

Creating the Right Resume

Resume Styles

There are 2 main resume formats preferred by employers:

- Chronological
- Functional
- Combination

Chronological resumes are the most common and preferred by employers. Chronological resumes focus on past work history with the most recent positions/experience listed first.

Functional resumes focus on relevant skills instead of work history. Functional resumes are best for those who have little or no work history.

Combination resumes highlight the applicant's relevant skills and experience but also include a brief work history section.

Style	Advantages	Disadvantages	Best Used By
Chronological	<ul style="list-style-type: none"> • Widely used • Easy to prepare • Highlights career growth in same industry 	<ul style="list-style-type: none"> • Highlights employment gaps • Emphasizes lack of related experience • highlights frequent job changes 	<ul style="list-style-type: none"> • Individuals with steady work history
Functional	<ul style="list-style-type: none"> • Best for non-traditional jobs • Hides lack of direct experience • Highlights Skills 	<ul style="list-style-type: none"> • Most Likely to fail ATS • Not good for positions looking for experienced candidates • May be perceived as trying to hide something 	<ul style="list-style-type: none"> • Individuals seeking positions where broad skill sets are important • Individuals transferring to a new industry • First time job seekers
Combination	<ul style="list-style-type: none"> • Shows off relevant skills and validates them with work experience • Hides employment gaps • Brings together skills from a variety of jobs/activities 	<ul style="list-style-type: none"> • Most challenging to make ATS friendly • Confusing if not organized well • Harder to create 	<ul style="list-style-type: none"> • Career changers or those in transition • Individuals reentering the job market after an absence • Individuals pursuing the same or similar work as they have had in the past

Sample Chronological Resume

Lynn Green

Turlock, CA
(209) 456-789
Lynn.green@gmail.com

OBJECTIVE: Armed Security Guard for Pinkerton Services

SUMMARY OF QUALIFICATIONS:

A dedicated and experienced security professional who balances the necessity of protecting people and property with the need to maintain good relationships with customers and the public. Equally capable of working alone or as a member of a team. Skills include:

- Microsoft Word & Excel
- Clean DMV Record
- Pass Background Check
- Strong Communication Skills
- Available Weekends & Evenings
- Reliable Transportation
- Dependable/Punctual
- Adept at Conflict Resolution
- Bilingual in English & Spanish
- Enforce Policies & Procedures

EXPERIENCE

Security Specialist

2017-Present

U.S. Marine Corps., Modesto, CA.

- Supervise Security for \$100 million dollars of highly sensitive equipment, inventory items and correct discrepancies resulting in zero loss for the last 3 years.
- Implement new system security plan that has led to increased lockdown protection for incarcerated personnel, ensuring safety of 25 staff and 123 inmates.
- Provide leadership to 25 personnel ensuring a 30% decrease in staff turnover and a 10% increase in promotions.
- Managed development of standardized investigative reports, decreasing search times. Awarded “Supervisor of the Year” for efficiency and accuracy of written instructions and documents.

Warehouse Supervisor

2014-2017

Micro Chemical, Inc., Modesto, CA.

- Supervised a crew of 15 in daily operations, including performing evaluations and providing corrective actions resulting in a company record for productivity.
- Monitored complex cataloging and ordering systems by implementing a fat track procurement system decreasing supply turnaround time by 20%.

Security Guard

2010-2014

Mayfield Mall, Akron, OH.

- Coordinated work assignments for a four-member security team, recognized employee strengths while cross-training where needed, boosting morals and encouraging an innovative and safe working environment.

EDUCATION & TRAINING

- Security Specialist Training, U.S. Marine Corps, Modesto, CA.
- Associate of Science in Safety and Security Administration, University of Akron, Akron OH

Sample Combination Resume

Catalina Lopez

Turlock, CA.
(209) 222-2323
Clopez@gmail.com

OBJECTIVE: Sales and Marketing Lead

SUMMARY OF QUALIFICATIONS:

Sales & Marketing

- Goal-oriented, dynamic professional with over eight years of experience in sales and marketing.
- Supervised 25 sales and marketing representatives responsible for generating 200 thousand dollars in sales per year.
- Consistently ranked in the top 2% of the company's 100-member sales staff.
- Familiar with implementing sales processes including: prospecting, qualifying leads, identifying industry leaders, performing market analysis, preparing proposals, making presentations and demonstrations.
- Responsible for budgets in excess of 500 thousand dollars annually.

