid

*"I always wanted to be somebody, but I should have been more specific."
—Lily Tomlin with Jane Wagner*

IMPORTANCE OF KEY WORDS

- What is a keyword?
- Why is it important?
- How do I know what keywords to use?
- Where do keywords go?

"You are the storyteller of your own life, and you can create your own legend or not."

– Isabel Allende

USE LANGUAGE THAT SELLS

- Aggressive & confident
- Action-oriented / benefit-oriented
- Be specific!
- Sell the “context”
- Highlight Accomplishments



USE LANGUAGE THAT SELLS

Don't just say this... *“Increased sales of corporate security services”*

Say this... *“Increased corporate security sales by 43% and secured 12 new enterprise accounts, generating over \$6 million in new revenue”*

Don't just say this... *“Conducted vendor negotiations, which reduced expenses”*

Say this... *“Slashed expenses by 23% within 6 months by renegotiating key vendor contracts”*

Don't just say this... *“Sold services to companies across the East Coast”*

Say this... *“Recruited to revitalize stagnant sales and reverse declining profit performance in East coast markets”*

FORMATTING, LAYOUT & VISUAL APPEAL

- Consistency
- White Space
- Fonts, Bolding, Italics, Etc.
- Unique and Noteworthy

IMPORTANT COMPUTER FORMATS

- Microsoft Word
- Plain text (“ascii”)
- PDF



FINAL THOUGHTS

- Sell what the company wants, not what you want
- Page 1 is CRITICAL
- Use the language of your target audience
- A 2-page resume is a good guideline, but not a rule
- Make certain your name is on every page
- Avoid using “I” and “me”
- Organize content to work for you
- Tell them what they need to know – show them how you can make their company/department better by showing them how you’ve done it before
- Proofread, proofread, PROOFREAD...and then have someone else proofread

RESUMES

RICHARD BOESCH

2001 Rockwood Terrace ~ Vienna, VA 22182 ~ rmboesch@aol.com ~ 703-281-7043

PROFESSIONAL PROFILE

Experienced and proven Human Resource Professional with record of significant accomplishments and contributions. Demonstrated ability to galvanize teams to achieve ambitious results. Expertise in labor and employee relations, negotiations, performance management, and training and development. Especially strong in developing policy, procedures and programs, which support, enhance and strengthen business initiatives.

EDUCATION

MBA, California State University, San Francisco, CA
Juris Doctor, George Mason University, Fairfax, VA

SELECTED ACCOMPLISHMENTS

- ❑ Collaborated in 2002 National negotiations successfully achieving strategic, operational and tactical bargaining objectives for the Internal Revenue Service.
- ❑ Deployed web-based National Agreement Resource Center, providing immediate, up-to-date information to all IRS managers.
- ❑ Reviewed and revised 9 comprehensive internal labor and employee relations manuals.
- ❑ Developed and published 2 guides; ethics and conduct for employees, and good conduct and disciplinary measures for managers.
- ❑ Key architect for Vice-President's National Performance Review, making significant contributions on the National Partnership Council Planning Group.
- ❑ Designed and spearheaded implementation of DoD's Administrative Grievance System, Performance Appraisal System, and Awards Program and published all appropriate guidelines.
- ❑ Conceived, initiated and implemented first-ever information sharing system for all DoD agencies, providing current, up-to-date information and policy changes for human resource professionals.
- ❑ Managed DoD Labor Relations program, providing DoD-wide program advice and guidance governing a workforce initially numbering over 1 million employees.

RESUMES Continued

JOHN P. KOTOLOUS MBA

555 St. Augusta Drive • Rinehurst, Colorado, 12345
303 555 6666 • jpk@email.com

SENIOR EXECUTIVE – MANUFACTURING

Specialist in upgrading manufacturing operations with lean processes, improved quality, and commitment to customers

HIGH-PERFORMANCE EXECUTIVE with 20+ years' strategic leadership experience in OEM and contract manufacturing. Career reputation built on ability to effectively optimize manufacturing performance, improve quality, streamline processes, spearhead competitive improvements, secure contracts with top-tier F-500 clients and suppliers worldwide, and position companies for continued growth in revenue and profitability.

