

RESUMES THAT ROCK

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Resume or Curriculum Vitae (CV)?

- What is a Resume?
- What is difference between a Resume and a CV?
- What is Resume's primary purpose?

3 Major Review Events



Opportunity to
Find Your Niche



Essential Resume Sections

Contact Info

- Full Name; Phone Number; Email for Potential Employer to contact you. Do not need to include address at this time.
- Professional looking email address

Skills

- Write several brief sentences describing your abilities
- Intended as a quick list of your capabilities

Experience

- Most recent employer first
- Enter your position title, company name, city and state; include brief description and duties most relevant to job you are seeking

Education

- Most recent school first
- Enter your degrees; apprenticeships; internships; certifications. Degree, completion date, school name (with city and state)

LYING ON YOUR RÉSUMÉ

NOBODY EVER GOT A JOB BY BEING COMPLETELY HONEST ON THEIR RÉSUMÉ. MAKE YOUR LIES BOLD, CREATIVE, AND ABOVE ALL: UNVERIFIABLE.



YOUR RÉSUMÉ SHOWS TWENTY YEARS AS A SENIOR EXECUTIVE AT THE CIA...

YES, AND THEY ARE INSTRUCTED TO KILL ANYBODY WHO TRIES TO CHECK ON IT.



SALZMAN

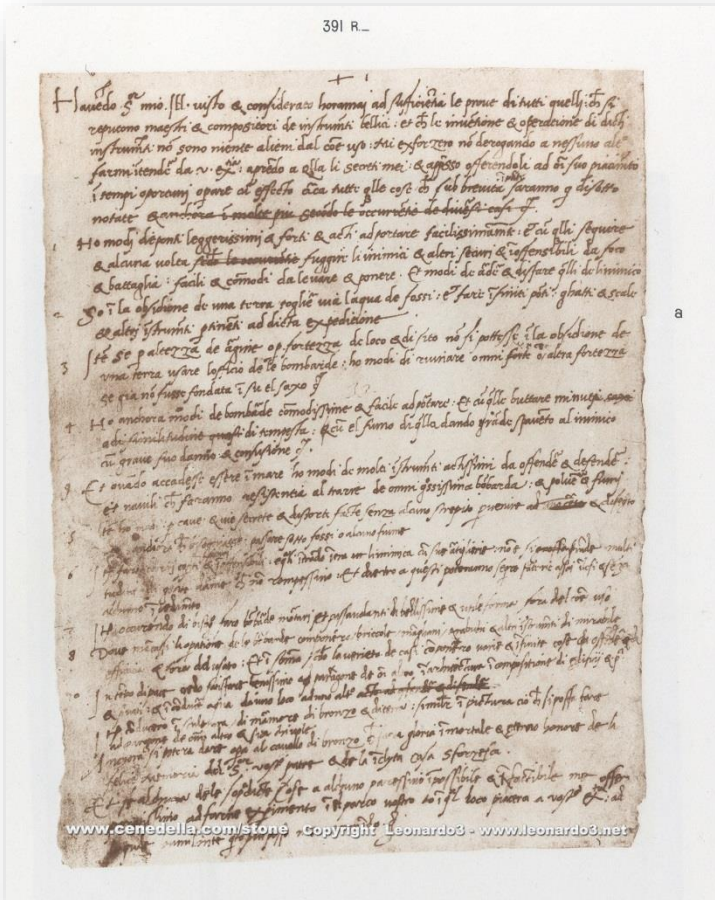
Top Tips...

- Be specific in all aspects. Concise and vibrant writing style.
- Good looking resume – make it past the “trashed in 5 seconds”
- Take necessary steps to avoid spellinng and grammarr mistakes
 - Majority of resumes have at least one spelling or grammar mistakke
 - Undermines credibility and is distracting to the reader
- Use relevant and meaningful keywords
- Use best practices for fonts and formatting

Avoid these errors...

- Including high school activities
- Putting months of enrollment instead of degree year of graduation
- Listing clinical skills in a redundant way (*e.g.*, I am skilled in topography, retinal photography, VF, toric ctl)
- Words words words words words words words (*i.e.*, being verbose and blah blah blah)
- Resume too long or too short
- Missing a cover letter

Are Resumes a recent invention?



- Leonardo Da Vinci's Letter to the Duke of Milan
- He focuses on what he can do for his prospective employer
- Specifics to paint a vivid picture of capabilities relevant to the position and organization
- Marketing piece presenting benefits to your future employer and fitting in to top needs

Your Name

[Type your e-mail] • [Type your phone number]

Objectives

[Type your objectives]

Education

[Type your school name]

[Type the completion date] [Type the degree]

- [Type list of accomplishments]

Experience

[Type the company name] | [Type the company address]

[Type your job title] [Type the start date] – [Type the end date]

[Type job responsibilities]

Skills

- [Type list of skills]



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Profile

Personal Statement: Experienced in administrative duties; scheduled meetings, handled travel arrangements and purchasing. Computer skills include Microsoft Excel, Access, Word, and PowerPoint. Excellent problem solving and communication skills. