

Original Resume

Michael Darius

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VALUE PROPOSITION: Highly motivated marketing and business development professional with extensive experience working with Fortune 500 brands and startups.

SALES AND MARKETING ABILITIES: Able to develop ideas on emerging trends and markets in the technology space and form relationships with industry professionals.

CUSTOMER SERVICE ABILITIES: Experienced in managing high volume accounts.

PERSONAL CHARACTERISTICS: High integrity, diligent, independent, outgoing, self-starter.

EXPERIENCE

Company Inc.	San Jose, CA	July 2009 - present
Marketing Coordinator		
<ul style="list-style-type: none"> ❖ Coordinated and mediated recurring conference calls with Fortune 500 clients including The Example Company and Example Company Two ❖ Wrote and produced corporate film for The Example Company showcasing digital media platform for their investor conference ❖ Created and implemented social media campaigns for various projects including in house web application firewall and digital media content delivery platform ❖ Worked in conjunction with development teams on product alignment with current market trends and customer expectations ❖ Planned budget, designed booth, organized and managed team for major technology trade shows including RSA San Francisco and SC World Congress in New York City. ❖ Designed and created company collateral for website and tradeshow ❖ Assisted in the design and content of several company websites ❖ Planned and hosted event parties for prospective customers and partners showcasing new products ❖ Hosted security webinar: “Cloud Security & Global Infrastructure: How Data From Millions of Sessions Creates the Unbreakable” 		
Company Inc 2	San Francisco, CA	February 2008-July 2009
Senior Account Executive		
<ul style="list-style-type: none"> ❖ Brand Sales Representative for two top women’s contemporary fashion lines. Prospected new business in Pacific Northwest and serviced accounts ❖ Responsible for managing customer service for over 400 accounts, corresponded through e-mail, issued returns and re-orders, worked closely with brands to make sure all customers’ needs were met. ❖ Responsible for implementing e-mail marketing campaign every season ❖ Planned participation and attended major wholesale fashion tradeshow markets in Las Vegas, New York, San Francisco, and Los Angeles ❖ Set up weekly appointments in showroom for accounts and traveled to see them for every season ❖ Worked closely with designers to conceptualize and implement marketing and print campaigns 		
Company Inc 3	San Francisco, CA	Fall 2007
Account Executive		
<ul style="list-style-type: none"> ❖ Sales representative for three major clothing lines, responsible for meeting weekly and monthly sales goals. 		

Resume Review Prepared for Michael Darius

March 06, 2010

Hi Michael,

After reviewing your resume here are some thoughts / suggestions that will help you make your resume more effective. You'll notice that I've split this review into 3 different sections. The first is a general review of your resume with some ideas to help you improve the look, feel and flow of your resume. The second section is a deep dive on the content contained in your resume. Lastly, you'll find a reformatted copy of your resume (with some of the recommended changes) to help you get started.

Please keep in mind that in writing a resume, there will always be a subjective component. If you feel strongly against any of the following suggestions, feel free to make the final call and give your resume a bit of your personality. At the end of the day, your resume should be a fair representation of who you are.

General Overview

Starting at the top...

- ❖ I changed the font on your resume from Times New Roman to Calibri. Times New Roman has small features called "serifs" at the end of the strokes, which make it harder to read, especially if someone is viewing your resume on their computer. I recommend sans-serif fonts like Arial, Calibri or Veranda. They have a cleaner look and are easier to read.
- ❖ Value Proposition, Sales and Marketing Abilities, Customer Service Abilities and Personal Characteristics sections... I like the idea here, but if you're looking to highlight your qualifications I think we should consider consolidating the sentences into a Summary of Qualifications / Executive Summary section. That way you're able to highlight those aspects that you think are the most important without consuming ¼ of the page with headings and line spacing.
- ❖ The header of your resume (name, address, email, etc.) is a bit confusing. It looks like you wanted to be creative with the formatting, by placing your name in the top right corner and italicizing the font, but what actually happened is you've made it difficult to tell that the document is a resume. I recommend bringing more attention to this part of your resume so the hiring manger / recruiter can clearly associate the resume with your name.

