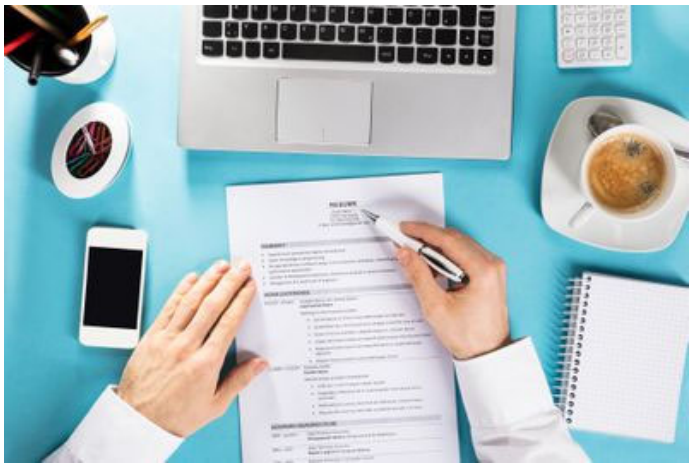


CONTENTS

- **RESUME PURPOSE / TYPES / COMPONENTS**
- **COMPONENT EXAMPLES**
- **KEYWORDS AND ACTION WORDS**
- **ACCOMPLISHMENT STATEMENTS**
- **RESUME TEMPLATES**
- **CONVERTING YOUR RESUME TO PDF**
- **TIPS**
- **USEFUL LINKS**
- **SAMPLE RESUMES**
- **SAMPLE COVER LETTER**

RESUMES:
PURPOSE / TYPES / COMPONENTS



PURPOSE OF A RESUME

- The resume's main purpose is to get you an interview!
- The purpose of a resume is to introduce yourself to employers via short descriptive document
- It is an account of work experience, education, qualifications, objectives, personal qualities and special skills
- Introduced you as a candidate to the employer
- Be Strategic

Using a specific resume format should be driven by the person's experience, industry and the type of opportunity they are seeking.
For example: *If you are seeking an opportunity as a new grad then the Traditional Chronological resume might not be your best bet.*

TYPES OF RESUMES (see slides 27-31 for examples)

Chronological

- Date-based
- Focus is on work history

- Easy to follow

Functional

- Skills-based
- Focus is on skills and accomplishments
- Deflects attention from employment gaps

Combination of above

- Presents your most relevant skills and qualification AND details of work history

RESUME COMPONENTS

1. Identifying Information
2. Objective Statement
3. Summary of Qualifications
4. Professional Work Experience
5. Education, Certificates & Licenses
6. Memberships and Affiliations
7. Volunteer Experience
8. Technical / Soft Skills

IDENTIFYING INFORMATION

- Name
- Address
- Phone Number
- Email
- Optional
  - Social Media URL
  - LinkedIn URL

OBJECTIVE STATEMENT

- Informs employer of job applying for
- Focuses the reader
- Showcases skills
- How to solve employer's problem

SUMMARY OF QUALIFICATIONS

- Highlights skills
- 5-7 points
  - Information that Matches the Job Posting
  - Years of Experience in the Job Sector
  - Education, Training, Certificates in that Field
  - Include Hard and Soft Skills

PROFESSIONAL WORK EXPERIENCE

- Include and back up claims made in Objective or Summary of Qualifications
- List at least 3 responsibilities per job
- Demonstrate stability, longevity and leadership qualities
- Utilize ‘action words’
- Itemize achievements and quantify, if possible

EDUCATION & TRAINING

- Include
  - Diploma
  - Institution name
  - Date completed

- Include relevant Training workshops attended

MEMBERSHIPS

- Broaden horizons
- Show initiative
- Demonstrate interest in furthering industry expertise and knowledge
- Provide opportunities to network

VOLUNTEER EXPERIENCE

- Demonstrates ability to utilize skillsets
- Shows initiative and versatility
- Great way to stand out
- Shows community-mindedness
- Proves commitment

TECHNICAL & SOFT SKILLS

- Allows you to elaborate from Summary of Qualifications section
- Provides a clear snapshot
- Tells the reader why you stand out

EXAMPLE

OBJECTIVE STATEMENT

"Motivated and professional new grad looking to apply knowledge of best care practices with Toronto-based clinic in dental assistant capacity. Skilled communicator able to maintain sanitary and organized environment to earn patient trust and improve practice outcomes."

Example of Objective Statement above

Objective Statement

- Informs the employer of the job you're applying for
- An objective can help to focus the reader and gain a better understanding of why you are applying for this particular job. It will help the reader in knowing what you want (and what you don't want)
- It will showcase your skills and how, as a candidate, you can help your future employer solve a problem

EXAMPLE

SUMMARY OF QUALIFICATIONS

- *Qualified at checking in patients and taking accurate medical histories*
- *Accomplished in taking X-rays of teeth*
- *Proficient with dental procedures (fillings, extracting, making molds)*
- *Skilled at checking out patients and scheduling follow-ups*

Example of Summary of Qualifications above

Summary of Qualifications AKA Summary of Skills AKA Professional Summary

- It's a great place to highlight the particular skills for the job you've applied to
- You can use a bulleted list, you could use a column format, or you can use a paragraph form, but it is advisable that you to stay away from using paragraphs on your resume if they are too lengthy because they can be difficult to read

EXAMPLE

PROFESSIONAL WORK EXPERIENCE

Baywell Dental Centre 1/2018 – 6/2021
Position: Dental Assistant

- *Assisted over 100 patients by providing information on care options from the different procedures to the different coverage plans*
- *Handled filing and billing notices for over 100 patients*
- *Scheduled appointments for regular and follow-up visits as well as emergency, optional and cosmetic procedures*

Example Professional Work Experience above

Professional Work Experience (or simply, 'Experience')

- This section is where you back up the claims you make in your objective and/or your summary of qualifications.
- If you listed something in either of those earlier sections, you want to make sure you include it here, which is why writing your professional experience first is usually a good way to go. (If you begin by writing this section, the other sections will be much easier to write)
- When adding jobs to your experience section, each job should contain at least three listed responsibilities.
- **And don't forget to include your practicum experience here!**
- A potential employer would like to see that you have a proven track record of success. Anytime you can use numbers, you should.
    - A great way to show your achievements is with a bullet point or two at the beginning or the end of your professional experience. This can be contained within the Experience section or, if you have enough of them, it can be it's own Accomplishment section
- Your experience section can also demonstrate stability, longevity, and leadership

qualities.

