



RESUMES FOR THE EXPERIENCED PROFESSIONAL

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WHY A RESUME ?

- Career Break?
- Promotion in existing company
- Separated from company
- Changing industries/
companies

RELEVANT AND NEW RESUME TOPICS

- Professional Summary
- Application Tracking System (ATS)
- Transferrable Skills
- Types of Resumes

SUSANNE DONOVAN



- Career Changer
- Reentered Professional World
- Gap in Professional Experience
- Self Employed

1. RESEARCH



Who is your audience &
what is the opportunity?

2. BRAINSTORM



What are your best skills,
strengths and qualities?

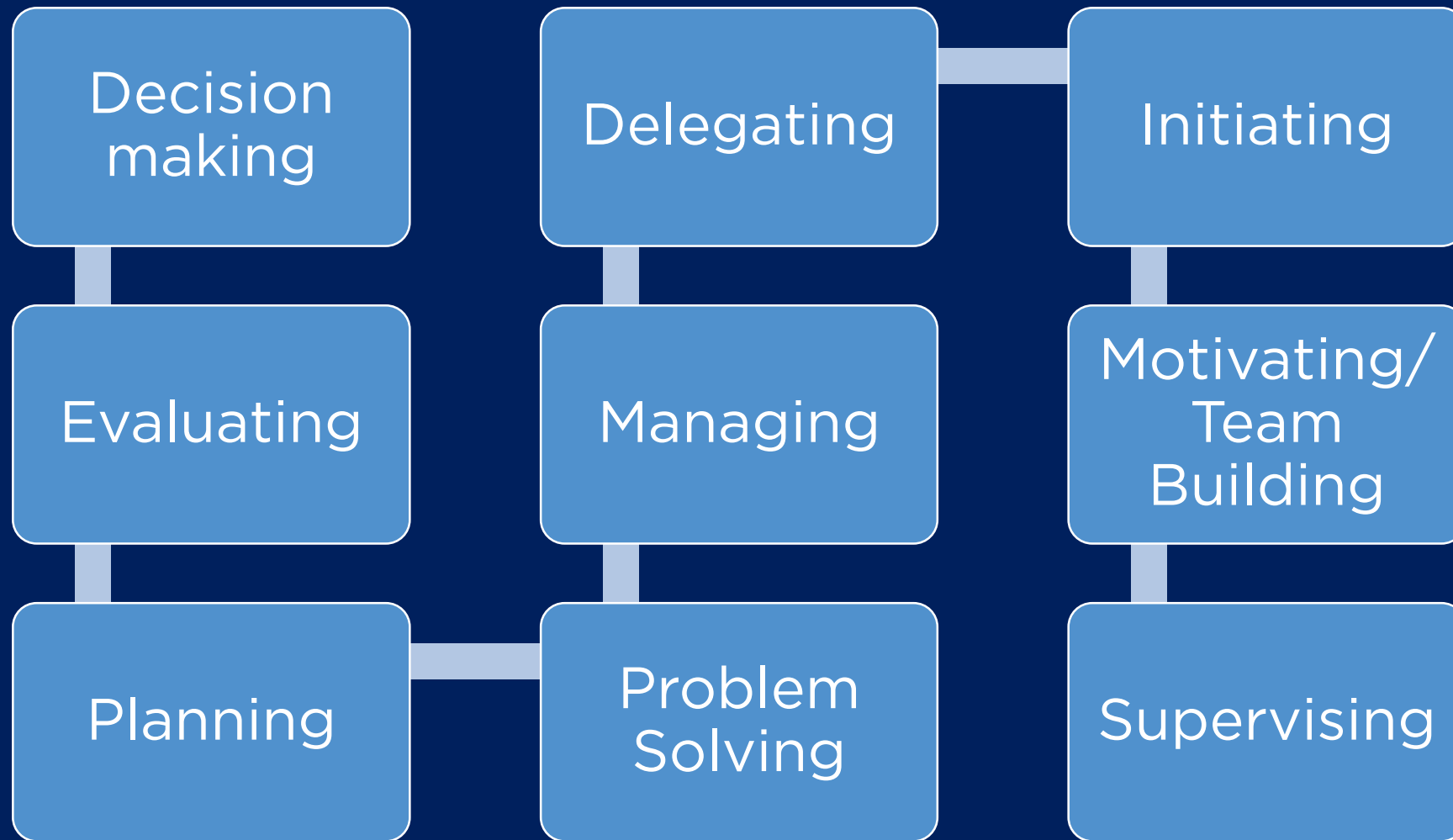
FIRST STEPS TO WRITING A RESUME?