1. To do this, I centered the entire section, removed the italics from your contact information, added a line to clearly separate it from the content of your resume and bolded your name.
 2. I replaced the “~” marks that were separating your contact information with “•” and made sure there was an even amount of spacing between your contact information and the “•” (in the original, there wasn’t a space after the “~” mark). I’ve never seen an applicant get punished for using circles, but there are a handful of individuals that will toss a resume if they feel the applicant is trying to be too “cute” with his / her presentation.
- ❖ I like the fact that you’ve identified potential references, but including them on your resume is a mistake that many people make. When you apply to a job, it’s implied that you’ll provide a potential employer with a list if requested. For that reason, I removed this section from your resume. If you feel strong about including your reference information, you should include it as a separate supplemental document.
 - ❖ Given the fact that you only have 2-3 years of work experience, I think we need to figure out a way to get your resume down to one page. There are very few cases, where someone with less than 7 years of work experience should even consider having a resume that’s longer than one page. Submitting an unnecessarily long tells the employer that you can’t articulate your ideas in a clear and concise manner.
 - ❖ There are quite a few sections in your resume that aren’t completely relevant to the sales position you’re applying to (examples: Conferences Attended, Skills and Relevant Classes). Given that a recruiter or hiring manager will only look at your resume for an average of 20 seconds, you’ll want to make sure that everything on your resume demonstrates why you’re the best applicant for the job.
 - ❖ Watch the grammatical tense you use in your job descriptions. I noticed you switch back and forth between present and past tense. Only your current job should include present tense verbs. All other positions should be described using past tense. Example: Instead of saying “Responsible for implementing e-mail marketing campaign every season,” say “implemented e-mail marketing campaign every season.”
 - ❖ One of the most important things to remember when writing a resume is focus on what you’ve accomplished not what you were responsible for. Everyone has responsibilities. To stand out, you must show the employer what you did with those responsibilities.
 - ❖ Finally, if you only take one thing away from this resume review... always provide concrete / quantifiable facts to support each statement in your resume. Don’t use overly broad statements like “experienced in managing high volume accounts”. Hiring managers discount these statements because they know a strong writer can make anything sound good. By providing numbers to support your claims you eliminate doubts before they arise and give yourself more credibility.

Content Deep Dive

Key:

Sections in Red were taken from your resume.

Sections in Black are comments on specific content within your resume.

VALUE PROPOSITION: Highly motivated marketing and business development professional with extensive experience working with Fortune 500 brands and startups.

SALES AND MARKETING ABILITIES: Able to develop ideas on emerging trends and markets in the technology space and form relationships with industry professionals.

CUSTOMER SERVICE ABILITIES: Experienced in managing high volume accounts.

PERSONAL CHARACTERISTICS: High integrity, diligent, independent, outgoing, self-starter.

There are a couple things that need to be changed about this section:

1. We need to condense it to a 2-3 sentence “executive summary”. It doesn’t make sense to call out these four sections independently and it takes up a lot of unnecessary space.
2. You should go back to the job profile and ensure that the items you’ve chosen to call out are relevant to that particular position. For example, if the sales position you’re applying to doesn’t require that you manage high volume accounts, you should remove it from your resume. A good resume tells the employer how you can help them.
3. Stay away from the generalizations. All of the statements above are so vague that they actually don’t say anything about who you are or what you’ve accomplished.

For example: “Highly motivated marketing and business development professional with extensive experience working with Fortune 500 brands and startups.”

Someone reading this might think: What do you mean extensive experience working with Fortune 500 brands and start ups? Which brands did you work with? What did you do for them? What were your major accomplishments? How long did you work with / for them? By adding in figures and quantitative measures you eliminate doubt.

