

RÉSUMÉ GUIDE

CONTENTS

SECTION I INTRODUCTION

- A What is a résumé
- B Purpose of résumé guidelines
- C Features of an effective résumé

SECTION II HOW SHOULD I PRESENT INFORMATION

- A Reverse chronological format
- B Effective writing tips

SECTION III WHAT INFORMATION SHOULD MY RÉSUMÉ CONTAIN

- A Career objective:
 - why include one
 - how to formulate one
- B Summary statement
 - what is it
 - how to write one
- C Work experience
 - how should it be written
 - how to write an accomplishment statement
- D Education and training
- E Other qualifications
- F Computer-based skills
- G Information not included on a résumé

SECTION IV HAVE I PREPARED AN EFFECTIVE RÉSUMÉ

Résumé checklist

SECTION V WHERE CAN I OBTAIN ADDITIONAL INFORMATION

List of reference material

SECTION VI APPENDICES

- Appendix A Sample résumé
- Appendix B Examples of summary statements & career objectives
- Appendix C List of action verbs

SECTION I INTRODUCTION

A What is a Résumé

A résumé is a means of presenting yourself as a valuable asset to a prospective employer. In this sense, it is a personal advertisement in which you persuasively present your capabilities and aspirations with the goal of influencing the decision to interview, and ultimately to hire you.

Preparing your résumé is a self-evaluative exercise which will provide you with the opportunity to clarify, identify, organize and highlight your competencies and aspirations.

B Purpose of the Guidelines

These guidelines are provided to facilitate the preparation of your résumé and will cover the topics listed below. The sequence of the topics should mirror the actual preparation process of your résumé and should allow you to complete one level before you move to the next. A résumé builder tool, allowing you to fill in a template following step-by-step instructions, is available from the same sources as the Résumé preparation guidelines..

How should I present information ?
What information should my résumé contain ?
Have I prepared an effective résumé?
Where can I obtain additional information ?

Before proceeding to answer these questions it would be appropriate to review the general characteristics of an effective résumé.

C Features of an Effective Résumé

A résumé should capture your professional career history in two or three typed pages. In allocating time to prepare your résumé, recognize that it requires time and effort to select the essential details of your professional career history and present them in an informative, clear, and concise manner. It will take several drafts before you have completed the task to your satisfaction.

A résumé should be clear, concise and visually appealing to the reader. It should be well-organized and easy to follow with short paragraphs. It should make good use of space, be well-written and immediately attract the reader's attention.

SECTION II HOW SHOULD I PRESENT INFORMATION

A Reverse chronological format

The reverse chronological format is the most widely used and readily accepted. It is the format most experienced recruiters and interviewers expect to receive. Your most recent work experience comes first and then continues backward in time.

In its most basic form, the reverse chronological format lists the company name, dates of employment, job title and a brief synopsis of primary responsibilities and noteworthy accomplishments. Within the synopsis, include quantifying information, such as the fact that you had direct supervision for six managers in five departments with a total of 350 employees in four locations.

Follow the same format for each position. The amount of detail for each position can be tapered as you go further back in your career. Positions you held ten or more years ago, for instance, can be summarized in a synopsis sentence.

Be careful of gaps in your employment dates; be prepared to explain them in an interview.

B Effective writing tips

Use language that is specific, clear, positive and exciting.

Avoid pronouns (i.e. do not use I, He, She).

Use action verbs in the past tense. See list of sample verbs (Appendix C).

Support your career objective throughout - emphasize the demonstrated competencies, accomplishments and experiences which are relevant to your career objective.

Use words efficiently - Use the minimum number of words to convey exactly what you want to say - eliminate, through repetitive editing, all weak or unnecessary words and sentences.

Use language you are comfortable with - do not use industry jargon

Ensure accuracy. Proof-read to be sure there are no errors in spelling or grammar.

SECTION III WHAT INFORMATION SHOULD MY RÉSUMÉ CONTAIN

A résumé should capture your professional career history in two or three typed pages presenting the following essential elements.

A CAREER OBJECTIVE

An objective clearly states your employment goals, i.e.: This is who I am and this is what I want to do.

Why include one?

A clear, brief career objective is the key to your résumé since everything else you include (competencies and accomplishments) will be in support of it. By clearly stating your career objective you enable the reader to easily identify if your interests match their needs and requirements. Including an objective shows you have focus and clarity and that you are in control of your own career.

How to formulate one?