Manufacturing strategist and tactician with superior planning skills and state-of-the-art technical expertise. Expert in cutting-edge manufacturing, quality, and supply chain tools and methods. Decisive and inspiring leader with absolute commitment to meeting strategic objectives. Experience leading multi-functional teams and workforce exceeding 1000. Areas of excellence include:

Lean Manufacturing ... Six Sigma ... ISO/QS 9000 – Mil-STD Quality Systems ... Strategic Global Sourcing
Mexico (Maquiladora) Operations ... Supply Chain Development ... MRP & ERP ... Sales & Marketing
New Product Introduction ... Enterprise-Level Project Management

PERFORMANCE MILESTONES

- Secured and managed client contracts with international Fortune 500 customers including Kodak, Philips, Sony, Sharp, Nike, 3Com, Palm, Sun Microsystems, StorageTek, Lucent, and Siemens.
- Co-managed company restructuring and built a new Business Development organization that resulted in restored profitability and increased revenues of over 200% for Xpectra Corporation.
- Implemented the process and operational improvements that took E-M-Solutions Colorado Operations from a losing position to profitability and over \$40 million in annual revenue.
- Within 2 years, introduced operations enhancements at Kryptonix that increased capacity by 200%, decreased cost-per-unit by 28%, and effectively supported year-over-year growth surpassing 120%.
- Introduced disciplined processes and lean manufacturing techniques that helped turn an under performing poorly structured \$10 million organization into a \$50 million best-in-class manufacturing and distribution operation.

PROFESSIONAL EXPERIENCE

Marshall Brown & Associates

www.mbrownassociates.com

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RESUMES Continued

Christine S. Sunnis

50201 Bluemont Square • Broomfield, CO 80038 • (303) 712-3975 • csunnis@juno.com

PROFESSIONAL SUMMARY

Dynamic IT executive with demonstrated expertise in analysis, design, development, test and support of complex software systems. Twenty years' proven excellence in IT environments, providing management and leadership for troubleshooting and resolutions, technical requirement interpretations, life cycle project management and technical guidance. Strong project management skills and visionary team leader. Proficiency in building strategic alliances and providing customer service that exceeds expectations.

EDUCATION

OCP8™ DBA Certification, Aurora, CO (Anticipated 3/2005)
Master of Science, Management Information Systems, 1993, American University
Bachelor of Science, Computer Science, 1988, American University

TECHNICAL EXPERTISE

Hardware: HP 9000series, Sun, StarServer FT 3000, Sequoia, IBM 3090/4381, IBM PCs and compatibles.
OS: UNIX (TOPIX, SVR4/5, HP-UX Solaris) Windows 95, 98, NT, 2000, CICS CMS, MVS/ESA, MS-DOS
Networks: TCP/IP, X.25
Languages: FOCUS 4GL, OS/3CL, PASCAL, HTML, SQL
Software Tools: Veritas Vista REPLAY, XRunner, Exceed, all CLEAR, ABC FlowCharter, Sablime, Compas, PVCS Tracker, DDTS, XWindows, Norton Ghost, ImageCast, PCAnywhere, MS Office 2000

RELEVANT PROFESSIONAL WORK HISTORY

Marshall Brown & Associates

www.mbrownassociates.com

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RESUMES Continued

Marilyn A. Denholm

123 Augusta Avenue
Pinehurst, Ontario A2B 3C3
416 444 5555 • massey@email.com

Executive Director – Healthcare

Dynamic and highly regarded Executive Director with 20+ years experience in not-for-profit healthcare. Innovative and divergent thinker with a track record for revitalizing organizations and implementing cutting-edge strategies to improve operations, visibility, fundraising, and long-term sustainability. Marketing and business savvy.

Exceptional speaker and relationship builder with the ability to create excitement around cause and represent the organization to all local and national media as a passionate and articulate spokesperson. Reputation for enlisting and leading executive and professional-level volunteers to donate expertise and create cutting-edge concepts.