- Self Assessment
- What are your goals/targets?
- How can you connect your experience to your goals?
- Take an inventory of your strengths, skills, and values

WHAT ARE

*Transferrable
Skills???*

LEADERSHIP SKILLS



ORGANIZATIONAL SKILLS

Setting and
Attaining
Goals

Meeting
Deadlines

Planning/
Coordinating

Time
Management

Follow
Through

Multitasking

INTERPERSONAL SKILLS

- Relating well to Others
- Responding to Concerns of others/ company

- Motivating People
- Assisting Others

- Being a Team Player

COMMUNICATION SKILLS

Public Speaking

Advising

Articulating

Training

Persuading/Selling

Presenting

Writing

Editing

Translating

Proofreading

TECHNICAL OR ANALYTICAL SKILLS

Advanced
Excel

Microsoft
Office

Computer
Programming

Systems such
as Salesforce

Research

Digital
Graphics

Types of Resumes

- Chronological
- Functional
- Combined /
Functional and
Chronological

WHICH FORMAT WORKS BEST?

- If you have an extensive and consistent work history go with a chronological resume
- Use a functional resume to show off your abilities while de-emphasizing a limited work history
- Use a combination resume to show off your abilities and a bit more extensive but still limited work history

CHRONOLOGICAL

- Chronological resumes are the most popular
- Present your experience in reverse chronological order
- This is the preferred format with employers

Experience

Events Coordinator, Montblanc, New York, NY

April 20XX - Present

- Organize over one dozen promotional events before and during opening of boutique, contributing to success of opening week, which saw revenue exceed projections by 18%.
- Manage payroll, scheduling, reports, email, inventory, and maintain clientele book and records
- Implemented and integrated new register functions

Sales Associate, Head of Women's Wear, Nordstrom - Couture Departments, King of Prussia, PA

July 20XX - April 20XX

- Provided thoughtful, convenient service to customers, earning annual customer service award twice
- Promoted to head sales associate of designer women's wear due to merchandising ability and leadership
- Singlehandedly set up trunk shows and attended dozens of clinics for new incoming fashion lines
- Communicated with tailors and seamstresses to ensure fittings customers were 100% satisfied with tailorings and fittings
- Scheduled private shopping appointments with high-end customers

Bartender, Jigg's Corner, Philadelphia, PA

February 20XX - July 20XX

- Provided customer service to over 400 customers daily in fast-paced bar atmosphere
- Administrative responsibilities included processing hour and tip information for payroll and closing register

FUNCTIONAL RESUME

- A functional resume groups accomplishments using skill categories rather than using separate job entries
 - Management Experience
 - Communications Experience
 - Technical Expertise
 - becoming more popular in the tech world as employers zone directly in on skills in programming areas
 - Specialty Skills
 - graphic arts
- Functional Resume to hide gaps / Temp work can be clustered
- This format could raise a red flag, pointing out gaps

SKILLS

Administrative - Lead coordinator for the daily processing of thousands of checks for payment and the mailing of confidential reports, meeting strict deadlines, and avoiding late fees.

Problem Solving - Designed a waste management program involving Recycle Ann Arbor and a major book company, intended for the efficient handling of tons of paper, cardboard, plastic, metal, and glass, achieving net savings of \$20,000 per building

Management - Oversaw operations of an expanding research lab, providing expertise, commitment, and quality control during a time of significant transition.

Organizational - Consolidated community awareness information into an effective and easy-to-use pocket guide for Bicycling in Ann Arbor, distributing them throughout the area to promote bicycle safety and ridership.

Cost Awareness - Verified the accuracy of office processes and expenses, eliminating overbilling and cultivating an attitude of quality control among

Shepherd's Watch

Design and Research Consultant: Design, lay out, and assist in marketing sundials and assorted wearable and garden timepieces for a specialty company.