- Incorporate accomplishment statements (which we will talk about further on)
    - Action Words + Description of your duties + What resulted because of what you did = Accomplishment Statement

*NOTE re: achievements:

-If you don't have enough achievements to add this to each of the jobs on your resume, you're better off taking those achievements and moving them into your summary of qualifications.

OR

If they are spectacular enough to warrant their own section, you could add an actual section labeled achievements, below your summary of qualifications, but above your professional experience.

-notice use of 'action words/verbs', which we will discuss later

EXAMPLE

EDUCATION AND TRAINING

Anderson College, June, 2020 – May, 2021
Intra Oral Level I & II Dental Assistant Diploma

- *Dental Materials and Safety*
- *Microbiology and Disease Prevention*
- *Radiography*
- *Preventative Dentistry*
- *Laboratory Procedures*
- *Pharmacology and Medical Dental Emergencies*

Dean's Honour List

CPR Level – C Standard First Aid

Education and Training Example above

- Assuming you have a college diploma and work experience, place your education at the bottom of the resume.
- But if you're a recent college grad with no work experience, then you'll place your education after your objective.
- Students currently enrolled in college who have not completed their diploma yet can place their education on the resume with an anticipated graduation date. (write the actual words 'anticipated' on the resume to be fully transparent)
- Refer to your Anderson College Program outline to help build this section
- What if you're a young grad and don't have much experience in the workforce at all? Structuring your resume by putting your education at the top of the resume will alert the reader that you probably don't have much experience to back up your degree.
- If your education is your biggest asset, go ahead and place it right upfront.
- The 'Objective' will make it clear that you meet the requirements of the job
- If you have internships, volunteer work, and actual (unrelated) work experience that you can include, there's nothing wrong with including that information before your education.

EXAMPLE



MEMBERSHIPS

- *Canadian Dental Assistants Association (CDAA)*
- *Ontario Dental Assistants Association (ODAA)*

Example of Memberships above

- Employers do want to see that you occupy your time with things other than work.
- Benefits:
    1. Shows initiative. (I took the time to locate an organization that is related to my industry)
    2. Shows interest in furthering expertise and knowledge in the industry. (An industry-based organization usually provides you with an opportunity to continue learning in your field and the assumption is that you are taking your own free time to keep up with industry updates and demonstrates ambition.
    3. Means you have the opportunity to network with other professionals in that field, which broadens your network

EXAMPLE

TECHNICAL AND SOFT SKILLS

- *Organized*
- *Listening Skills*
- *X-Ray processing*
- *Dextrous*
- *Equipment maintenance*
- *Multitasking*
- *Patient intake*
- *Positive Attitude*

Examples of Technical and Soft Skills above

Technical or Hard Skills (i.e. Computer Skills) and Soft skills

- The technical skills or computer skills section is especially helpful to administrative, operational or technical people
- Different from the 'summary of qualifications' section (which tells the reader what it is that puts you above and beyond the other applicants). The technical skill section lists ALL of your tech skills

Soft skills are important to list or incorporate into your resume also. These are traits that can't be taught. They make up your personality

- Interpersonal, Communications, Leadership skills
- Collaboration, Problem Solving, Time Management Skills
- Listening, Team Player, Detail-oriented, Organization Skills

DEFINITIONS:

Technical skills (or hard skills) describe a person's technical ability to perform specifically-defined tasks; they are taught and developed through schooling, practice and experience; whereas soft skills

Unlike technical skills, **Soft Skills** are broadly applicable across job titles and industries and are much more inherent to a person's personality. While they *can* be developed, these are skills predominantly align with individual style.

Examples of soft skills:

- Communications skills
- Teamwork
- Adaptability. ...
- Problem-solving. ...
- Leadership. ...
- Work ethic. ...
- Time management

KEYWORDS & ACTION WORDS

Keyword-laden summary statement for a Sales Representative

Achievement-oriented sales professional with five years of success in personal and commercial insurance. Skilled in developing marketing strategies and providing excellent customer service….bilingual – French…team player…special projects…increased sales .

Keywords can be written in text or can be part of a list.

Here is an example of Keywords being successfully utilized in a Professional Summary

KEYWORDS

- Identify keywords by reviewing job postings for your target jobs
- Note qualifications, technical expertise, industry jargon and personality traits that are being sought after.
- Insert those "keywords" into your resume so they mirror the job posting

Large companies will likely scan your resume for "keywords" using ATS* software.

- Employing Keywords in a resume is very important.
- Resume keywords and phrases are specific abilities, skills, expertise and traits recruiters and hiring managers look for in a candidate.
- Keywords consist of job-related nouns that describe your hard and soft skills and qualifications for a job.
- Action words (or verbs) demonstrate what you've accomplished in your past experiences.
- Combining keywords and action verbs create phrases that employers or systems scan for.

***ATS - applicant tracking system**

Companies use ATS (Applicant Tracking Systems) to scan resumes, so matching-up the key words in the job description to your resume is key.

An **applicant tracking system** (**ATS**) is a software application that is designed for recruitment tracking purposes. Most medium to large companies use some form of ATS for their recruitment needs

This is why Resumes have to be TARGETED & MATCHED to the job posting's Qualifications or Requirements

Other tips to consider when building your resume (because ATS systems exist and get confused when there is too much formatting):

- Avoid the use of Headers and Footers
- Do not use templates or creative formats
- Avoid the use of text boxes and charts
- Use fairly standard headers for each section (Employment History, Education, Etc.)
- Ensure consistent formatting throughout
- Send your resume as a PDF (unless otherwise specified)

ACTION WORDS

Action words (or verbs) demonstrate what you've accomplished in your past experiences. Combining keywords and action verbs create phrases that employers or ATS systems scan for:

- Use Action Verbs to give your resume power and direction
- Action Verbs can increase the strength of your writing and make potential employers take notice of your accomplishments and skills
- Action Verbs help to create a stronger impression
- Examples:
  - **Generated** leads to develop new business
  - **Processed** remittances on a monthly basis
  - **Scheduled** appointments for the outside sales staff

<u>Other Effective Action Words (Verbs)</u>

- Manage
- Understand
- Design
- Review
- Propose
- Analyze
- Coordinate
- Oversee
- Evaluate

- Develop
- Apply
- Perceive
- Instruct
- Monitor
- Plan
- Process
- Lead
- Link
- Innovate
- Inspire

