SOUND ADVICE
—— CAREERS ——

Winning Resume Examples

When it comes to resumes, many people spend hours trying to format everything to be perfect. In fact, most people start by worrying about formatting from the very beginning. This becomes a time suck. They worry about everything from what needs to bolded or have italics, to whether or not they should add any color or pictures; in short, they spend all of their time worrying about the cosmetics.

They spend so much time trying to make their resume look aesthetically pleasing that they forget about the content. The resumes that land dream jobs or dream careers are full of underline rich content that is tailored to a specific job. They include pertinent information such as your name, full address *(be sure to include your zip code)*, a phone number, and an email address that the person checks frequently. Winning resumes are double, or even triple checked by the applicant *(friend, colleague, or family member)* for any spelling errors, grammatical mistakes, or punctuation errors.

In contrast to winning resumes, bad resumes either end up in the resume black hole or will be dismissed or even laughed at by the recruiter. Throughout my 18 years in the recruiting industry, I've seen it all. The most common mistakes I see are resumes that are generic, aren't relevant to the position, have multiple spelling errors, are not indexable or ATS searchable *(meaning inaccessible due to the candidate sending in a wonky formatted file)*, and ones that do not include any contact information. These mistakes are easily avoidable if you put time and effort into developing your resume.

I understand that crafting your master resume is time consuming; however, if it is done correctly, it may just lead to your dream career. Refer back to the Keyword Predictor Action Sheet to help you get started with what to include in your resume.

Let's take a look at some bad and fantastic resumes that I've seen during my career ⇻

Note that these are underline real resumes I have received from candidates. The names and contact information have been changed for confidentiality reasons.

SOUND ADVICE
CAREERS

BAD RESUME EXAMPLE 1:

Samuel Fernpike
2710 Pleasant View Pl.
Kaycee
WY 82639
Telephone: 719-887-0147
Email: fernpikesam01@email.com

Education: B. Com (University of Glasgow)
Diploma in Computer Application

Professional Experience: (32 Years of experience in total)

2016 - Present:
Senior Tax Accountant – Accurate Accounting & Tax LLC, WY, USA
Taxes:
- Preparation of 1040 (high net worth clients), 1120, 1065, 1041, 990 including sales tax returns using Proseries & CFS Software
Payroll:
- Preparation of payroll
- Preparation and filing form 941, 940, NYS 45, W2, W3, 1099 etc using CFS software
Accounting & Auditing (taxi management, gas station, retail chains & consultant industry):
- Set up accounts using Quick books online or stand alone
- Book keeping
- Bank reconciliation
- Yearend closing
- Write ups
- Preparing financial statements
- RPIE

2014 – 2015:
Tax Accountant – Williams & Nystrom, CPA, PC, CO, USA
Taxes:
- Preparation of 1040 (high net worth clients), 1120, 1065, 990 including sales tax returns using Lacerate Software
Payroll:
- Preparation of payroll
- Preparation and filing form 941, 940, NYS 45, W2, W3, 1099 etc using pay cycle software
Accounting & Auditing (entertainment, law firms, consultant industry):
- Set up accounts using Quick books online or stand alone
- Book keeping
- Bank reconciliation
- Yearend closing
- Preparing financial statements

BAD RESUME 1 REVIEW AND BREAKDOWN:

1. Poor use of page real estate in the contact information and throughout the document. You only have some much space, use it wisely!

2. Education is in front of professional experience. Unless you are coming straight out of school, you do not want to lead with education. Lead with your professional experience, as that is why they are looking to hire you.

3. There is no need to write "32 years of experience". If you are a seasoned professional then write, "more than 20 years of experience." By writing 32 years, you could be shooting yourself in the foot. Unfortunately, some employers may wrongfully use your age or time in service against you. This also goes for too short a time frame, as well. While this is not right or legal, it can happen. So, try to avoid it whenever possible.

4. These write ups are not compelling. They are drab and very much matter of fact. Whenever possible, make your bullets appealing to the reader -- show your enthusiasm for the work and how you made a positive impact to your position, team, manager, company, mission of the organization, and the firm's bottom-line.

