



Mastering the Art of Resume Writing

Top Ten Tips to writing a
Resume That Gets Results



Don't get caught



Getty



RESUME REVIEW CHECKLIST

	YES	NEEDS IMPROVEMENT
HEADER		
Name is prominently listed on the top of each page	<input type="checkbox"/>	<input type="checkbox"/>
Contact information is hyperlinked where applicable	<input type="checkbox"/>	<input type="checkbox"/>
SUMMARY		
Contains a targeted headline	<input type="checkbox"/>	<input type="checkbox"/>
Strong use of relevant keywords	<input type="checkbox"/>	<input type="checkbox"/>
Includes powerful, concise language that showcases value to the employer	<input type="checkbox"/>	<input type="checkbox"/>
EXPERIENCE		
Strong use of relevant keywords	<input type="checkbox"/>	<input type="checkbox"/>
Tangible, measurable accomplishments	<input type="checkbox"/>	<input type="checkbox"/>
Bullets reserved for achievements, not accountabilities	<input type="checkbox"/>	<input type="checkbox"/>
EDUCATION/OTHER		
Proper formatting of degree (ex. Bachelors vs. Bachelor's)	<input type="checkbox"/>	<input type="checkbox"/>
Volunteer experience is relevant and appropriate	<input type="checkbox"/>	<input type="checkbox"/>
Relevant professional training completed or in progress is included	<input type="checkbox"/>	<input type="checkbox"/>
FORMATTING		
Visually appealing with sufficient use of white space	<input type="checkbox"/>	<input type="checkbox"/>
Consistent font sizes	<input type="checkbox"/>	<input type="checkbox"/>
Has been reviewed for grammatical errors	<input type="checkbox"/>	<input type="checkbox"/>
No spelling, punctuation, or capitalization errors	<input type="checkbox"/>	<input type="checkbox"/>
Appropriate use of terminology	<input type="checkbox"/>	<input type="checkbox"/>
STRATEGY		
The value of the applicant is seen "above the fold"	<input type="checkbox"/>	<input type="checkbox"/>
Void of unnecessary details (ex. photo, marital status, DOB, RAUR)	<input type="checkbox"/>	<input type="checkbox"/>
Effectively communicates ROI in one of more of the following ways:	<input type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> - <i>Make them money</i> - <i>Save time</i> - <i>Solve a specific problem</i> - <i>Build relationships</i> - <i>Attract new customers</i> 	<ul style="list-style-type: none"> - <i>Save them money</i> - <i>Make work easier</i> - <i>Be more competitive</i> - <i>Expand business</i> - <i>Retain existing customers</i> 	



1. Prominent Header

Jane Drewbucker
6000 Anywhere Rd.
Newton, Colorado 90870
janedrewbucker@gmail.com
266-550-4555

PROFILE:

I am a graduate of Colorado State University with a Bachelor of Science in Education majoring in Elementary Education.

JANE DREWBUCKER

6000 Anywhere Road
Newton, Colorado 90870

266-550-4555
janedrewbucker@gmail.com

QUALIFICATIONS



2. Key Words

- Use position specific language



Applicant Tracking Systems (ATS) eliminate 75% of all applicants. -TheUndercoverRecruiter.com



3. Results-oriented Detail

EXAMPLE A

- Determined cost of operations by establishing standard costs and collecting operational data.
- Reconciled transactions by comparing and correcting data.
- Maintained database by entering, verifying, and backing up data.

EXAMPLE B

- Oversee the development of a \$130 million revenue plan for multiple lines of business on an annual basis.
- Saved more than \$355,000 in costs by advising senior management to utilize third party alternatives for specific internal product support services.
- Achieved annual savings in excess of \$200,000 through streamlined automation of capital and maintenance request procedures.



