

Gamechanger Resumes:

Metrics and Storytelling Elevate You as a Candidate

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Your resume needs to say the following:

- I am a gamechanger and move the needle
- I pay attention to detail
- I have great communications skills
- I can focus on the big picture
- I understand a business environment

Resume Basics:

- Paper: always white or cream
- **Bold**, *Italic* and Underline help the reader
- Consistent tabs and spacing
- Absolutely NO spelling or grammar errors
- No complete sentences – write in bullets
- No need to use “I” in resume
- The 1 page resume rule has left the building! Two to three pages are fine.

Resume Formats:

Chronological Resumes Are:

- Preferred by HR and hiring managers
- Easier to follow work history, time in job
- OK for job gaps - your cover letter can explain
 - Start with Offering Statement, then work history

Functional / Skill-Based Resumes Are:

- Frequently used to hide spotty work history
- To be avoided! Tie your results to employers
- Tough to connect accomplishments with jobs

Resume Tips:

- Use an Offering Statement instead of a Job Objective. An Offering Statement is your Elevator Speech: How I'll move the needle for you!

A product management and marketing support professional with 20+ years' experience in a \$1 billion industrial organization. Proven ability to get people to “buy-in.” Excellent interpersonal and computer skills, can multitask and work under pressure to meet and exceed deadlines. Demonstrated proficiency in budgeting, trade show coordination and significant travel administration.

- Describe the employer: That 24-year old HR Generalist likely hasn't heard of some of your prior employers! Help them understand the Scale, Scope and Importance of companies that hired you. Place a description underneath your employer and title – use italics. List annual revenue, # of locations, products and/or markets. This is where you explain “acquired by Swagelok in 2007” or “company ceased operations in 2010.”
- Use topic “buckets” (categories) to focus the reader and tell your story more clearly. List areas of expertise and explain what you did in each category to validate your expertise.

- Use powerful action words and metrics. Quantify how you made a difference. Prove you drove revenue + solutions. Show your job scope is large. Say “I crank work out, no problem!”
- For Experience and Education, begin chronology with most recent jobs, no need to list every first job you had. Account for work gaps – cover letter is fine. List specific types of computer software. If college degree, no high school needed. If high school, add certifications or courses. Graduation year can be eliminated. Put Education at the **end of your resume**. Add Civic/Professional Involvement, Volunteering.
- Put references on a separate page.