Formulating a career objective requires a careful review of your previous experience and an identification of your competencies and strengths. A career objective is often expressed with a few words as the following examples illustrate : Product Manager, Manager of Training and Professional Development, Manager of Operations, Sales Team Leader.

B SUMMARY STATEMENT

What is it ?

A summary statement declares: Here is why I will be good at what I want to do next.

The summary is a statement which encapsulates your résumé in two or three well-crafted sentences. It is the first and most visible opportunity you have to:

- emphasize and support your career objective
- highlight your special competencies and skills, as well as the industries, functions, and scope of your experience.

How to write one ?

It is easier to write the summary statement last. It could serve as a self-test to ensure that the summary statement accurately mirrors the competencies and accomplishments you have highlighted in the experience portion of your résumé.

A summary statement will be developed by analyzing and/or identifying the following components:

Job function
Personal attributes/ workstyle
Special areas of expertise
Years of experience
Work environment / values / motivation
Transferable skills / motivation

See Appendix B for examples of summary statements formulated using this approach.

C WORK EXPERIENCE

In this section, you will substantiate your career and summary statements by providing information on your past work experience. By “proving” what you have been able to accomplish in the past, you imply what you can do in the future for another organization. Remember that the amount of detail for each position can be tapered as you go further back in your career. Positions you held ten or more years ago, for instance, can be summarized in a synopsis sentence.

How should it be written

Your past experience should be described in terms of your responsibilities and your competencies / accomplishments. A well developed accomplishment statement clearly tells what you did and states the results clearly. Without results, the statement has little punch or impact on the reader. The accomplishments you select should illustrate the full range of your demonstrated competencies.

How to write an accomplishment statement

Detail your accomplishments and quantify results with numbers and statistics when appropriate.

Begin each accomplishment statement with a strong action verb in the past tense. (See appendix C for a list of sample action verbs). For style and ease of reading, the accomplishments should be set off by bullets or indentations.

Following are some examples of accomplishment statement prompts:

- Reduced.....which resulted in.....
- Took corrective action.....resulting in.....
- Provided.....which enabled.....
- Through effective.....was able to.....
- Recommended and developed proposal for.....As a result.....
- Promoted to.....because of.....
- Introduced.....which increased efficiency by.....

D EDUCATION and TRAINING

Your educational background should be stated briefly in order of relevance to your objective or in reverse chronological order. Specify the degree obtained and the date, the major (area of study) and the name of the school. Professional courses and training which you feel are relevant to your career objective might also be included.

E OTHER QUALIFICATIONS

If relevant to your objective, you might want to include information on professional memberships, publications, awards or honours.

F COMPUTER-BASED SKILLS

Indicate computer-based skills acquired including Bell Canada internal applications. Rate your level of proficiency for each using the following scale:

- basic - limited knowledge and understanding of the subject matter; limited experience using some features of the program or application
- intermediate - good understanding of the subject matter; have significant experience using many features of the program or application
- advanced - thorough understanding of the subject matter: capable of coaching others in using the program or application

G INFORMATION NOT INCLUDED ON A RÉSUMÉ

- Personal information such as age, marital and family status, sex, state of health, citizenship
- Previous salary or desired salary
- Reasons for previous departures
- Statements which cannot be confirmed by a third party
- Non-job activities which are not related to your career objective i.e. social clubs, sports, religious or political activities
- Names of people who can provide references

SECTION IV HAVE I PREPARED AN EFFECTIVE RÉSUMÉ

RÉSUMÉ CHECKLIST

Appearance

- Is your résumé visually appealing ?
- Is it short, well-organized with attractively spaced paragraphs ?
- Is it easy to read ?
- Is it longer than three pages ?
- Is it error-free ?

Content

Heading

- Are your name, address, and telephone numbers included ? Is one telephone number always answered during business hours ?

Career objective

- Does it say : This is who I am and this is what I want to do ?
- Is it clear ? Specific ? Brief ?
- Too broad ? To narrow ?

Summary statement

- Does it support and emphasize your objective ?
- Does it clearly express why you are good at what you do ?
- Does it say : Here is why I will be good at what I want to do next ?

Work experience

- Is the format consistent ?
- Is it logically organized ?
- Are there any gaps in dates ?
- Do your competencies and accomplishments match your objective and summary statements ?
- Do your accomplishments clearly state the results of your actions ?
- Are your competencies emphasized ?
- Are the job titles understandable ?

Education and training

- Briefly stated ?
- Have you eliminated all irrelevant information ?

Format

- Are there any gaps in dates ?
- Using reverse chronological format, have you made your responsibilities clear ?