BAD RESUME EXAMPLE 1 (continued):

BAD RESUME 1 REVIEW AND BREAKDOWN (continued):

2013 - 2014:
Tax Accountant – Sanjay St. Nikoli CPA PLLC, CO, USA.
Taxes:
- Preparation of 1040, 1120, 1065, 990 including sales tax returns using ATX Software

Payroll (entertainment/pharmaceutical industry):
- Preparation of payroll
- Preparation and filing form 941, 940, NYS 45, W2, W3, 1099 etc., using pay cycle software

Accounting & Auditing (entertainment/law firm/retailers):
- Set up accounts using Quick books online or stand alone
- Book keeping
- Bank reconciliation
- Yearend closing
- Write ups
- Preparing financial statements

Computer Knowledge: **Software:** Windows, Windows NT, Network administration, MS Word, MS Excel, MS Access, Lotus Notes, Adobe Acrobat, Multi Media Functions, Internet applications & Net Work trouble shooting, Tax Balancing software of D & T, PwC. Pay cycle & CFS for payroll **Tax Software:** Proseries, ATX, Lacerate, Ultra.

Professional Reference:
(1) Sanjay St. Nikoli CPA, Partner, Sanjay St. Nikoli CPA, LLC
(2) Miguel Desalvia, Senior Accountant, Quick Book Advisor

Professional Positions Preferred:
- **Tax Accountant**

Possess PTIN Number

Possess a valid WY driving license

Nationality and Residency: Scotland & US Permanent Resident with Green Card

Professional membership: 1. Computer Society of Scotland
2. Scotland Computer Education Society

When reviewing the Computer Skills section, it is very hard for the reader to read this information in block or paragraph form. Whenever possible, we want to spoon feed the perspective recruiter and hiring manager and make it super simple for them to read. Here's an alternative way to present the same information:

Adobe Acrobat	Muti-Media Functions
ATX	Network Administration
D&T	Network trouble shooting
Internet applications	Pay cycle
Lacerate	Proseries
Lotus Notes	PwC Tax Balancing software
MS Access	Ultra
MS Excel	Windows
MS Word	Windows NT

Professional References should never be included on the resume. In doing so, you could be hurting yourself and opening up your coveted relationships to others. Keep your references off your resume and include them on a separate document; see the References Action Sheet for more information.

SOUND ADVICE
CAREERS

BAD RESUME EXAMPLE 2:

Jeremiah Sungaxis
Chief Sales Officer / EVP / VP of Global Sales & Business Development

"Corporate Invigorator" ... "Master of Market Disruption" ... "Guru of Accelerated Revenue Growth"

BUSINESS, SALES & MARKETING HYBRID · EXPERT DRIVER OF RAPID GROWTH & FAST-TRACK TURNAROUNDS

KEY ACCOUNTS

Excel at building and expanding multimillion-dollar business with F500 leaders and global brands. Key accounts won/managed include:
Costco
Wal-Mart
Target
K-Mart
Lowe's
Rite Aid
DaVita
Office Depot
Spouts
Petco
Sports Authority
Safeway
Advance Auto Parts
Dollar Express

INDUSTRY EXPERTISE

Industry "Agnostic"
Propel pacesetting revenue results across diverse channels and verticals, including:

Retail & Wholesale
Consumer Services
Consumer Packaged
Direct Store Delivery (DSD)
Food Service / QSR / CSR
Digital Services
Manufacturing
Grocery / C-Store
Drug & Pharmacy
Warehouse

EXECUTIVE PROFILE

- **Charismatic, passionate, and entrepreneurial sales executive** and leader of world-class sales organizations (up to 135 direct-reports), with 30+ years of global business development, sales, and marketing experience.
- **High-energy sales pro with a "hunter" mentality**—provide game-changing leadership and strategic execution to build sales in B2B and B2C sectors; reinvigorate sales teams; and ignite fast growth.
- **Proven success delivering first-time wins with Fortune 500 accounts**, building C-level relationships (leverage 10,000+ executive-level LinkedIn connections), negotiating multimillion-dollar deals, and creating go- to-market strategies elevating companies from obscurity to dominance.