4. Quantify Success

EXAMPLE A

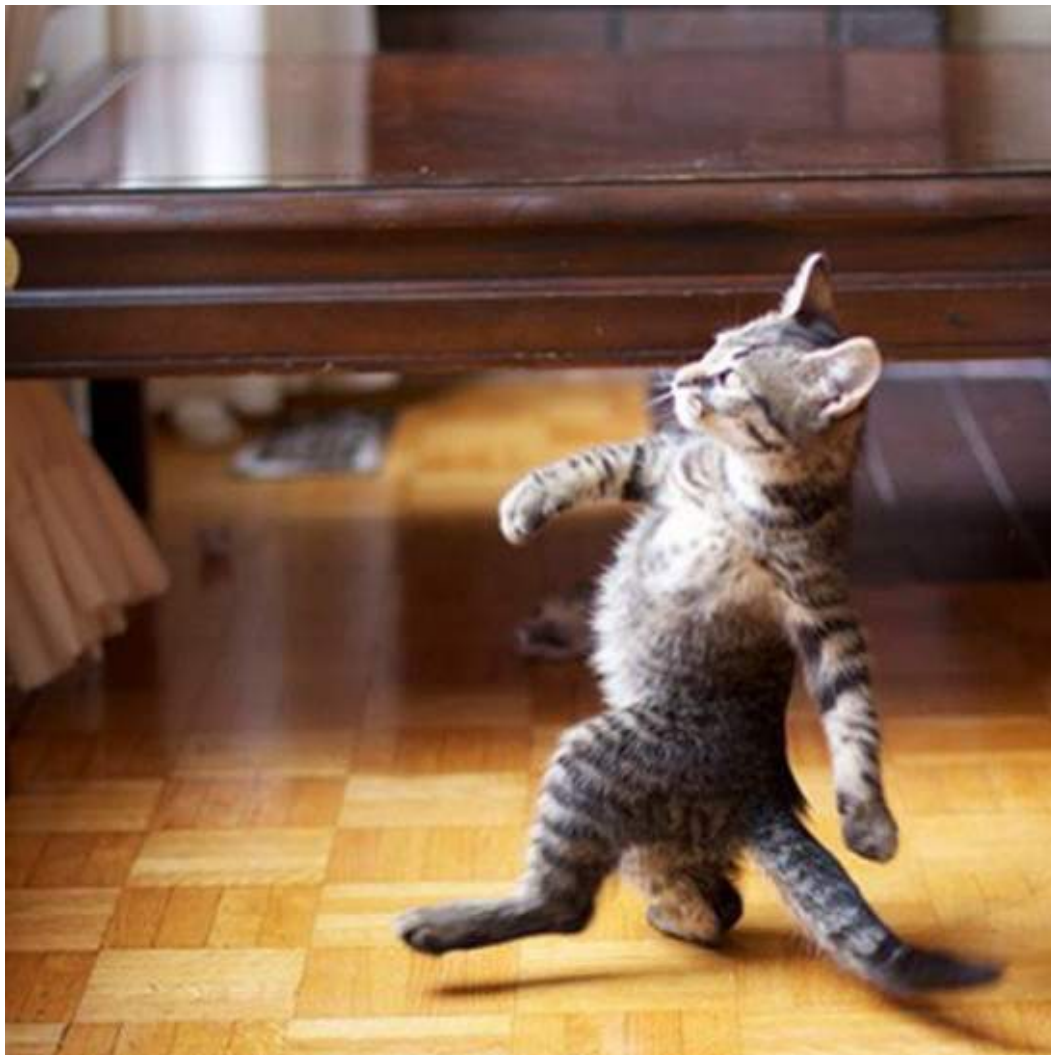
- Oversee the development of annual revenue plan for the direct auto line of business.
- Advised senior management to utilize third party alternatives for specific internal product support services.
- Streamlined automation of capital and maintenance request procedures.

EXAMPLE B

- Oversee the development of a \$130 million revenue plan for multiple lines of business on an annual basis.
- Saved more than \$355,000 in costs by advising senior management to utilize third party alternatives for specific internal product support services.
- Achieved annual savings in excess of \$200,000 through streamlined automation of capital and maintenance request procedures.



5. Executive Summary





6. Visual Appeal



Scott Schwab

1234 Stanford Drive
Anaheim, CA 01234
Home Phone (444) 222-3333
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SUMMARY

- * Sponsorship, Marketing and Promotions professional with a proven track record of positive results
- * Creative marketer whose programs have generated significant revenue
- * Excel in creation, planning and execution of multi platform programs
- * Results focused and detail oriented exceptional leadership, organizational and communication skills

EMPLOYMENT

GRAMMY MUSEUM, Los Angeles, CA

Key executive responsible for generation of earned income and traffic-building promotions for not-for-profit Museum. Generated over \$12 million in cumulative revenue to date. Create income-producing original events, secure corporate funding and successfully direct their production. Accomplished business development and activation professional skilled in matching buyer needs to seller features. Promoted numerous times in recognition of contributions and successes.