Marketing Coordinator

- ❖ Coordinated and mediated recurring conference calls with Fortune 500 clients including The Example Company and Example Company Two

What do you mean coordinated and mediated? How many people attended the meetings? How frequently did you meet? What does coordinating and mediating entail? Did you create a process to make the meetings operate more smoothly? Who attended the meeting? VPs / Senior Executives or staff level employees?

- ❖ **Wrote and produced corporate film for The Example Company showcasing digital media platform for their investor conference**

What there any tangible result that arose from the film? How long was the film? How can we tailor this to make it more relevant to a sales position? Perhaps you could focus on your ability to create presentations for large audiences... How many people attended the investor conference?

- ❖ **Created and implemented social media campaigns for various projects including in house web application firewall and digital media content delivery platform**

Social media is big these days. Try to give more details around the specific campaigns and the results (presumably increased sales \$\$). What kind of social media campaigns were you creating? Facebook, Twitter, etc? How will this help you as a salesman?

- ❖ **Worked in conjunction with development teams on product alignment with current market trends and customer expectations**

All sales people need to be able to work with internal partners. Provide specific examples of the types of product suggestions you provided, whether or not they were implemented, how you interacted with your internal partners.

- ❖ **Planned budget, designed booth, organized and managed team for major technology trade shows including RSA San Francisco and SC World Congress in New York City.**

You focus a bit too much on the names of the companies and conferences you've worked with / attended and not enough on what YOU accomplished or learned from your experiences. Ask yourself, will my experience planning and designing a booth for a trade show benefit the company I'm applying to. If the answer is no, you should remove the bullet point. If so, try to craft your statement to show how these skills will benefit them.

- ❖ **Designed and created company collateral for website and tradeshow**

- ❖ **Assisted in the design and content of several company websites**

Design skills may not be relevant to a sales position.

- ❖ **Planned and hosted event parties for prospective customers and partners showcasing new products**

- ❖ **Hosted security webinar: "Cloud Security & Global Infrastructure: How Data From Millions of Sessions Creates the Unbreakable"**

I'd delete unless you're applying to a job in the security / IT space.

Your job descriptions are too long. In order to get your entire resume down to one page and focus on the most important accomplishments, we need to reduce the number of bullet points. General rule of thumb: the max # of bullets you want is 3-5 (for your experience level) with fewer bullets for the older jobs.

When deciding which of the bullet points above you're going to use on your final resume (if any), remember that you want to highlight the accomplishments that are relevant to the position you're applying to. I recommend reviewing the job description and requirements and tailoring your resume to the keywords the employer is using. It's always best to step back and ask yourself, if I worked at company X, would I hire me?

Production Assistant

- ❖ Attended CEC Conference and Production Launch
- ❖ Assisted in the transportation of all production equipment
- ❖ Supported camera crew in content creation and editing of all conference video material
- ❖ Secured the live feed via internet for product launch

Production Assistant; Summer Internship

- ❖ Production Assistant for major television show, Prison Break, on Fox Television
- ❖ Balanced daily activities such as collating scripts, script reading and coverage, and rolling calls
- ❖ Scheduled meetings and appointments for two producers while maintaining the deliverance of dailies to various editors
- ❖ Orchestrated weekly conference calls three times a day between NY and LA

You really didn't add any value to your resume by including these 2 positions. It appears they were internships / temporary jobs that are outside the sales realm. I suggest you delete them to make room for more important information.

SKILLS

MS Word, Excel, Powerpoint, MS Project, Adobe Photoshop, Adobe Acrobat Pro, Adobe Illustrator, Adobe InDesign.

I'd delete this section. The references to Photoshop and Illustrator are impressive, but irrelevant to a sales position. And you're not going to impress anyone with your proficiency in MS Word. We can use this space for something more valuable.

REFERENCES

Reference One, Showroom Manager, Company Inc: (123) 123-4567

Reference Two, Owner, Company Inc 2: (123) 123-4567

Reference Three, Producer, Company Inc 3: (123) 123-4567

Reference Four, Television Producer at Company Inc 3: (123) 123-4567

I mentioned this in the general overview section, but if an employer wants some references they'll ask you. No need to include them on your resume.