Other qualifications

- Is there a good reason for including this section ?

SECTION IV HAVE I PREPARED AN EFFECTIVE RÉSUMÉ cont'd

Overall

- What is the overall image created by your résumé : dynamic, over-the-hill, fast track, very senior, inexperienced ?
- What salary level will the reader assume from reading it ?
- What kind of impression does it make in the first 15-20 seconds ?
- Does everything support your objective ?
- If you were responsible for filling the position, would you interview this person ?

SECTION V WHERE CAN I OBTAIN ADDITIONAL INFORMATION

Additional information on résumé preparation is available in your local libraries and bookstores. Following are a number of suggested titles.

BOOKS:

Perfect résumé strategies
Jackson, Tom & Ellen

Résumés that knock them dead
Yates, P.

What color is your parachute ?
Bowles, Richard

JANE DOE

25 rue St-Jacques

Montreal, Quebec

H3G 4N2

Residence : (514) 435-2314

Office: (514) 294-5402

E-mail ID: jane.doe@bell.ca

Employee no.: A123456

Languages: French, English

Desired work locations: Montreal, Ottawa

CAREER OBJECTIVE

Sales Team Leader

SUMMARY

A fluently bilingual, highly motivated self-starter who combines enthusiasm with a strong work ethic to produce outstanding sales results and provide excellent customer service. An experienced communicator who thrives on dealing with a variety of people and challenges. Key strengths include :

- Excellent interpersonal and communication skills.
- Creative and adaptable ; learn new responsibilities quickly and take initiative.
- Tenacious and goal-oriented ; anticipates and responds to customer needs.

PROFESSIONAL EXPERIENCE

COMPANY A

Sales Representative

1994-present

Develop and maintain territory (80 + accounts) introducing new programs, promotions and product lines. Work closely with clients regarding product revisions, expansion of existing product lines and providing support on increasing sales.

- Developed credible, professional relationships with clients and was successful at implementing new products and selling products.
- Saved a large account (multiple locations ; \$25K annual sales) as a result of a first encounter in spite of limited industry experience by understanding and addressing concerns immediately.
- Completed ten-week intensive training period with exceptional scores.

COMPANY B
Sales Representative**1992-1994**

Maintained existing client base for the Island of Montréal (200 + clients ; 3,000 products ; \$720K annual sales) ; developed new contacts to expand market share. Provided ongoing space planning and marketing support. Represented company at various exhibitions and trade shows.

- Assigned to rebuild poorly serviced territory (only 20% of accounts had received regular calls). Within three months, sales had increased by 30%.
- As first time Sales Representative, successfully assumed large territory management and 3000 + new products, increasing average monthly sales from \$30K to \$50K.

COMPANY C
Consultant**1988-1992**
1989-1992

Monitored and maintained current client base of major corporations, proposing and negotiating services to address client needs. Utilized telemarketing to expand market share and increase active client volume. Worked closely with clients/candidates to ensure fit with position requirements. Recruited, interviewed and selected potential candidates, negotiating pay rates and appropriate increases. Assessed skill levels and assigned appropriate training.

- Increased sales by 90% within first year.
- Increased weekly scheduled hours by 200% in 1990.
- Worked closely with colleagues, developing strong team spirit and drive, resulting in obtaining highest sales increase in Canada for 1990.
- Awarded " Top Consultant - 1990 " in Québec (out of nine).

Supervisor - Testing**1988-1989**

Screened and directed incoming calls. Assessed candidate performance levels and scheduled appropriate testing. Prepared and evaluated test results. Monitored and collected overdue accounts.

COMPANY D
Claims Representative**1985-1988**

Investigated automobile and residential claims submitted for payment. Communicated with parties involved - police, witnesses, Client Service. Evaluated investigative data and settled personal auto/theft claims ensuring company policies and procedures are adhered to.

- Selected to organize/participate " Quality Circle " team, designed to improve/increase productivity.
- Recipient of 1987 Top Representative Award (20 Claims Representatives).

EDUCATION / PROFESSIONAL DEVELOPMENT**Education :**

Bachelor of Commerce, Major in Human Resources Management
Concordia University 1993

Seminars :

Ten Week Intensive Sales Training	1994
" The Power to Accomplish ; The Power to Relate " Werner Erhard and Associates	1991
Sales Techniques Roger St-Hilaire	1990

MEMBERSHIPS

Member, Chamber of Commerce
Member, Ambassadors Club

Sample - FUNCTIONAL RÉSUMÉ

3 Winston Avenue
London, Ontario
D5F 4K6

STEVE MORRISSON

Residence: (519) 678-9123
Business: (519) 679-8124
Email: smorrisson@sympatico.ca

CAREER OBJECTIVE

Associate – Provisioning

PROFESSIONAL COMPETENCIES SUMMARY

Bilingual, customer focused professional with experience in telecommunications and customer service. Thorough understanding of the company products and services, the network, its components and its services. Team player and ability to deal with constant changes in priorities.