8/12 - Present

GRAMMY MUSEUM, Los Angeles, CA

Director of Sponsorship & Promotions

- Secure significant sponsorship for high profile programs such as the Grammy-in-the-Park Concerts at Central Park, 20012 & 2015 Grammy Ceremonies, Women Rock and Santa Cruz exhibits
- Create, direct and execute promotions and programs that continually generate new revenue streams for the Museum
- Highly skilled in collaborating with clients to develop, implement and activate local, regional and national consumer promotions
- Continued proven proficiency in booking national talent, artist relations, consumer program development, strategic planning and event production

4/12 - 8/12

TMM CONSULTING GROUP, Albuquerque, NM

Senior Account Executive

- Marketed TMM's comprehensive event management solutions to Fortune 500 corporations

8/04 - 4/12

GRAMMY MUSEUM, Los Angeles, CA

Director of Sponsorship & Promotions

Senior Manager of Promotions & Programming

Promotions Manager

- Consistently exceeded yearly sales goals through a unique ability to create profitable programs
- Actively maintained and serviced sponsor relations with companies such as WellsFargo, XM Satellite Radio and Southwest Airlines. Responsible for generating new business with companies such as Gatorade, Crown Royal, Walmart, Nikon, Activision, Gibson Musical Instruments, Smoker Cable, Ford, Sam Adams, Verizon, Infiniti, Microsoft and Toyota Automotive
- Responsible for the direction, funding and servicing of programs and events such as the FORBES MAGAZINE Battle of the Corporate Bands, Stratocaster Master Class, Sun Microsystems Rock and Roll Cash, Duracell Mobility of Music Exhibit and Hip to Hear Exhibit, the MILLER LITE 50 Years of Jazz and The Craft presented by MGD and The Grammy Museum
- Conceived, developed, directed and executed the HRM ROCK HALL MUSIC FEST, a national new music festival with a \$5 Million economic impact on the city

12/04 - 7/05

TOWNSEND CONSULTING INC., Seattle, WA

Senior Manager

- Recruited qualified candidates for this leading Executive Search firm in the Sports & Entertainment Industry

8/03 - 12/04

STAPLES CORPORATE HEADQUARTERS, Bakersfield, CA

Advertising Manager (Sports Marketing)

- Oversaw the National Sports Marketing efforts as well as all promotional marketing communications
- Negotiated, evaluated, activated and managed all sponsorship contracts
- Actively assisted in creating and developing all nationwide store advertising communications

10/01 - 8/03

ENTERTAINMENT MARKETING INC., Portland, OR

General Manager (Coca-Cola Promotional Program - Western Market)

- Oversaw all promotional marketing strategies
- Successfully prospected, sold in and maintained over 50 program partnerships
- Launched and sold in the Motown Music program to key live venues in Portland
- Hired, trained and managed a promotional staff of 10-15

8/00 - 8/01

LOS ANGELES KINGS, Los Angeles, CA

Director of Events & Entertainment

- Produced and directed all Kings home games as well as all audio/video elements
- Conceptualized, produced and directed revenue-generating events
- Successfully staged and produced the Arena Naming Rights presentation (now known as The Staples Center)
- Worked closely with Sponsorship department to create and activate promotions for team sponsors
- Recruited, trained and supervised a game staff of 15

9/98 - 8/00

KLASSIN CO, Los Angeles, CA

Director of Game Operations

- Directed all home games as well as all audio production
- Assisted in coordinating and directing several high profile events including The Powerade Shootout, Kings Fanfest, Sampras Vs. Agassi Tennis Challenge and The USA Dream Team vs. Ukraine
- Worked with Sponsorship department to develop added value promotions and in game activation for team sponsors

9/97 - 9/97

THE RECORD CORPORATION, San Francisco, CA

Assistant Manager

1994 - 1997

KLCY-FM/KOOB-FM/KGWR-FM, Bakersfield, CA

Air Personality, Production Manager, Promotional Assistant

EDUCATION

ARIZONA STATE UNIVERSITY

SCOTT SCHWAB

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Anaheim, CA 01234

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MARKETING AND PROMOTIONS MANAGEMENT PROFESSIONAL Sponsorship / New Business Development

Twenty-year professional career highlighted by consistent achievement in revenue and profit growth. Exceptional qualifications in the creation, planning and execution of multi platform programs.

Highly skilled in collaborating with clients to develop, implement and activate local, regional, and national consumer promotions. Accomplished in matching buyer needs to seller features. Solid team building and professional leadership skills.