ACCOMPLISHMENT STATEMENTS

Action Words

+

Description of your Duties

+

What resulted because of what you did

=

Accomplishment Statements



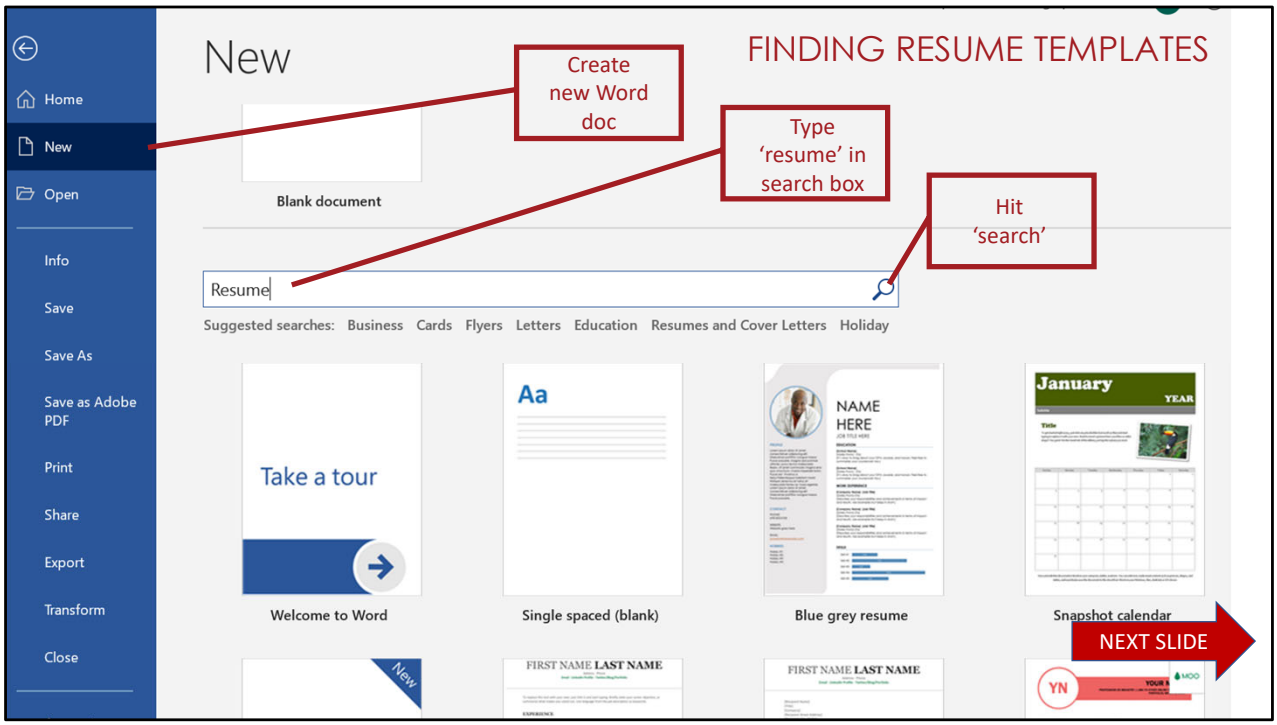
Accomplishment statements give a recruiter specific, quantifiable insight into your workplace contributions and value to the employer. Once you have enough work experience, make sure to keep track of your successes so you can showcase them in future.

- You'll want to write concise statements about what you did and what resulted from your actions
- Wording should be strong
- Where possible quantify the benefit – numbers of any kind %, $, <, >

A well written accomplishment statement will establish your value.

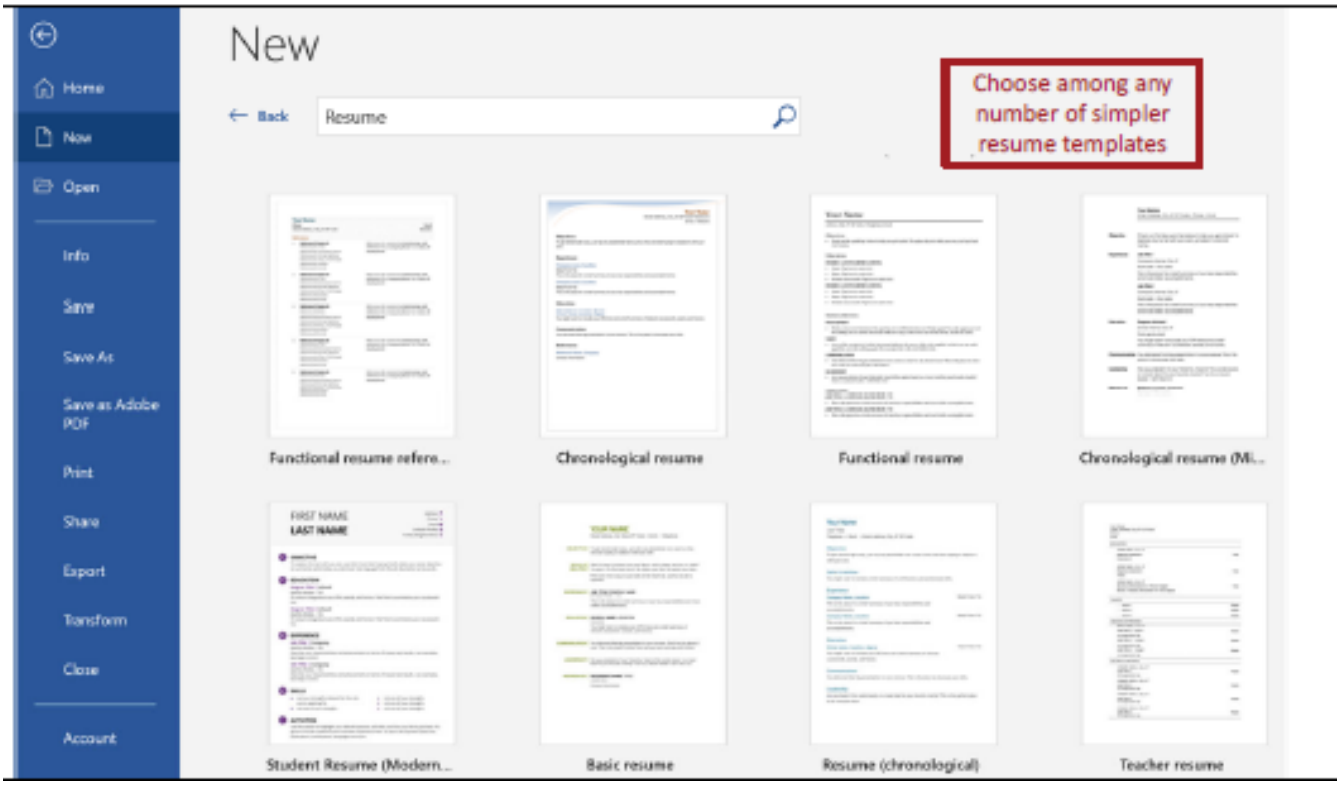
Examples:

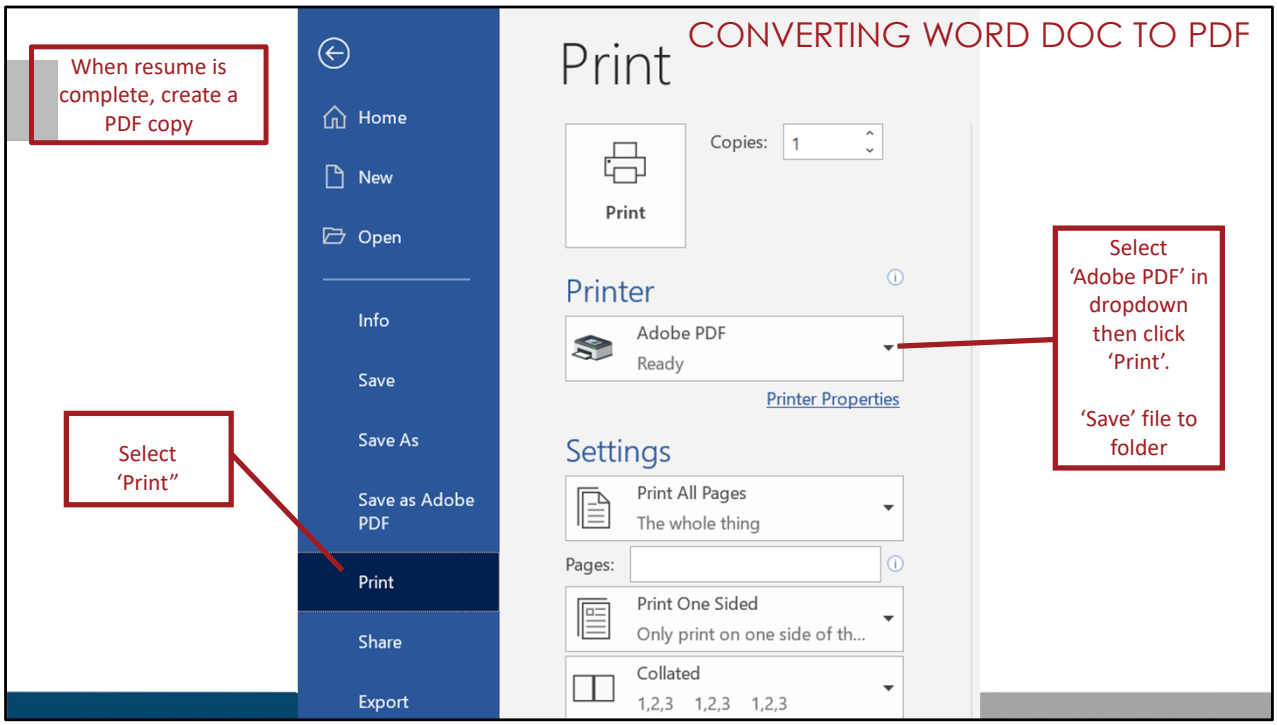
- Improved performance by 10%
- Reduced costs by $1000
- Reduced Waste
- Saved time
- Solved problems
- Increased efficiency
- Improved reliability
- Expanded the customer base by 15%



Resume templates:

- MS Word has a number of resume templates you can choose from
- see screenshots on how to locate them





PDFs:

- When sending your resume, the only document that is universal is the PDF or portable document format. Layout can change based upon the Word version you used to create the document and the version that the reader opened it with. Therefore, you have no control over the end result and the resume you worked so hard on to perfect, could be a mess.
- You may already have a PDF feature installed with your computer and you can often find it under the print options of your word processing software. Again, you will find instruction on this in the Appendix. If you don't have a PDF converter, there are many free or low cost options for converting your finished product into a PDF. A quick internet search for free PDF converter will provide you with many options. Just be very careful about which one you download as some can contain viruses and spyware. Common and reliable on-line versions are: Soda PDF, CutePDF Writer or iLovePDF.

TIPS

✓Tailor your resume

✓Avoid most common resume mistakes

✓Try to always maintain basic best practices

✓Think about the person reading your resume

✓Prepare a cover letter, if your industry requires it

TAILOR YOUR RESUME

A resume isn't a one-size-fits all thing.

- Your resume should be targeted to the specific job you are applying for
  - Once you have a completed resume, you may still need to customize it so it aligns with a specific job you are applying for. Use the job description to accomplish this.
- The job description helps you customize your resume to the employer's criteria *'needs' and 'wants'*
  - For instance, if your resume objective describes that you are looking for work at a large corporation, yet your application is with a small, not-for-profit organization, this will not make sense to the recruiter
- Describe your marketable assets and skills
  - Marketable assets and skills may need to be swapped-out in order to parallel the job description
- Quantify as much as you can: 'what' 'how' 'results'
  - anyone can say that he or she excelled at his or her last job; you need to prove to the hiring manager that you truly did
  - Numbers, percentages, and supporting facts go a long way in showing

that you have a track record of success
        - For Example: Rather than saying “successfully hit sales quotas” as a bullet point in your resume you should say “successfully hit sales quotas 100% of the time and exceeded goals by 25% in the last 5 months.”
- Mirror keywords from job posting