Communication

- Managed a diverse group of volunteers and local business accounts by leading and encouraging open communication during monthly meetings, resulting in a 10% increase in performance goals.
- Trained & motivated staff by teaching workshops on Communication in the Workforce and How to Build a Positive Work Environment, resulting in a positive and supportive work environment that was appreciated by co-workers, customers, and management.

Complaint Resolution

- Answered an average of 50+ calls per day regarding merchandise and service questions, problems and concerns. Achieved 97% average customer satisfaction rating, surpassing team goal by 12%.

EXPERIENCE

HR Generalist

2015-2020

Hatfield Industries, Modesto, CA.

- Led recruiting efforts, which included generating high volumes of potential candidates, evaluated employers needs and utilized screening and interviewing to create a successful match.
- Proactively responded to employee relations issues including performance issues, investigations, and worker's compensation claims.

Regional Sales Lead

2010-2014

Sunset Magazine, Menlo Park, CA.

- Trained and assisted 10-12 remote service sales representatives located throughout U.S.
- Consistently exceeded quotas by 110% and above.
- Implemented marketing strategies and sales promotions achieving target revenues.
- Provided on-site product presentations while promoting monthly sales and specials.

EDUCATION

Bachelor of Science, Business & Marketing Administration
California State University Stanislaus, Turlock, CA

Resume Template (Chronological Resume)

Contact Information

Name: _____
 Address (City, State, Zip): _____
 Phone Number (s): _____
 Email Address: _____
 LinkedIn URL: _____

Objective: (Optional)

Skills:

• _____	• _____
• _____	• _____
• _____	• _____

Paid/ Unpaid Work Experience/ Volunteer

Position Title: _____ To/From Dates: _____ - _____
 Employer: _____ City, State: _____
 Duties: 1. _____
 2. _____
 3. _____

Position Title: _____ To/From Dates: _____ - _____
 Employer: _____ City, State: _____
 Duties: 1. _____
 2. _____
 3. _____

Position Title: _____ To/From Dates: _____ - _____
 Employer: _____ City, State: _____
 Duties: 1. _____
 2. _____
 3. _____

Accomplishments (Extracurricular Activities/Awards/Major Accomplishments/Achievements)

1. _____
 2. _____

Education

High School/College/University: _____

Diploma/GED/Degree: _____

Functional Resume

Chuck Ferris

Modesto, CA
(209) 123-4567
chuckferris@email.com

OBJECTIVE: Hardworking and driven sales professional with more than 10 years of experience seeking an account management position in the healthcare industry.

Areas of Expertise

Medical Device, Supplies & Pharmaceutical Sales

I have a wealth of experience in selling to healthcare organizations ranging from large hospitals to small private practices. In previous roles, I've managed prospecting efforts, relationship development, new client onboarding and account management within both the medical device and pharmaceutical product verticals.

Relationship Management

I am skilled in developing new relationships with prospects and nurturing relationships with existing clients. In previous roles, I used a combination of proficiency in conflict resolution and my ability to build rapport to increase client retention rates as high as 300% year over year.

Sales Team Leadership

I have managed a sales team of more than 10 sales associates at a time, coached and mentored junior sales representatives and regularly lead teams to exceed monthly, quarterly and yearly quotas.

PROFESSIONAL EXPERIENCE

Regional Sales Manager, ABC Medical Supplies, Georgia, Atlanta | 2012 to 2017

- Managed a team of 20 sales associates.
- Oversaw regional account list averaging more than 90 existing clients and 40 prospects.

Account Manager, Acme Health, Georgia, Atlanta | 2008 to 2012

- Managed an account list with more than 30 clients including private practices and mid-sized clinics.
- Worked to maximize account growth through regular on-site visits, monthly check-ins and quarterly updates.

Junior Sales Associate, Acme Health, Georgia, Atlanta | 2006 to 2008

- Increased awareness of Acme Health products to small private practices through on-site education.
- Shared information about new medications to help establish relationships with new prospects.

EDUCATION/CERTIFICATIONS

Bachelor of Science in Business Administration University of George Atlanta, GA

CAR Resume Method

The CAR method focuses on quantifying impact by looking at three key pieces:

Challenge - What was the problem that needed to be solved?

Action - What steps did you take to solve the problem?

Result - What happened as a result of your actions?

This method helps to dig deeper into your past experiences so you can go beyond sharing what you did and emphasize why it mattered.