ACWG

Association of Pedestrian and Bicycle Professionals Member: Collaborate with other alternative transportation people to better develop pedestrian and bicycle-friendly communities.

APBP

Washtenaw Biking and Walking Coalition Advocate: Advocate bicycle and pedestrian rights

COMBINED CHRONOLOGICAL AND FUNCTIONAL

- HYBRID type of resume, typically used in career transitions to emphasize transferable skills
- You can also use the combination format if your work history includes only one place of employment, but you spent a significant amount of time there and your job duties were very diverse. It lets you stress the various skills you attained through that job

COMBINED CHRONOLOGICAL AND FUNCTIONAL

- Combination of Chronological and Functional is preferred over straight Functional
- Allows you to show skill categories but also including a work history and indicate applicable dates

MANAGEMENT/LEADERSHIP

House Manager, Pennsylvania Stage Company, Allentown, PA. Summer 2011

Managed front-of-house activities during performances. Introduced and coordinated effective volunteer program; recruited, trained, and supervised staff of 100 ushers. Restructured and systematized concession services; controlled inventory and bank for concessions. Maintained security.

Teaching Assistant, Cornell University. Fall 2010

Prepared lesson plans and facilitated discussion sections weekly. Provided feedback and recommendations for students and instructor. Refined group process skills.

PROMOTION/PUBLIC RELATIONS

Promotion Chairperson, Cornell University Program Board, Cornell University. 2010-2012 Devised and implemented advertising campaigns for major events. Designed and distributed posters; placed newspaper ads and radio spots. Arranged press conferences.

Cornell University. 2010-2012 Acted as liaison between College and prospective students. Conducted information sessions and tours, hosted visiting students, and promoted Cornell at high schools. Editorial Staff, Cornell Student Handbook. 2009-2012 Wrote, edited, and created layout for 100-page guide for new students with circulation of 3,500.

WRITING A

Professional Summary

*Professional Profile | Professional
Qualifications | Executive Summary |
Summary of Qualifications*

PROFESSIONAL SUMMARY

For people with
over five years of
experience

Highlight Key Skills
and Strengths

Allows you to
Quantify
Highlights

Correlate with
Specific Job and
Industry (Job
Posting)

Your Profession, Areas
of Expertise, Types of
Organizations/Environm
ents you have Worked
in, and Unique Skills

PROFESSIONAL SUMMARY

- Short paragraph or bulleted statements. As a rule, do not take up more than one-quarter of the page
- For example:
 - Financial planning professional achieved double-digit return for all clients through well-balanced financial portfolios.....
- It is important that this title is well crafted, as it is the first impression your potential employer will have of you

PROFESSIONAL SUMMARY

- An effective summary will help you "hook" your employer
- Allows you to market yourself through a narrative
- Allows potential employers to learn something unique about you and your career, as well as get a good feel of your communication skills

PROFESSIONAL SUMMARY

Your experiences and skills as they relate to your job and also the employers qualifications where possible

What you can bring to the organization and the desired position that no other candidate can

Your professional goals

CONNECT WITH EMPLOYER THROUGH THE PROFESSIONAL SUMMARY

By showing that you did your research and know what you are writing about.

By focusing on the employer's needs as opposed to what you want.

To the extent that your resume is tailored to the position you are applying to, many recruiters will recognize the effort you put in and may give you a chance accordingly

Be careful of generic statements, such as "I am well organized and detail oriented."

Using generalizations of abilities might feel like filler or an inability to support the claim

PROFESSIONAL SUMMARY EXAMPLE

- Successful financial planning professional with over 15 years of personal and retirement planning experience. Managed a small financial planning firm, achieving double-digit financial returns for all clients by developing personalized investment portfolios. Leader in development and professional growth of four other financial planners in the firm through effective and motivating mentoring strategies.

Key competencies include:

- Personalized portfolio development
- Financial forecasting
- Retirement portfolio management
- Development on-going professional growth strategies

SAMPLE WORDING FOR PROFESSIONAL SUMMARY

- Higher Education administrator with more than eight years in the field.
- Extensive experience programming, planning, and implementing strategic goals.
- Volunteer management expertise and supervisory skills.
- Professional association annual conference planning experience.
- Increased student appointments by 25 percent over a two-year period.