AVOID MOST COMMON MISTAKES

- Spelling mistakes and bad grammar. A lack of attention to detail. could outweigh your otherwise perfect resume
- Focusing on duties rather than achievements
- Using clichés
- Incorrect information
- Poor format
- Failure to tailor
- Job-hopping and employment gaps
- Too long
- Incorrect Contact Information
- Lack of Specifics (Results, Key Words, Job Title)
- Highlighting Duties instead of Accomplishments
- Mass Mailing your Resume
- Personal Data/Photos included
- Personal Pronouns (I, Me, She, My)
- Less than Professional Email Address
- Social Media URLs that are NOT Relevant to the Target Position
- Links that don’t work
- Large blocks of content or paragraphs that are not easily digestible to the reader and visually unappealing
- Keep your resume and layout format clean and simple.
- Recruiters expect information to appear in a standard format. Resume formatting is important for a number of reasons.
    - Many companies use online systems for processing resumes. The following issues can arise due to ATS, or applicant tracking systems:
        - searches for keywords
        - doesn't work well with shaded areas on a resume,
        - doesn't recognize certain types of layouts
        - colors, odd-shaped bullet points, columns, shaded areas, and strange fonts prevent the scanning program from doing its job.
        - while these systems have become much smarter and are vastly improved from a few year, don’t take any chances
- **Do not attempt a "One–Size–Fits–All" Approach**

BEST PRACTICES

- Proofread, proofread, proofread
- Use spell check and correct all errors
- Be selective of your words
- Describe your experience in the form of bullet points
- Use 11 or 12 point font size and use standard fonts
- 1-2 pages in length, at most
- Avoid using "I"; write in the "3rd person"
- If printing, use good quality, neutral-coloured paper (18-24 pound)
- Send as a PDF so your formatting remains intact

THINK ABOUT THE RESUME RECIPIENT

- It's important to remember that there's a ***real person*** reading your resume
- It's also important to remember that it's their job to find awesome candidates to interview and present to their boss or team
- Think about them when writing the resume; make is easy for them to choose 'YOU'
- Dollars and Cents matter to an employer
- Showcase your abilities as best you can to them

COVER LETTERS (see slide 32 for a cover letter example)

- Build a bridge between your resume (past experience) and the job posting (future opportunity)
- Identify why your skills and experience are a great fit for the role
- Demonstrate your added value
- Describe how your competencies and characteristics mirror the posting
- Thank the reader for considering you
- **Not all professions require cover letters**

TIPS

✓Prepare to use the resume for an interview

✓Prepare your references

✓Getting around ATS Systems
- Try to follow-up with a real person after your online submission
- Find people utilizing internet, LinkedIn and other social channels

PREPARING TO USE THE RESUME FOR AN INTERVIEW

- know why the skills you listed that are particularly important for this specific job.
- Have examples ready of how you use those skills.
- Make sure to explain why the skills, achievements, and volunteer work you have chosen to include is relevant
- practice what you're going to say and ensure what you say aligns with what is written.
- Have a solid reason for being there other than, ”I need the money”.
- If you're not a 100% excited about the prospect of working there, it will show in an interview.

PREPARE YOUR REFERENCES

- Select 3-5 dependable people (can be a mix of personal and professional)
  - Most people pick three to five references, and they are their ‘go-to’ people for every job, regardless of skill level. Depending of what kind of reference your prospective employer is asking for, a reference can be a peer, a supervisor, or someone who reported to

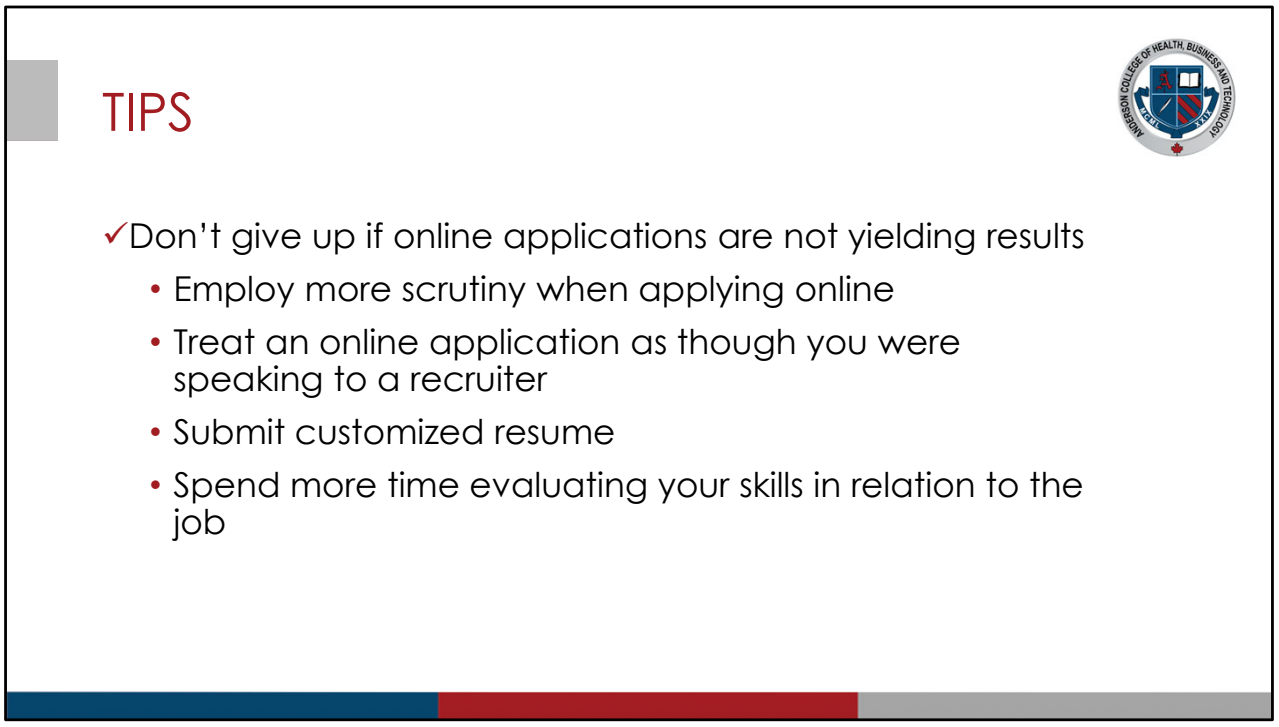
you. But it can also be a friend.

- Ask your references for permission
  - Before you put someone on your reference list, make sure you have spoken to that person and had a conversation about what type of job you are seeking and which particular skills you would like them to focus on. Ask them if they feel comfortable giving a positive review of your work and let them know that it's okay if they don't feel informed enough to give a good reference.
  - The further away you get from a past employer, the larger the effort needs to be on your part to ensure you have an active and willing reference.
- Ensure contact info is up-to-date
- Thank them
- Recruiters may ask for a verbal or written reference
- Do you know that people in HR are not going to give you a real reference? They'll probably just verify dates of employment and leave it at that.
- Did you know that some companies have a policy about whether or not they can give a reference at all?

