

Writing a Winning Resume

A resume is a tool used to market your skills and experience when seeking a new role. Like any marketing document you must consider your audience, ensure the document is easy to read and includes all the **relevant** information. A well written resume is part of the essential tool kit you require in job search. We also recommend that your online profile is up to date and appropriate. When writing a resume start with the end in mind, consider the job you are aiming to secure, write your resume highlighting your skills and experience pertinent to that role.

This document includes practical tips and an example template to get you started.

Do's & Don'ts - Points to consider

- **Don'ts**
 - **Don't** use a coloured background, unusual font or insert images (exception for creative industry roles) Stick to *Arial / Calibri*
 - **Don't** include a photo (The appropriate place for a professional photo is included on your LinkedIn profile)
 - **Don't** include any unnecessary information that could subject you to potential prejudice: i.e. age, religious beliefs, political beliefs, health, marital status, salary, etc
 - **Don't** include referees especially if you're applying to an agency instead use "references available on request"
 - **Don't** only include your contact details in the header, as the recruiter may open the document in a read view where the header is not visible; make it easy for the recipient to call you and always include your contact details clearly on the first page.
 - **Don't** use an inappropriate contact email address e.g. sexy64@hotmail.com (Note: also ensure your voice mail message is appropriate for receiving calls from recruiters)

- **Do's**

- **Do** Send your cv in MS Word format as some recruiters can't word search PDF document's in their databases effectively.
- **Do** cover the selection criteria in your resume, tailor to suit the requirements of the position
- **Do** keep your cv succinct, a good guide it not to exceed four pages. (however length does depend on seniority)
- **Do** include specifics in your achievements and responsibilities e.g. Managed a high performing team of six national business development managers. Grew new sales revenue from 6.2million to 8.9million over 18 months.
- **Do** make sure you use correct grammar with no spelling errors
- **Do** include your education qualifications ensure you include the name of the educational institution.
- **Do** layout your resume well (see example below) and use a standard font.
- **Do** include your employment history in reverse chronological order i.e. current job first
- **Do** include achievements and responsibilities bullet pointed for each job.

Other things to Consider

Some companies do not assign standard job titles to their employees, consider changing your title to reflect what the market knows your position to be.

How to deal with a gap in your career history? Make your statement succinct with very little personal detail

e.g. Sept 02 – June 03 Sabbatical.

Write positively here are some words that may assist:

overcame	achieved	grew	developed	discovered
controlled	managed	delivered	reorganised	won
applied	defeated	eliminated	engineered	overhauled
presented	founded	instigated	created	directed
attracted	led	initiated	established	enjoyed
contributed	modified	specialised	trained	repaired
improved	analysed	coordinated	built	organised
guided	conducted	implemented	utilised	designed
persuaded	assisted	proved	demonstrated	simplified
investigated	completed	complied	headed	accomplished
transformed	introduced	finalised	selected	constructed
supervised	illustrated	outlined	expanded	monitored

quickly	successfully	rapidly	carefully	decisively
competently	resourcefully	capably	efficiently	consistently
effectively	positively	cooperatively	selectively	creatively
assertively	energetically	enthusiastically	responsibly	flexibly

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PROFILE

A profile statement is a summary of the skills, experience and drive that you bring to an organisation. It is not a statement about what you want from a role, but rather what you can offer!

EDUCATION

- 2001-2004** **Master of Business Administration (Exec)**
Australian Graduate School of Management, Sydney, Australia
- 1990-1993** **Bachelor of Engineering (Elec Eng) - Hons**
University of New South Wales, Sydney, Australia

PROFESSIONAL EXPERTISE

- Bullet point your expertise
- Make it pertinent to the role
- I've included some unrelated examples:
- Contract negotiation
- Board-level reporting
- Solution sales
- Senior technical architect
- Fund raising & investment

EMPLOYMENT HISTORY

March 2005 – Current

Company Name

Write a short summary 3 lines maximum that describes this company. Example: Australia's leading telecommunications carrier.

Marketing Manager - Convergence

Responsibilities:

- Directed
- Developed
- Implemented
- Established
- Lead

Achievements:

- Expanded
- Exceeded

January 2000 – February 2005

ABCXX Corporation

Pre-sales Manager

Responsibilities:

- Sourced
- Formed
- Implemented
- Established
- Lead
- Created

Achievements:

- Successfully
- Planned

October 1992 – December 1999

ABC Company

ABC Company was founded in 1984 as a premium internet service provided to Australian business. Etc....

Pre-sales Engineer

Responsibilities:

- Source
- Form
- Implement
- Establish
- Lead....

Achievements:

- Successfully....
- Planned....

TRAINING

- **2007** **Australian Institute of Management**
Strategic Marketing Program
- **2005** **Media Release Training FPRIA**
Online Marketing for new markets
- **2003** **University of Technology, Sydney**
Six Sigma, Black Belt

REFERENCES AVIALABLE ON REQUEST