WHAT IS AN

*Applicant Tracking
System
(ATS)*

APPLICANT TRACKING SYSTEM

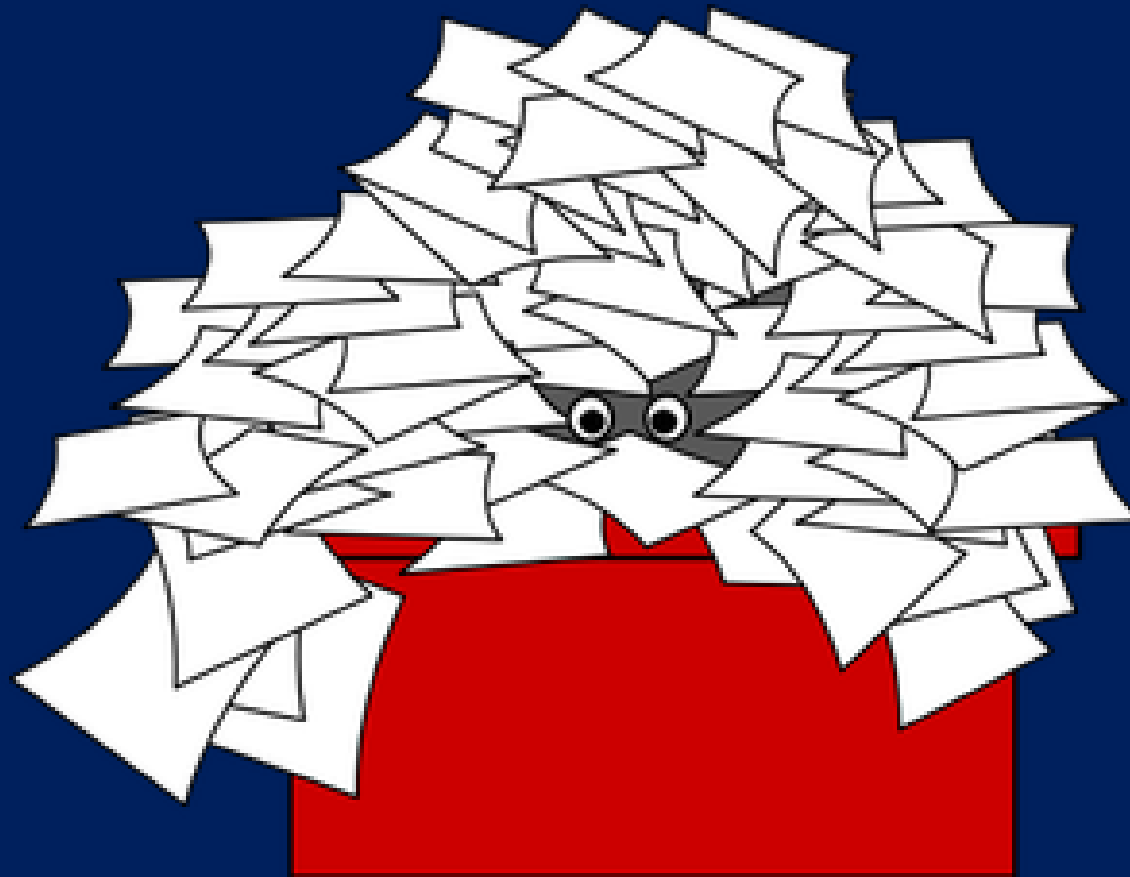
APPLICANT TRACKING SYSTEMS

The ATS is often a first line of defense to screen out less qualified candidates and help the best rise to the top.