GETTING AROUND ATS SYSTEMS

- Increases the chances of getting your resume into the hands of an actual person and out of the applicant tracking system, you increase your odds of being called for an interview.
- Begin by identifying the person or people that you want to see your resume.
  - human resources department or the head of the department (the group of people you'll be looking for are the recruiters – they actually want to find you)
  - Use a combination of LinkedIn and internet searches
  - can also search the company's Twitter handle and see which employees follow them.
  - Determine if the company has a Facebook page and look there for contacts.
  - The other group of people you need to identify is the hiring authority in the department where you assume you might work. This will be more difficult depending upon the size of the company.
- Once you have found a name, find the business phone number or email address of this contact. You can use Google, LinkedIn and your own network to get this information. You'll be amazed at just how much information is at your fingertips with just a little effort.
- With this information in hand, a simple phone call or email is all you need to do to ensure your resume gets seen. If you're not sure what to say in a voicemail or in an email, remember, the goal is to prompt someone to actually read your

resume. So it's a good idea to make the call after hours so that you will get someone's voicemail and not interrupt their day.

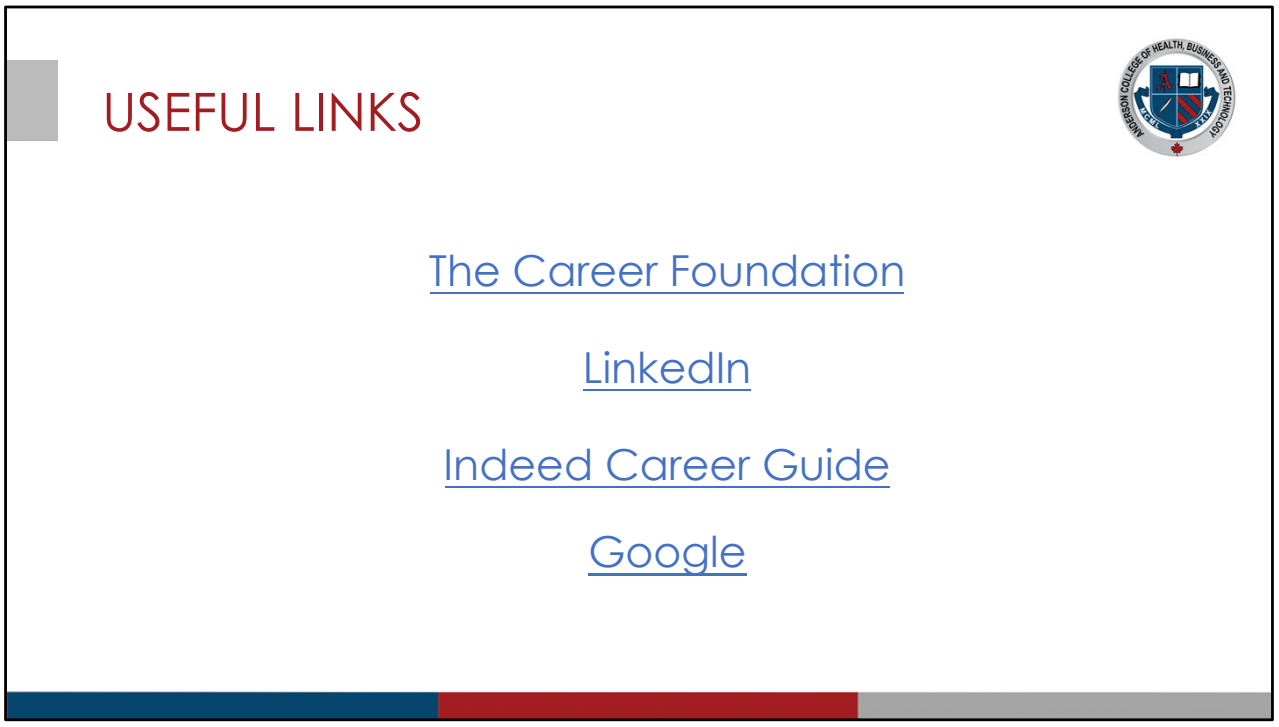


BE PERSISTENT

You may be fed up of filling out job applications online, and you might not have received a single confirmation that your resume has been reviewed by a real person. You may have to re-evaluate a few things. When applying online, your resume, alone, has to make the case that you are the ideal candidate for the job.

- The phrase 'quality over quantity' applies here
- Employ a little more scrutiny when applying online.
- Treat an online job application as if you were speaking to a recruiter. This will force you to submit a customized resume.
- Add more detail and spend more time evaluating your skills in relation to the job.

Try this, and you'll find the responses to the applications you do submit, will probably increase



USEFUL LINKS

- All of these sites contain tools or resources for resume writing.
- In them, you'll be able to find great resume examples that show good format, best practices and verbiage to use according to field and position.
- If in Hamilton-Niagara region, check out https://fedcapcanada.org/en/services
- GOOGLE IS YOUR FRIEND!!! If you are looking for a specific type of resume or cover letter, put it in google (i.e. cover letter for Medical Office Administrator). You'd be amazed at what comes up!

Find Employment and Training Services in Ontario (FEATS): https://feat.findhelp.ca/

Request a Service Provider (RASP): https://www.ontario.ca/page/employment-ontario

TYPES OF RESUMES

Chronological Resume:

J|D

JANE DOE

SENIOR MARKETING PROFESSIONAL

604.899.2095

janedoe@gmail.com

Vancouver, BC

Linkedin.com/in/janedoe

KEY SKILLS

Strategy
Leadership
Creativity
Management
Lead Generation
Integrated Marketing
Project Management
Business Development
Collaborative Partnerships
Corporate Social Responsibility

EDUCATION

BACHELOR OF COMMERCE
Royal Roads University
(completion 2019)

EVENT MARKETING CERTIFICATE
British Columbia Institute of Technology

BUSINESS ADMIN DIPLOMA
Camosun College

ENTREPRENURIAL RESULTS-DRIVEN LEADER
Focused on ROI & Customer Experience

- Leverages an astute blend of marketing savvy, financial acumen, project management and relationship building skills with B2B and B2C sales process expertise.
- Proven success in Enterprise and Tech sector developing and managing demand generation and pipeline acceleration multi-channel marketing campaigns.
- Strategic globally focused with experience managing complex projects while leading virtual and cross-functional teams with positive impact.