EXPERIENCE

EH CAMERO—Albuquerque, NM
VP of Sales & Business Development

Recruited by provider of POS shelf-signage and product-label solutions as their first designated sales executive leader. Plan and lead rigorous prospecting activities in a high-activity sales model targeting major retailers. *Key Results:*

- Enabled company to achieve "David vs. Goliath" success against much larger, better-established competitors as the architect of their first comprehensive business development plan and formalized sales strategy.
- Put them on the map with major retailers. Leveraged strong network of previously built account relationships along with expert cold-calling skills to win dozens of meetings with executives at F500/nationwide companies.
- Closed the largest contract in company history (**$4M** win with **Dollar Express**).
- Built a **$50M+** pipeline from scratch, with negotiations and opportunities underway across multiple retail industry verticals

WALKCIRCLE RETAIL & SALES MERCHANDISING SERVICES —Henderson, NV
SVP of Sales & Business Development

Provided strategic planning and direct sales of retail merchandising services to big-door retailers and CPG manufacturers, suppliers, and vendors. *Key Results:*

- Built a $4.7M+ pipeline within 6 months of hire, outpacing the typical +12-month sales cycle to get in front of key decision-makers.
- Cultivated C-level relationships with nationwide retailers/manufacturers leading to rapid contract extension ahead of many veteran VP peers.

BAD RESUME 2 REVIEW AND BREAKDOWN:

1. First and foremost, where is his contact information and address? While it may seem odd to you, it is not uncommon for people to leave this information off. In doing so, it will negatively impact your candidacy in a variety of ways including:

- Not being found in the initial search by the recruiter in the first search process
- Recruiters are busy; help them help you. By making it difficult for the recruiter to find your information, they might get frustrated and move on to the next resume. Don't let this happen to you!

2. This resume has way too much information cluttered onto one page, which makes it very hard for the reader to digest and concentrate on what you are trying to convey.

3. Poor use of page real estate throughout the document. You only have some much space, use it wisely!

4. While the left hand side bar may look cool, it is actually distracting and tough to read. In the United States, we read from left to right and in chronological order. Displaying the information this way makes it harder for the viewer to process your information.

5. Notice the various colors (blue, purple, green, orange)... what is the point? It is distracting. Keep your resume clean and professional. Formatting a resume like this means the job seeker is likely using text boxes all over the resume. I highly advise against this because the ATS may not pick up the verbiage in these text boxes, thus severely hurting your candidacy.

SOUND ADVICE
CAREERS

GOOD RESUME EXAMPLE 1:

Pam Bullwhite
923 Main Street, Conway, AR 80209
212-777-1313 M / pamela.bullwhite@email.com

PROFESSIONAL SUMMARY

- Eighteen years of Information Technology experience including data center and development teams.
- Manage and oversee day to day IT operations as well as manage product development team of twelve.
- Specialized in datacenter conversion and migration to cloud and colocation.
- Define and initiate projects, budgets, schedules and vendor interaction.

PROFESSIONAL EXPERIENCE

ABC Company, Little Rock, AR   March 2015 - Present
Vice President of Information Technology