Areas of Expertise

- Strategic Planning & Vision
- Board Governance
- Innovative Fundraising Strategies
- Campaign Management
- Media Relations
- Marketing Strategies
- Donor Development & Stewardship
- Advocacy
- Partnership Building
- Financial Oversight / Cost Control
- Sustainability Strategies
- Staff & Volunteer Management

Performance Milestones

Continued on next slide...

RESUMES Continued

Strategic Leadership

- Successfully turned around a national healthcare organization in the face of critical operational challenges – transformed the organization both strategically and administratively, revitalized core program and delivery details, and turned a struggling organization into a pioneering multi-service organization
- Developed both the strategic visions and business plans that turned fledgling organizations and development programs into dynamic, market-focused, and cost-effective enterprises.

Fundraising & Development

- Doubled fundraising and sponsorship revenues for the AD Society of Augusta in less than 3 years
- Recently secured a \$250,000 grant from the Ontario Trillium Foundation
- Doubled funding to \$1.5 million for the Augusta Centre for Security
- Established two hospital foundations from scratch, conceived and introduced all fundraising initiatives, built governance and board structures, and quickly generated 6-figure fundraising revenues

Education and Advocacy

- Directed the creation of two education websites for the AD Society of Augusta that won Gold and Silver Awards against international healthcare education sites - www.ADKids.ca and www.ad.ca
- Key spokesperson for national, provincial, and community healthcare organizations – built strong media relationships and successfully represented the organization in live radio and television broadcasts

Outspoken advocate on behalf of Canadians with AD on Health Canada's National AD Control Task Force and the Ontario Ministry of Health & Long-Term Care AD Advisory Committee

RESUMES Continued

ALEXIS BROWN

(555) 555-5555	589 Fernleaf Street Croton, NY 10520	sja4@aol.com
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Career Profile

Strategic Human Resources Executive and proactive business partner to senior operating management to guide in the development of performance-driven, customer-driven and market-driven organizations. Demonstrated effectiveness in providing vision and counsel in steering organizations through accelerated growth as well as in turning around under-performing businesses. Diverse background includes multinational organizations in the medical equipment and manufacturing industries.

Expertise in all generalist HR initiatives:

Recruitment & Employment Management ... Leadership Training & Development ... Benefits & Compensation Design ... Reorganization & Culture Change ... Merger & Acquisition Integration ... Union & Non-Union Employee Relations ... Succession Planning ... Expatriate Programs ... Long-Range Business Planning ... HR Policies & Procedures.

PROFESSIONAL EXPERIENCE

Now What?...Your Action Plan

Based on what I learned today...

I will start...
I will stop...
I will continue...



RESOURCES

- Best Cover Letters for \$100,000+ Jobs, Enelow, Wendy, Impact Publications, 2001
- Best Resumes for \$100,000+ Jobs, Enelow, Wendy, Impact Publications, 2001
- Executive Job-Changing Workbook, Lucht, John, Viceroy Press, 2001
- Expert Resumes for Managers and Executives, Enelow, Wendy, and Kursmark, Louise, Jist Publishing, 2003
- Gallery of Best Resumes (3rd Ed.), Noble, David, Jist Publishing, 2004
- High Level Resumes, Brown, Marshall and Reitman, Annabelle, CareerPress, 2005
- How to Prepare Your Curriculum Vitae, Jackson, Acy and Geckeis, C., Kathleen, The McGraw Hill Companies, 2003
- How to Say It In Your Job Search, Kaplan, Robbie, Miller, Prentice Hall Press, 2002
- Resume Magic: Trade Secrets of a Professional Resume Writer (3rd Ed.), Whitcomb, Susan, Britton, Jist Publishing, 2006
- (The) Resume Makeover, Marcus, John, J., McGraw Hill, 2003
- Resumes that Knock 'em Dead, Yate, Martin, Adams Media, 2004



UPCOMING CAREER DEVELOPMENT PROGRAMS

INTERVIEWING IN A TOUGH ECONOMY

Thursday, June 4, 2009

3:00 EST

DEVELOPING A SUCCESSFUL NETWORK

Thursday, June 11, 2009

3:00 EST

FOR ADDITIONAL INFORMATION, CONTACT

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Program Manager, Global Education

National Business Travel Association

ppagano@nbta.org

THANK YOU!

“Don’t believe everything you think.”