PROFESSIONAL EXPERIENCE

ABC MEDIA, Vancouver, BC — 2012– 2017

Senior Global Marketing Manager, Strategic Accounts (Mar 2017 – Nov 2017)

Reporting to the CMO and SVP Sales, responsible for strategy and execution of account-based marketing program and strategic enterprise marketing programs.

- Built and delivered highly visible campaigns for global strategic accounts with the goal to create net new sales opportunities, accelerate and expand deals for Enterprise customers and prospects, incorporating multiple marketing channels including events, direct mail, webinars, digital and social media.
- Executed programs to reach target accounts by vertical and job title, drive sales plays, create sales tools and regularly communicate marketing programs and results.
- Leveraged global marketing resources to fill sales requirements and invented creative ways to address sales needs without large budgets.
- Earned trust and maintained strong relationships with Sales teams to support their goals, increase engagement with Marketing and drive program support.

Senior Global Marketing Manager, Events Marketing (Mar 2012 – June 2017)

Joined start-up early, as employee 100, to launch global events marketing program. Contributed to growing the company from less than 1 million users to a global organization with over 16 million users worldwide. Hootsuite is the most widely used social media management platform.

- Created scalable integrated global campaigns with focus in North America with annual $1.7M+ budget. Created campaign goals to net new sales opportunities, impact and increase sales pipeline, close revenue and drive partner engagement with Hootsuite.
- Developed system to capture and score event leads, track pipeline and closed/won revenue in collaboration with Marketing Automation and Lead Gen teams, using Marketo, Salesforce, and lead capture software.
- Created sustainable event management policy and procurement policy, which benefited ABC's corporate sustainability goals. Enabled ethical sourcing and sustainable materials to meet CSR targets.
- Built trusting relationships and engaged with key internal and external stakeholders and managed a high-performing team along with agencies, contractors and vendors.

Key Projects:

- Launched enterprise roadshow in three cities in the USA & UK. Created multi-channel promotion strategy, sponsor strategy and performance-based event metrics for multiple stakeholders. Roadshow generated $2.1M influenced Enterprise pipeline.

Chronological cont'd:

J|D

JANE DOE

SENIOR MARKETING PROFESSIONAL

TECHNICAL SKILLS

Social Media Marketing

Digital Marketing

Salesforce CRM

Marketo Marketing Automation

Tableau Analytics

Demandbase ABM

Attend Event Management

AtEvent Lead Capture

ISO 20121 Sustainable Event Management

EXTRA

CANADIAN PROJECT COMMITTEE MEMBER
International Standards Association
International Sustainable Event Management Standard ISO20121
2012 – 2014

WORLD TRAVELLER
Cape Town to Cairo - Africa
Central America, Europe
Australia, New Zealand, Switzerland, Japan, Norway, Indonesia

SPORTS AFICIONADO
Snowboarding, Triathlon, Sailing, Yoga, Running

PROFESSIONAL EXPERIENCE continued

- Led integrated marketing program with cross-functional teams for SXSW sponsorship activation. Resulting in 190% increase in leads YoY and $2.5M influenced pipeline revenue.
- Launched executive dinner series in North America targeting strategic enterprise accounts. Series in North American generated $6.8M influenced enterprise pipeline over three years.
- Produced annual company meeting in Canada & UK for 1000+ people in collaboration with c-suite executives and cross-functional global teams.

XYZ EVENT MARKETING, Vancouver, BC — 2006 – 2012

Managing Director

Co-founded a national event marketing agency specialized in integrating B2C business strategy with social and environmental sustainability.

- Recognized as an industry leader in sustainable event management and recognized as finalist of Best Green Business Award from Small Business BC and finalist of Green Award from BBB Torch Awards.
- Designed experiential marketing campaigns and sponsorship activations for top-tier brands, Olympic organizing committee, governments, non-profits, creative agencies and educational institutions.
- Developed and implemented integrated marketing strategies utilizing print, radio, out-of-home, guerrilla marketing, digital and social media.

Key Projects:

- Vancouver 2010 Winter Olympics' Seed of Truce - interactive art installation for world peace.
- Government of Canada's Agriculture in the City - an experiential awareness event with 25 industry stakeholders.
- Global Habitat Festival – a green outdoor music festival, 10,000 attendees.

TURNER MEDIA, Vancouver, BC — 2003 – 2005

Director, Experiential Marketing

National B2C digital media and experiential marketing agency. Reporting to the VP Operations, responsible for the launch and management of a new experiential marketing division in Western Canada including business development, sales and account management.

- Managed and executed regional and national experiential marketing campaigns with budgets ranging between $20K - $1M.
- Awarded national Media Innovation Award for Best Stunt/PR campaign.
- Exceeded personal annual sales target by 120%.

Key Projects:

- Coors Light Peak Party – an experiential brand awareness tour in 6 cities in Ontario.
- Alberta Government's Healthy U - 9-week, 20-city tour in Alberta.
- Telus World Ski & Snowboard Festival – 2-week experiential sponsorship activation

ADDITIONAL EXPERIENCE

ORIGATO LANGUAGE SCHOOL, Tokyo, Japan — 2001 – 2002

English Teacher

ABC GROUP, London, England — 2000 – 2001

Content Marketing Manager

A start-up division of UK's largest fashion retailer, Softshoulders, a lifestyle website.

RONALD THEATRE, Victoria, BC — 1997 - 1999

General Manager

Launched new business, as the first hire, of a live performance theatre, café and art gallery.

Functional Resume:

BETH WILSON

BUSINESS DEVELOPMENT & PROJECT MANAGEMENT PROFESSIONAL

604-899-2095

BWILSON@GMAIL.COM

TORONTO, ON

Twelve years of success in sales, customer service and project management. Focused on leads generation, increasing existing customer accounts, customer service and retention, and quality control. Consistently increases revenues through developing strategic plans and building and maintaining client relationships. Strong leadership and communications abilities.