CONFERENCES ATTENDED

AlwaysOn Summit at Stanford, June 2009

SC World Congress, New York, October 2009

DreamForce Conference, Sales Force, San Francisco, November 2009

Communications in a Conversational Age, Business Wire, January 2010

RSA San Francisco, March 2010

Cloud Connect Conference, March 2010

GigaOm Bunker Series, "The Glimmer Twins of Tech", March 2010

Social Media for Business, HP and Outstart, April 2010

Unless you're applying to a sales position within one of these industries this list of conferences attended should be deleted. This doesn't tell the employer anything about how you can help him / her.

RELEVANT CLASSES

Adobe Illustrator Modules 1-4, LearnIT1 San Francisco, September 2009

Acting Intensive Summer Training Congress, American Conservatory Theater, Summer 2007

Again I think we need to think about the word “relevant” and ensure that anything we include on our resume is in fact relevant and of interest to the company you’re sending your resume to. I’m not sure whether you’ll be using Adobe much in a sales position. Should probably be deleted.

EDUCATION

University of California, San Diego, La Jolla, CA

B.A.: English and Performing Art **May 2007** **GPA: 3.6** 2003-2007

Dean’s Honors List: Fall 2006

Relevant Courses: Student Editor Literary Magazine, Lead roles in several Musicals.

You were correct in having your education at the bottom of your resume, but I’d remove the section on relevant courses and maybe even the honor list (since you were only on the list once).

If you have any questions or need some clarification around any of the comments, please feel free to send me an email at Joe.Callinan@helpmegethired.com.

Kind Regards—

Joe Callinan

Help me get HIRED

<http://www.helpmegethired.com>

Reformatted Resume

Michael Darius

123 North Street • City, St 12345 • Michael.Darius@gmail.com • (123) 123-4567

SUMMARY OF QUALIFICATIONS

EXPERIENCE

Company Inc., San Jose, CA

July 2009 - Present

Marketing Coordinator

- ❖ Coordinated and mediated recurring conference calls with Fortune 500 clients including The Example Company and Example Company Two
- ❖ Wrote and produced corporate film for The Example Company showcasing digital media platform for their investor conference
- ❖ Created and implemented social media campaigns for various projects including in house web application firewall and digital media content delivery platform
- ❖ Worked in conjunction with development teams on product alignment with current market trends and customer expectations
- ❖ Planned budget, designed booth, organized and managed team for major technology trade shows including RSA San Francisco and SC World Congress in New York City.

Company Inc 2, San Francisco, CA

February 2008 - July 2009

Senior Account Executive

- ❖ Brand Sales Representative for two top women’s contemporary fashion lines. Prospected new business in Pacific Northwest and serviced accounts
- ❖ Responsible for managing customer service for over 400 accounts, corresponded through e-mail, issued returns and re-orders, worked closely with brands to make sure all customers’ needs were met.
- ❖ Responsible for implementing e-mail marketing campaign every season
- ❖ Planned participation and attended major wholesale fashion tradeshow markets in Las Vegas, New York, San Francisco, and Los Angeles
- ❖ Set up weekly appointments in showroom for accounts and traveled to see them for every season
- ❖ Worked closely with designers to conceptualize and implement marketing and print campaigns

Company Inc 3, Silicon Valley, CA

January 2008 – December 2008

Production Assistant

- ❖ Sales representative for three major clothing lines, responsible for meeting weekly and monthly sales goals.
- ❖ Made sales calls on the road four days a week, responsible for opening new accounts weekly.
- ❖ Successful in doubling number of accounts and sales numbers for territory within six months time.
- ❖ Attended major wholesale fashion tradeshow markets in Las Vegas, New York, San Francisco, and Los Angeles

EDUCATION

University of California, San Diego, La Jolla, CA

Bachelor of Arts: **English and Performing Arts, 2007 GPA: 3.6**