Proven skills in - project management

- communication and training
- cost evaluation and budget management
-

Project Management

- Planned, organized and prioritized tasks and very successfully met clients needs.
- Computerized the tracking of activities for projects involving several internal services and external firms.

Communication and Training

- Developed procedures manual for repairs and trained all employees within the service. This manual was adopted in other services.

Cost Evaluation and Budget Management

- Prepared budget estimate and operated within budget allocations.

WORK HISTORY

Bell Canada

Client Representative - Repairs
Associate – WorkPlace Planning

Since 1995

Since 1998
1995 to 1998

PROFESSIONAL DEVELOPMENT

Bachelor in Administration, University of Toronto
MS Office, Windows 2000, MS Project, PeopleSoft, SAP
The 7 Habits of Highly Effective People and Coach

1994
Since 1995
1997

SAMPLE - REVERSE CHRONOLOGICAL RÉSUMÉ

JAMES SMITH

45 Chestnut Blvd
Chapel Hill, Ontario
L5A 1S5

Residence: (905) 555-7777
Business: (905) 556-8888
Email: jamesmith@sympatico.ca

CAREER OBJECTIVE

Associate-Computer Applications Support

PROFESSIONAL PROFILE

- Bilingual with 10 years of customer and excellence oriented working experience.
- Thorough knowledge of systems software, hardware and Local Areas Network packages.
- Ability in programming systems and planning computer jobs.
- Communicates effectively with groups, managers and suppliers.
- Ability in coordinating and negotiating schedules and activities with various groups.
- Proven problem-solving, initiatives and analysing skills.

WORK EXPERIENCE

BELL CANADA

1995 – present

Client representative – Consumer Market

1999 - present

Ensuring complete customer satisfaction in response to requests and complaints. Assessing customer problems and needs. Promoting sales and providing customer services. Coordinating with various departments and outside companies and ensuring service is provided on a timely basis. Maintaining and reconciling billing and other customer account information.

Accomplishments

To develop customer loyalty and improve service:

- Organized a team to solve complex problems.
- Conceived and gave presentations to internal and external clients.
- Supervised the training of colleagues for implementation of computer systems.
- Organized an innovation committee.

Associate – Human Resource

1995 – 1999

Explaining company's policy to job applicants. Providing support and training to system users. Researching, analyzing, verifying and correcting data discrepancies. Preparing invoice payments.

Accomplishments

- Created and implemented a computerized follow-up system to integrate clients and suppliers budget.
- Recommended a task reorganization plan which was adopted.
- Received numerous letters for excellent customer service.

ROYAL BANK**1992 – 1995****PC Support Specialist**

Providing support for office software applications to administrative employees. Recommending purchase of hardware and software based upon clients needs.

Accomplishments

- Contributed to improve the client services tracking system.
- Modified the User Manual.

PROFESSIONAL DEVELOPMENT

Advanced courses MS Office 95, 98 & 2000	1995 - 2001
Network Support (LAN WAN)	1994 - 2000
Strategies for Effective Listening	1996
Strategic Influence “The Power of Personal Marketing”	1998
College Degree: London Computer College	1991

COMMUNITY INVOLVEMENT

Active volunteer for Big Brothers B

EXAMPLES OF SUMMARY STATEMENTS & CAREER OBJECTIVES

CAREER OBJECTIVE

Associate – Provisioning

PROFESSIONAL COMPETENCIES SUMMARY

Bilingual, customer focused professional with experience in telecommunications and customer service. Thorough understanding of the company products and services, the network, its components and its services. Team player and ability to deal with constant changes in priorities.