KEY AREAS OF EXPERTISE

SALES / CUSTOMER SERVICE

- Strong and proven track record with inside and outside sales
- Developed and maintained long-term customer trust and loyalty by providing high levels of customer service
- Cold calling and telemarketing: advising potential clients of services available, sets up meetings by phone or in-person to determine potential client needs and solutions
- Promoted services through exhibiting at or attending trade shows

PROJECT MANAGEMENT

- Consistently surpass clients' expectations in providing project deliverables
- Thorough understanding of British Columbia and Alberta Environmental regulations and guidelines
- In-depth knowledge of internal quality control procedures and actively participates in "Continuous Improvement" initiatives
- Responsible for final quality control data review and signing of "Certificates of Analysis"

RELATIONSHIP MANAGEMENT

- Strong computer literacy: Microsoft Office (Excel, Word, PowerPoint, Publisher), Laboratory Information Management including VAX-based accounting and specialized instrumentation software. Versed in network installations and maintenance
- Published technical writer of BeSafe, a self-guided teaching manual designed to train third-world community members in basic water treatment methods, prevent drinking water contamination and recognize diseases caused by unhealthy drinking water sources.

EDUCATION & PROFESSIONAL DEVELOPMENT

Certified in Transportation of Dangerous Goods, 2005
Okanagan University College, Kelowna, BC

CWWA Certified Chlorine Handler, BC Waste Water Association

British Columbia Air Brake Certificate, ABC Trucking

Water Quality Technology Diploma, 1997
Okanagan University College, Kelowna, BC
Graduated with Honours
Canadian Scholar in Science, Engineering and Technology

Bachelor of Science Program– Geology Major, 1983 - 1986
Carleton University, Ottawa, ON
Completed 3rd year studies

Functional cont'd:

CORE SKILLS

Coaching and Development

Customer Negotiation

Budgeting, Planning & Forecasting

Retail and Merchandising

Proficiency in both French and Spanish

INTERESTS

Cooking

Running and Hiking

Travel and Languages

PROFESSIONAL EXPERIENCE

Regional Sales Manager / Project Manager (2004 - 2010)

Project Manager / Customer Service Representative (2001 - 2004)

Analyst / Customer Service Representative (2000 - 2001)

Assistant Project Manager (1999 - 2000)

Project Administrator (1998 - 1999)

TECHNICAL SKILLS

- Strong computer literacy: Microsoft Office (Excel, Word, PowerPoint, Publisher), Laboratory Information Management including VAX-based accounting and specialized instrumentation software. Versed in network installations and maintenance
- Published technical writer of BeSafe, a self-guided teaching manual designed to train third-world community members in basic water treatment methods, prevent drinking water contamination and recognize diseases caused by unhealthy drinking water sources.

VOLUNTEER EXPERIENCE

ABC ANALYTICAL SERVICES 1998 – Nov. 2010

A North American leader with over 25 years experience in providing a comprehensive range of core physical and specialized analytical testing needs

Regional Sales Manager / Project Manager (2004 - 2010)

Project Manager / Customer Service Representative (2001 - 2004)

Analyst / Customer Service Representative (2000 - 2001)

Assistant Project Manager (1999 - 2000)

Project Administrator (1998 - 1999)

Hybrid Resume:

FIRST, MIDDLE INITIAL, LAST NAME

Greater City, State Area | emailaddress@email.com | (111) 222-3333 | LinkedIn URL

Resume Title

Results-driven and motivated customer service enthusiast with extensive training in hospitality principles in high-pressure, fast-paced environments. Ethical professional skilled in creative problem solving, training and developing customer-facing teams, and promoting brand loyalty. Detail-oriented with exceptional instincts for meeting high expectations and delivering service standards. Dually-talented stage producer and actor with contagious love of fine arts.

CORE PROFICIENCIES

- Front & Back of House Operations
- Multicultural Guest Relations
- Hospitality Steps of Service
- Specialty Cuisines and Presentations
- Bottle Service & Bartending
- Inventory Controls & Purchasing
- Event Planning / Catering / Banquet Services
- Staff Training & Development
- Food and Kitchen Safety / OSHA

PROFESSIONAL EXPERIENCE

FLOOR MANAGER | Restaurant Name | Year to Present

- Champion vital front-of-house operations involving exceptional standards of service and intensive training to meet sales targets and customer expectations.
- Assist executive leadership to expedite service operations, maintain excellent customer and public relations, and drive strong profit margins.
- Train servers and host staff on menu content, customers service, expediting bottle service, upselling product, and satisfying all customer requests.
- Schedule efficient floor coverage to swiftly turn tables to meet customer demand.
- Supervise and motivate employees with effective training, development, goal setting, and constructive feedback while revealing deficiencies that may result in disciplinary actions or terminations.
- Secure financial assets by reconciling and depositing large credit card and cash receipts and verifying employee transactions against point-of-sale (POS) reports.
- Intervene with customer complaints to resolve issues and promote brand loyalty, referrals, and returned business.

Noted Accomplishment:

- Introduced incentives and a systematic performance management system that developed team strengths and increased productivity 25%.

*Additional **Server and Hospitality Management** experience in multiple high-end restaurants in the City, State area.*

EDUCATION AND TRAINING

Mixology & Bartending
Bartending School of New York, New York, NY

Fine Arts, Film & Theatre Acting
The Art Students League of NYC, New York, NY | School of Performing Arts, Helsinki, Finland

General Studies, Forrest Park Community College

COVER LETTER EXAMPLE

JANE DOE

24 Address St. West, Toronto, ON M4Y2X6 | XXX XXX-XXXX | janedoe427@gmail.com

Dear Ms. Smith,

I am applying for the position of General Office Assistant with Rexel Inc.

I have worked two years as a front office clerk where I performed many of the duties required by this position. I am computer literate with knowledge of MS Word, Excel, Spreadsheets and a variety of other programs. I also have the ability to learn your computer system and new programs quickly.

I have excellent communication skills with the ability to understand instructions and to convey information proficiently. I have the interpersonal skills needed to greet visitors in a friendly but professional manner and to help create a pleasant and welcoming environment.

I have the ability to perform the clerical duties such as answering phones, sending and receiving faxes, sorting mail and filing documents. I possess excellent organizational skills with the ability to multi-task to complete projects in a timely fashion. I am also self-motivated and detailed oriented with the ability to work on multiple tasks with efficiency.

I have the ability to look and present myself in a professional manner and to maintain a positive and friendly attitude at all times. I also have the ability to maintain composure and to stay focused on the job at hand when faced with stressful situations or when working under pressure to meet tight deadlines.

I understand the importance of client confidentiality and I adhere to high ethical standards at all times. I am the best applicant for this job and I am looking forward to meeting with you in person to discuss what I have to offer your company and the details of this position.

My contact number is (XXX)-XXX-XXXX.

Respectfully,

[Your Signature]

Jane Doe