

Building a Résumé to Show Your Value

Presented by Amanda Collins
Chief of Staff, The Grammar Doctors

@grammardocs



About The Grammar Doctors

Boutique marketing-communications firm focused on providing a voice for businesses and individuals through:

- Website content
- Articles
- Blogs
- Social Media
- Press Releases
- Résumés & Career Documents



What Is a Résumé?

A job application?

A list of bulleted tasks?

**A MARKETING
DOCUMENT!**

Focused on the past?

All about you?



Which Format Should You Use?

Chronological

- Most used.
- Most accepted.
- Easiest to interpret.
- Best for straightforward job histories.

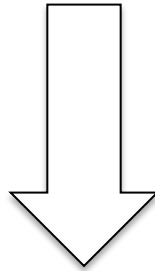
Functional

- Challenging to write.
- Raises red flags with employers.
- Can help with job transitions or to cover up a shady past.



Start at the Beginning! #1

What's your name and how do I contact you?

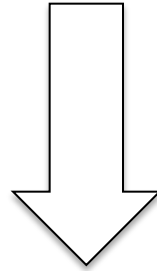


Contact Information



Start at the Beginning! #2

What do you want to be when you grow up?

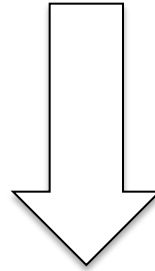


Title / Headline



Start at the Beginning! #3

Why should I hire you?



Summary & Areas of Expertise



The Beginning: Example

FIRST LAST

1111 East Clarendon Avenue, Phoenix, AZ 85000

Mobile: (602) 555-8099 • firstlast@yahoo.com

Account Manager

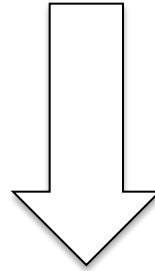
Proven leader with extensive territorial management experience who exceeds sales goals by identifying, penetrating, and maintaining relationships that are focused on providing for clients' immediate and ongoing needs. Develop and implement strategic plans and processes that deliver long-term results. Clearly share progress and collaborate with key decision makers while managing accounts using an entrepreneurial approach.

Relationship Development • Account / Territory Management • Outside Sales
Product Launches • Strategic Planning • Forecasting • Pipeline Development



Get to the Good Stuff! #1

What have you done in the past?

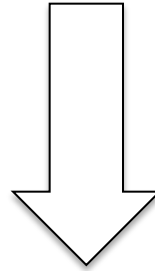


Professional Experience



Get to the Good Stuff! #2

More importantly, what can you do for me?



Accomplishments



Create Your Accomplishments

CAR
Challenge
Action
Result

- Made \$\$.
- Saved \$\$.
- Made people happy.
- Created/improved processes.



The Good Stuff: Example

SOMAXON PHARMACEUTICALS, San Diego, CA (based in Phoenix)

2010–Present

Specialty pharmaceutical company commercializing proprietary, branded prescription therapeutics to treat important medical conditions where there is an unmet medical need and/or high level of patient dissatisfaction.

Territory Manager

Established client list of 175 physicians' offices across Arizona as sole company representative in state. Develop relationships and work to change doctors' prescribing habits through "lunch and learn" events and ongoing meetings during and after 6- to 12-month sales cycle. Challenge doctors' traditional ways of thinking about sleep aids and how many additional patients could benefit from the drug. Present ROI of effectiveness and identify areas of concern for each physician and medical professional.

"You create a sense of urgency in each call, consistently tying in benefits with features to allow you to uncover needs."
~ Stephen Dubinskas
Somaxon Pharmaceuticals

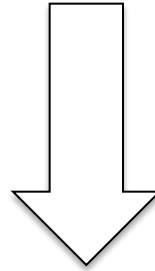
Key Accomplishments

- Ranked 24 of 145 in company and 2 of 10 in region for T1 and 3 of 10 in region for T2 for sales of Silenor, moving into top 20% of sales professionals during launch.
- Leveraged relationship with psychiatrist to secure placement of medication on Indian Health Formulary.
- Managed one of 30 territories that delivered 65% of companywide sales in 2010.



Supporting Evidence

What theoretical knowledge do you have?



Education



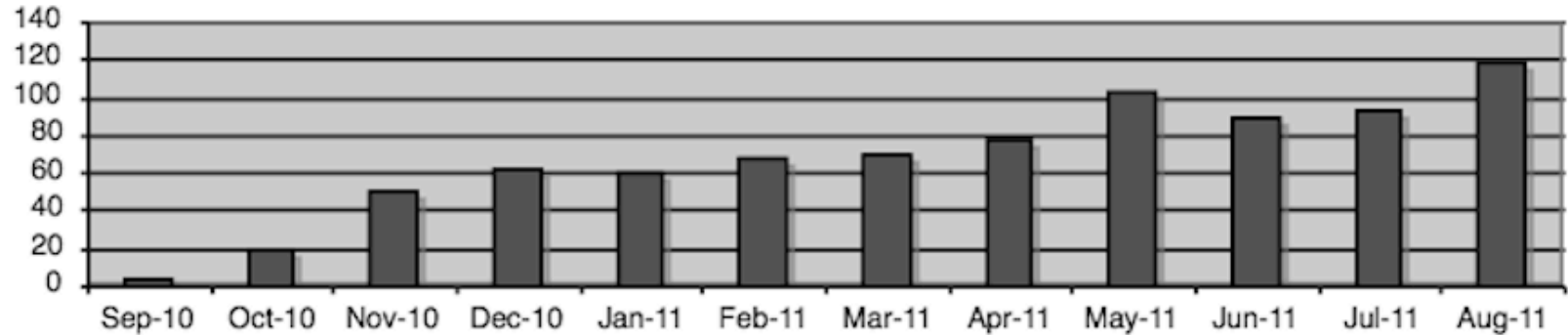
Supporting Evidence: Example

Education

B.S., Health Science, UNIVERSITY OF TEXAS, El Paso, TX
Four-year athletic track scholarship recipient; competed at Division I



Add Some Oomph!



Personal sales of Silenor during tenure

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Stay on Task!

- Make sure **everything** on your résumé is in line with your career goals.
- Omit anything that is superfluous... unless it is for the greater good or will help you get an interview.



Cover Letters

Add Value with a Complete
Package



KISS: Keep It Simple, Stupid

- The cover letter is one page, roughly 3–4 paragraphs.
- Don't add too much detail. 80%+ people won't read the letter.
- Focus on why you're the best candidate for the position.



Beyond the Résumé

Tactics for Landing Your Next
Position



Social Media

- Have complete profiles on LinkedIn and possibly Facebook, Twitter, and Google+.
- Run Google Alerts on positions and companies.
- Research companies and people online to develop connections.
- Use your network to meet new people.



Networking

- Look up events online (NetworkingPhoenix.com).
- Visit job fairs.
- Take résumés, business cards, and a buddy.



Job Searching

- Be proactive!!
- Try sites that list many options, like Indeed and SimplyHired.
- Don't discount the newspaper and door knocking.



How Can I Help You?

- Email your résumé to info@grammardocs.com.
- Review samples at www.resumedocs.com.
- Follow The Grammar Doctors on social media to stay connected and learn more.