- Direct the day-to-day operations of the Product Development /IT department teams, ensuring excellent communication of company and department strategy and development of best practices within the departments.
- Member of executive management team and member of product committee.
- Build, develop, and maintain highly collaborative and effective working relationship with key department leaders.
- Contribute to business process improvements to enhance organizational visibility and planning effectiveness.
- Lead the strategic planning and execution of technology strategy for network infrastructure, technology platforms, enterprise and desktop applications, hardware and security and product development.
- Implemented security measures on all servers/networks to pass PII assessments.
- Lead SOC II Type 1 and 2 compliance project for HR and IT.
- Lead scrum teams in agile development methods.
- Initiated OWASP development standards across development team.
- Ensure timely releases of products under strict timelines.
- Use system monitoring tools to optimize performance and perform degradation analysis.
- Oversee Virtual Data Center Environment.
- Planned, migrated and executed server farm and infrastructure from data center to cloud.
- Ownership, definition, and implementation of a robust software development strategy to meet company objectives.
- Provide mentorship for technology, design, communications, and conflict resolution to senior staff.
- Organized, delegated, and completed departmental tasks.
- Developed and maintained a customer-focused, agile, accountable and enjoyable department that quickly delivers high-quality code.
- Developed and maintain positive relationships with all members of the staff, stakeholders and partners.
- Maintained practices in IT technology, development processes and software architecture.
- Maintain 99.99% uptime of all system software modules.
- Provided direction in areas of work prioritization, operational efficiencies and development for enterprise resource planning, and expedient delivery of services.
- Develop, direct, and manage vendor relationships to ensure cost-effective purchasing decisions.
- Responsible for the timely resolution of internal and external technology related customer issues.
- Analyze and optimize key performance indicators for the full suite software products.
- Provide secure solutions within datacenter as well as implement business recovery plan to lower RTO and RPO.

Federal Home Loan Bank, Memphis, AR   October 2008 – February 2015
Infrastructure Architect

- Provided secure architectural design and roadmap for datacenter migration to cloud interacting with several vendors collaborating in cloud topology design as well as migration schedules.
- Developed five-year strategy, architecture and roadmap.

GOOD RESUME 1 REVIEW AND BREAKDOWN:

1. All content is front and center. It is a legible font, in a reasonable size *(not too big, and not too small)*.

2. Additionally, she has her full address with:
   Street, City, State, Zip code
As explained in Module 3, this is very important for the ATS search.

3. There's no extra text *(e.g. 'email address' before the email, or 'mobile number' before the actual phone number, just an M)*. The reader is smart enough to know how to label them. Take a lesson in simplicity from Google's Homepage: less is more.

4. She then immediately goes into her Professional Summary. Professional Summaries are very important: it give the reader a preview of who you are and what you have accomplished. Here the recruiter decides if they want to read more. Think of a trailer to a movie; if you like what you see, you will want more and keep going. If not, you may not be interested and could miss an amazing show.

5. Position yourself to present yourself so YOU can get the job. The more content rich information you have on your resume and the better said information is presented will enable you to advocate and justify *(to the employer)* why you deserve the high-end of the compensation range allotted for the role.

GOOD RESUME EXAMPLE 1 (continued):

- Performed architecture/design oversight though formal review and informal collaboration, ensuring alignment with strategy, standards and best practices.
- Surveyed emerging technologies, interpreted market trends and generated analysis.
- Implemented proofs-of-concept through incubation projects.
- Acted as subject matter expert to product delivery and application development organizations through strategy development, solutions architecture and innovation collaboration.
- Developed migration plan to move datacenter to cloud solutions.

AMC Insurance Companies, Fayetteville, AR   August 2000 – September 2008
Systems Engineer/Project Manager
- Managed projects upgrading datacenter infrastructures as well as campus and remote location.
- Managed budgets exceeding $750,000 surrounding several projects while assessing datacenter's need for present and future enhancements.
- Worked with multiple partners planning, budgeting and scheduling resources and staff for upgrade projects and new implementations.
- Managed projects building VMware clusters supporting over 150 virtual servers at two locations utilizing tools for redundancy and business continuity.
- Managed software and hardware upgrades for limited or no downtime while maintaining the integrity of applications and network.
- Managed projects converting physical servers and appliances to virtual environment.
- Wrote and oversaw multiple Business Continuity procedures, tests and scheduling.
- Supported over twenty site-to-site WAN locations to corporate campus.
- Designed, implemented and architected all components of datacenter including racks, servers, network devices, SAN and security devices.
- Responsibilities included troubleshooting issues related to LAN, WAN, VPN, IPT and security among others.
- Established an environment to allow secure access to applications and data via the internet using multiple applications and appliances.
- Administered multiple Windows and Linux servers.
- Maintained and supported Windows Active Directory.
- Server and workstation patch management.
- Maintained servers related to network monitoring.