Proven skills in - project management

- communication and training
 - cost evaluation and budget management
-
-

CAREER OBJECTIVE

Product Manager

SUMMARY OF PROFESSIONAL STRENGTHS

A results-oriented professional Engineer who is energized by working in pioneering roles where creative innovation is a must. A background of developing successful small teams to achieve results. Investment decisions are driven by a sense of entrepreneurial ownership. Over a 20 year career with Bell Canada, expertise has been developed in the following areas :

- Plans programs and organizes resources to achieve high quality at low cost.
 - Creates small cohesive teams
 - Broad knowledge of computer applications and software development
 - Motivated by opportunities to develop innovative solutions.
-
-

CAREER OBJECTIVE

Manager of Training and Professional Development

SUMMARY OF STRENGTHS

A change champion within the Advantage Business Market service department who designs and delivers training programs supporting business initiatives. An enthusiastic and innovative professional who seizes opportunities to apply techniques and skills through coaching others.

CAREER OBJECTIVE

Manager of Operations

SUMMARY

A seasoned manager whose progressive career includes operations and staff positions in the Telecommunications industry. A strong leader and skilled communicator who coaches, motivates and develops employees in a team based organization with a total dedication to customer service. This combination of experience and skills will be of interest to growth oriented organizations that seek experienced professionals with flexibility, commitment and a genuine desire to succeed.

CAREER OBJECTIVE

Sales Team Leader

HIGHLIGHTS OF QUALIFICATIONS

A fluently bilingual, highly motivated self-starter who combines enthusiasm with a strong work ethic to produce outstanding sales results and provide excellent customer service. An experienced communicator who thrives on dealing with a variety of people and challenges.

Key strengths include :

- Excellent interpersonal and communications skills.
- Creative and adaptable ; learn new responsibilities quickly and take initiative.
- Tenacious and goal-oriented ; anticipates and responds to customer needs.

CAREER OBJECTIVE

Advertising Sales Coordinator / Account Manager

SUMMARY OF PROFESSIONAL STRENGTHS

An energetic and dedicated individual with a marketing and sales background ; insightful and logical approach to analysis ; troubleshoots quickly and accurately. Previous work experience has lead to the development of the following characteristics :

- Solves problems proactively.
- Produces accurate and detailed work
- Organizes systems and prioritizes work load.
- Manages information flow effectively.

CAREER OBJECTIVE

Associate-Computer Applications Support

PROFESSIONAL PROFILE

- Bilingual with 10 years of customer and excellence oriented working experience.
- Thorough knowledge of systems software, hardware and Local Areas Network packages.
- Ability in programming systems and planning computer jobs.
- Communicates effectively with groups, managers and suppliers.
- Ability in coordinating and negotiating schedules and activities with various groups.
- Proven problem-solving, initiatives and analysing skills.

LIST OF SAMPLE ACTION VERBS

APPENDIX C

accelerated	consulted	guided	participated	screened
achieved	contracted	handled	performed	selected
accomplished	controlled	identified	persuaded	served
acted	cooperated	implemented	piloted	simplified
adapted	coordinated	improved	planned	sold
adjusted	counseled	improvised	predicted	solved
administered	created	increased	prescribed	spear-headed
advertised	decided	indexed	presented	spoke
advised	decreased	influenced	projected	stabilized
affected	defined	informed	problem-solved	staffed
analyzed	delegated	initiated	processed	standardized
anticipated	delivered	innovated	produced	started
approached	demonstrated	inspected	programmed	stimulated
approved	designed	inspired	promoted	streamlined
arranged	detailed	installed	proposed	strengthened
ascertained	detected	instituted	provided	structured
assembled	determined	instructed	publicized	succeeded
assessed	developed	integrated	published	summarized
assigned	devised	interpreted	purchased	superseded
assisted	diagnosed	interviewed	recommended	supervised
attained	directed	introduced	reconciled	surveyed
budgeted	dispensed	investigated	recorded	synergized
built	distributed	invented	recruited	synthesized
calculated	diverted	launched	rectified	systematized
catalogued	drafted	led	redesigned	taught
chaired	edited	maintained	reduced	team-built
charted	educated	managed	rehabilitated	terminated
clarified	eliminated	manipulated	related	trained
classified	enlarged	marketed	renewed	transacted
coached	established	mediated	reorganized	transcribed
collaborated	evaluated	merchandised	reported	transferred
compiled	examined	moderated	represented	transmitted
completed	exchanged	modified	researched	trimmed
composed	executed	monitored	resolved	uncovered
communicated	expanded	motivated	restored	unified
conceived	extracted	navigated	retrieved	upgraded
conceptualized	facilitated	negotiated	reviewed	utilized
conciliated	familiarized	obtained	revised	unraveled
conducted	formulated	operated	risked	widened
conserved	fund-raised	ordered	saved	won
consolidated	generated	organized	scanned	withdrew
constructed	governed	originated	scheduled	wrote