It uses electronic/ robotic scanning to pick up keywords

THINK LIKE A RECRUITER:

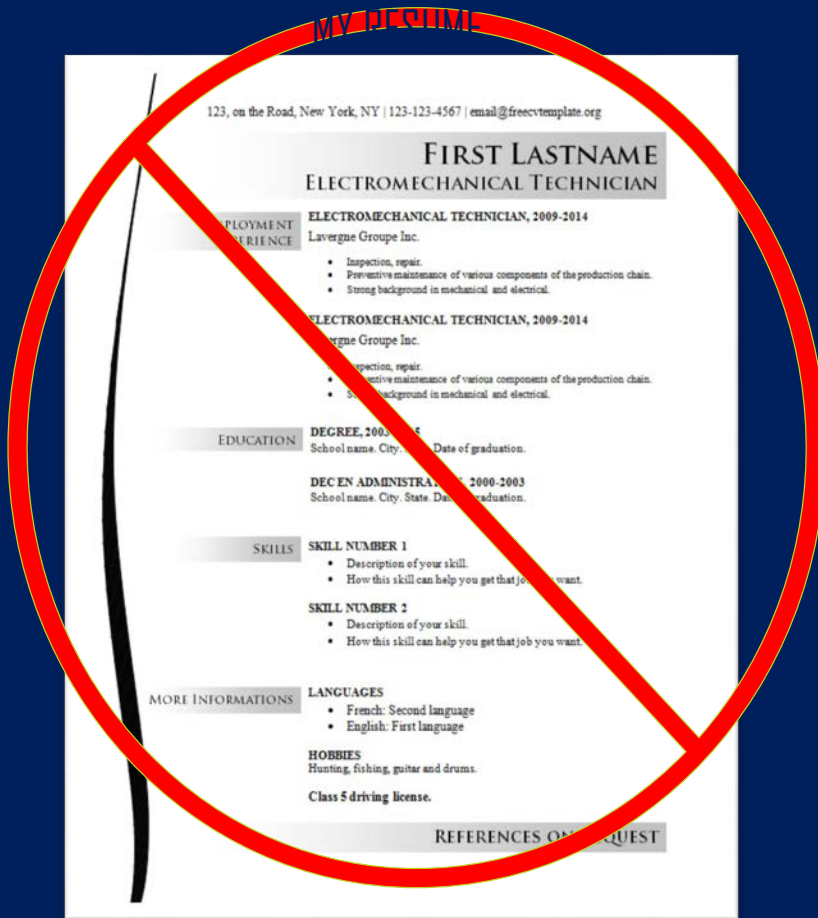
“I have 1000 resumes to evaluate and no time to do it.”



APPLICANT TRACKING SYSTEM (ATS)

- 72% of job applications are never seen by the human eye.
- Applicants need to understand that different from the past, most companies today, except for the smaller ones, are utilizing software named Applicant Tracking System, in short ATS.
- Need to match Keywords that the employer selects as critical to the job to get through first round robotic review
- Use the Job Description as your blueprint

WHAT NOT TO DO



- Have a “one-fits-all” document that includes everything you’ve ever done and never changes.
- Apply to jobs across different industries or areas while promoting the same experience again and again.

APPLICANT TRACKING SYSTEM

- Use Jobscan – software that allows you to compare the words used in the job description to better match your resume
- TagCrowd.com
- A quick search on LinkedIn for similar job titles is an easy way to check out the competition and see how they are describing the same position or industry
- A Google search on the description of the job title will also provide countless resources to draw from

Tips

Refer to the Villanova Career Website for
resume tips and formatting

<http://www1.villanova.edu/villanova/provost/careers/plan/tips/resume.html>

Example of Experience

Pharmaceutical Sales Representative

XYZ Company, Philadelphia, PA (March 1999-present)

- Met with doctors in both private practice and hospital settings to promote the awareness of gastrointestinal drug innovations.
- Covered three states and more than 110 clients.
- Increased sales revenues by 20 percent within first year.
- Awarded citation for excellence in customer service (2001).
- Aided in the implementation of new software for sales representatives to track effectiveness.
- Extremely familiar with FDA approval methodology and regulations.
- Founded monthly networking group for new sales representatives to share information and learn from experienced company leaders.

"Created system for customer service representatives"

Question: So what?

"Created system in MS Access for customer service representatives, allowing calls to be completed faster and with fewer complaints. Worked closely with service reps to ensure usability."



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WHERE *talent* MEETS *opportunity.*

REFERENCES

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