EDUCATION & TRAINING

Texas A&M University, College Station, TX   1999
B.S. in Computer Science

CERTIFICATIONS

CCNA
CCNA Data Center
CCNP Data Center
CCNP Security
Cisco Certified Firewall Specialist
Cisco Certified Information Security Specialist
Cisco Certified IPS Specialist
Cisco Data Center UF Support Specialist
Cisco Data Center Unified Computing Design Specialist
Cisco Data Center Unified Fabric Design Specialist, ITIL V3 Foundation
Cisco Unified Computing Technology Support Specialist

Pam Bullwhite   2

GOOD RESUME 1 REVIEW AND BREAKDOWN (continued):

6. For each position she spells out the month and year from start to finish. This does two things:

- It helps the ATS better index your resume and your employment history in the system. This will make it easier for you to be identified in certain types of searches *(e.g. minimum number of years working with x type of skill)*
- It is also much easier for the reader to see what your employment history timeline looks like. Remember: make things easy for the recruiter and it will come back to you in a good way!

7. For each position, she spelled out the proper name of the employer and provided the proper city and state so the reader can build a visual timeline of both who you worked for and where. This is important, as the recruiter sees things in patterns. The easier it is for the recruiter to see favorable patterns, the faster they come to the determination that they like your resume, which means the more quickly they will want to get on the phone and speak with you.

8. This job seeker used bullets. Now you might say, "*Hey Jason, she used too many bullets. She would have been better off putting a paragraph or two.*" I disagree and here's why: Recruiters and Sourcers are skim readers; when they see dense blocks of text, they are adverse to it, as it is not easily skimmable. Having a number of bullets, the recruiter can glance over each one and knows where things start and stop. Again, it spoon feeds them the information and makes their job easier.

9. There are zero spelling mistakes, the grammar is in the right tense, and the sentences and bullets make sense.

SOUND ADVICE
CAREERS

GOOD RESUME EXAMPLE 2:

GOOD RESUME 2 REVIEW AND BREAKDOWN:

Tamika Sunshine
9663 Waterfall Road, Topeka, KS 66605 • 23 Pelican Drive, Fort Rucker, AL 36362
(665) 432-1987 • tamikasunshine@email.com

PROFESSIONAL SUMMARY

- Experienced **technical analyst** and **IT project manager** with 20 years of proven ability in analyzing, strategizing, design, support, and maintenance of technology applications and related projects.
- Demonstrated skills in **understanding application issues and problem resolution**.
- An **effective leader** who takes major strategy initiatives for software process improvements and **successfully implements quality work practices** for application development and operational readiness.
- A keen communicator with **excellent relationship management**, **analytical**, and **problem-solving skills**, and experience working under multi-national and cross-cultural environments.
- Adept at gaining and **maintaining trust and respect** of senior executives, staff, and clients.
- Trusted **manager of people** known for delivering **quality work** on time while cultivating an effective team environment with **strong business and work ethics**.

Core Competencies

Business Analysis Planning and Monitoring	Requirements Management and Communication
Eliciting Requirements	Enterprise Systems Evaluation
Solution Design and Architecture	Business Process Re-Engineering
Technology Change Management	End-User Training and Support
Solution Assessment and Validation	Relationship Management
Complex Problem Solving	Active Listening
Critical Thinking	Team Leadership
Relationship Management	Project/Program Management

Professional Experience

Fifth Bank, Kansas City, MO   06/2016 – 02/2017
Senior Business Analyst
Work with the Corporate Applications team on the AML CDD project focusing on the integrations of systems
- Liaison between the line of business and technical areas throughout the project
- Partner with the technical teams to understand current systems and the needs for successful integrations of systems for implementation of the CDD application
- Provide recommendations and solutions for achieving the business requirements
- Develop functional requirements while providing input on technical requirements
- Review of multiple functional specifications to locate risks and outages that could affect the end-to-end flow of the new application
- Assist QA with planning, testing and implementation including use case creation and test plan development
- Provide input for project planning, project statuses and required timelines

Vorgeti USA, Kansas City, MO   03/2012-05/2016
Manager, Consultant
Digital Innovation eLearning - Team Lead (02/2013-05/2016)
The Digital Innovation eLearning Team had a primary focus to support the deployment of a Product Lifecycle Management (PLM) platform.
- Oversaw team activity using standard project management processes
- Responsible for integration of enterprise applications

*Many of the items I listed in Good Resume #1 carry over here, so I will not repeat and only add.