- Strategic Business & Market Planning
- National Talent & Artist Relations
- Competitive Market Positioning
- New Revenue Streams
- Consumer Program Development
- Business Partners & Alliances
- Contract Negotiations
- Event Management

PROFESSIONAL EXPERIENCE

THE GRAMMY MUSEUM, Los Angeles, CA 2004 - present
(World-class Museum driving \$1.7 billion+ in economic impact to the region since opening in 1998)

Director of Sponsorship & Promotions (August 2008 to Present)
Senior Manager of Promotions & Programming (July 2006 to April 2008)
Promotions Manager (May 2004 to June 2006)

Key executive responsible for generation of earned income and traffic-building promotions for not-for-profit Museum. Create income-producing original events, secure corporate funding and successfully direct their production. Create, direct, and execute promotions and programs that continually generate new revenue streams for the Museum. Promoted numerous times in recognition of ongoing, significant contribution to the bottom line.

- Generated over \$12 million in cumulative revenue to date.
- Secure significant sponsorship for high profile programs such as the Grammy-in-the-Park Concerts at Central Park, 2012 & 2015 Grammy Ceremonies, Women in Rock and Santa Cruz exhibits.
- Consistently exceeded yearly sales goals through a unique ability to create profitable programs
- Conceived, developed, directed and executed the HRM ROCK HALL MUSIC FEST, a national new music festival with a \$5 Million economic impact on the city.
- Responsible for generating new business with companies such as WellsFargo, XM Satellite Radio and Southwest Airlines. Responsible for generating new business with companies such as Gatorade, Crown Royal, Walmart, Nikon, Activision, Gibson Musical Instruments, Smoker Cable, Ford, Sam Adams, Verizon, Infiniti, Microsoft and Toyota Automotive.
- Responsible for the direction, funding and servicing of programs and events such as the FORBES MAGAZINE Battle of the Corporate Bands, Sun Microsystems Rock, and the Duracell Exhibit.

SCOTT SCHWAB

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Anaheim, CA 01234

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PROFESSIONAL EXPERIENCE *(Continued)*

Senior Manager / General Manager / Director 1990 - 2001

High profile business development, marketing and sales career with multiple national and global entertainment firms. Advanced rapidly based upon outstanding performance in revenue, customer and market growth. Succeeded against major competition. Notable achievements included:

Townsend Consulting, Inc (2012 - 2013)

As Senior Manager, recruited qualified candidates for leading Executive Search firm in the Sports & Entertainment Industry.

Staples Corporate Headquarters (2003 - 2004)

Oversaw the National Sports Marketing efforts as well as all promotional marketing communications. Negotiated, evaluated, activated and managed all sponsorship contracts. Actively assisted in creating and developing all nationwide store advertising communications.

Macro Marketing, Inc (2001 - 2003)

General Manager, Coca Cola Promotional Program. Responsible for Portland market and oversight of all promotional marketing strategies in Western Seattle. Successfully prospecting, sold in and maintained over 50 program partnerships. Launched and sold in the Motown Music program to key live venues. Hired, trained, and managed a promotional staff of 10-15.

Los Angeles Knights (2000 - 2001)

Served as Director of Events and Entertainment. Produced and directed Knights home games and corresponding audio/video elements. Successfully staged and produced the Arena Naming Rights presentation (now known as The Soup Center). Collaborated with Sponsorship department to create and activate team sponsor promotions. Recruited, trained, and supervised a game staff of 15.

Klassin Co (1998 - 2000)

Directed all home games and audio production. Assisted in coordinating and directing several high profile events including The Powerade Shootout, Kings Fanfest, Sampras Vs. Agassi Tennis Challenge and The USA Dream Team vs. Ukraine. Worked with Sponsorship department to develop value-added promotions and in-game activation for team sponsors.

EDUCATION

BS - Business – Arizona State University, Sedona, AZ 1997
Marketing and Economics Major



7. Exclude Needless Detail

- Birthdate
- Height
- Name of your dog
- Photo
- “References Available Upon Request”





8. Community Involvement



- Affiliations, Memberships, Volunteerism
- Demonstrate positive qualities
- Establish common ground



9. Genuine

- Speak in your own voice
- Don't exaggerate
- Never falsify information





10. Proofread

- ✓ Content
- ✓ Formatting
- ✓ Grammatical





- Spacing
- Visual appeal
- Meaningful and relevant accomplishments
- Error-free content





Need Help?

Kris McGuigan, MBA, ACRW, CCMC

Professional Courage

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 <https://www.facebook.com/professionalcourage/>

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November 10th
5:30-7:30PM

<https://careersandcocktails.eventbrite.com>