How to Tailor Your Resume Using the CAR Method

1. Create a list of your responsibilities and accomplishments
2. Compare list to the job description
3. Identify the challenge
4. Determine your action
5. Define and quantify your results

CAR Method

Typical Approach

Marketing Coordinator | Feb 2021 - Jan 2024

Pied Piper| New York, NY

Planned, wrote, and distributed weekly newsletters

Managed company Facebook, Instagram, and LinkedIn accounts

Coordinated company events

Collaborated closely with sales and customer support teams

CAR Method

Marketing Coordinator | Feb 2021 - Jan 2024

Pied Piper| New York, NY

Developed and executed a weekly newsletter strategy that reengaged inactive subscribers, improved email open rate by 28%, and added 1,600 new subscribers within one quarter

Created a detailed social media plan that led to a 20% increase in click-through rates across Facebook, Instagram, and LinkedIn and doubled audience size within six months

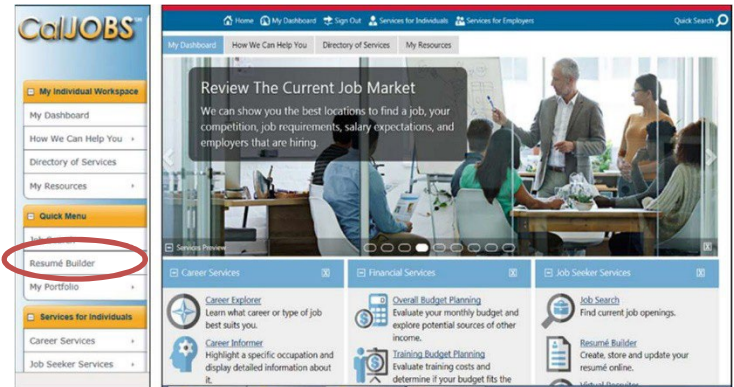
Bolstered company brand and reputation by coordinating and hosting strategic company events, including an annual user conference attended by more than 1,200 customers and industry partners

Collaborated closely with sales and customer support teams to overhaul and improve the demo experience and increase sales and conversions by 18% within three months

Resources

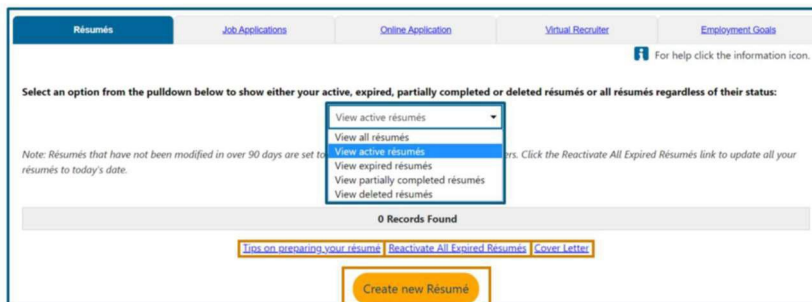
CalJOBS Resume Builder

- ❑ To create or update a resume in CalJOBS, log in to your CalJOBS account.
- ❑ To access the **Résumé Builder** in CalJOBS, go to the **Quick Menu** and click on the **Résumé Builder** link.



- ❑ After clicking on the link, you will be brought to the **Résumé** tab.
- ❑ In the **dropdown menu**, you can choose how you would like to organize any **Résumés** that you have.
- ❑ To create a new **Résumé**, click the “Create new **Résumé**” Button.

Résumé Builder



Resources

Monster

- Check out resume templates by industry. To get started, open an internet page and type in <https://www.monster.com/career-advice/article/resumes>

- Also, view resume tips at <https://www.monster.com/career-advice/cover-letter-resume/resume-tips>

O*NET Online

- For help with filling in complete **and** detailed descriptions of your past job experiences, visit this fabulous website! This site provides examples of job duties, skills, and knowledge.

- To get started, open an internet page and type in www.onetonline.org
 - ✓ On the top right-hand corner, type in your past occupation in the “**Occupation Quick Search**”
 - ✓ For example: **Waitress, Retail, Cashier, etc.**

Microsoft Word

- Microsoft Word’s resume templates can help you create a document that will impress every employer, whether you are creating your first resume or revising a current one.

- To access these resume templates, open Microsoft Word and go to File > New. Type “**resume**” into the search box. Click on a resume template that you would like to use. Click **Create** to open the resume template in MS Word and begin typing your information into the template.