1. While not necessary, I like that she added a "Core Competency" section. This shows the reader right away what this job seeker is all about.

2. Unlike the first resumes, this is the resume of a consultant, not a long-term, full-time salaried employee. In this resume example, she gives a sentence about the firm or what she did to help create context. This is helpful to the reader.

3. If you want to take things a step further, you can list which roles are contract or consulting.

SOUND ADVICE
CAREERS

GOOD RESUME EXAMPLE 2 (continued):

- Elicited business and technical requirements from business owners
- Provided recommendations for best-in-class solutions
- Coordinated software updates and deployment planning across business areas
- Participated in creation of test plans and testing the end-to-end process during QA reviews
- Liaison with third-party vendors, both onshore and offshore resources
- Automated manual work processes to reduce man-hours by 75%
- Achieved 92% training compliance for over 20,000 active, global users of the PLM platform
- Reduced support contact to 1% of the total end-user audience

Aperikas Solutions, Topeka, KS   9/2012-12/2012
Business Analyst
- Audited work processes and form usage
- Created requirements and process flow for electronic form development
- Managed Agile development processes including leading daily Scrums
- Generated XML design and transmission plans
- Coordinated with third party vendor for application customizations
- Provided production support
- Completed testing and process improvement evaluations
- Generated 100+ electronic forms to reduce man-hours by 80%

EDUCATION & TRAINING

Washburn University	**2009**
Master of Business Administration	
Master of Project Management	
Wichita State University	**2006**
Bachelor of Technical Management, Magna Cum Laude	

Certifications

Enovia PLM training (framework and various modules)	2013-2016
PMP Certification Prep Training	2012
PMP-Agile Certification Training	2012
Situational Leadership Training	2009
Certified Lotus Notes Professional	2004

Tools & Technology

Languages:	HTML, CSS, JavaScript, jQuery, AJAX, Java, .NET, PHP, Coldfusion, Classic ASP, Visual Basic, C#, LotosScript, TransSQL, XML, numerous APIs
Operating Systems:	Windows
Database Systems:	Microsoft SQL, MySQL, Microsoft Access, Lotus Notes
Document Management:	Microsoft Office, OpenOffice, Adobe Acrobat Professional
System Design:	Microsoft Visio, Xmind
UX/UI Design:	OmniGraffle, Basalmiq, Microsoft Visio, Proto.io
Project Management:	Microsoft Project, Salesforce.com, Basecamp, Enovia PLM
Web Design:	Adobe Creative Suite, Notepad++, Camtasia, Adobe Flash, Adobe Captivate, Lectora, Subversion, Visual Studio
Graphic Design:	Adobe Photoshop, Adobe InDesign, Adobe Lightroom, Adobe Pagemaker
eLearning:	Lectora, CourseMill, MyLearning, Adobe Captivate, Camtasia, Adobe Flash

GOOD RESUME 2 REVIEW AND BREAKDOWN (continued):

4. She outlined her Education & Training Section, as well as the certifications, and had all the dates lined up. While this may seem picky, it is more visually pleasing to the reader. Remember, recruiters review thousands of resumes every week. If they don't like the way the resume looks consciously or subconsciously, they will want to get off of it and move onto the next. Choosing a good font and having things line up and look symmetrical will make the recruiter want to spend more time looking at your resume -- that is what you ultimately want.

5. While I gave you one way to present "Technical Experience", I also like they way that this job seeker did it; not only does it spoon feeds the reader on what technologies she knows, but where and how they are used. This can be especially helpful when working with less technically proficient recruiters.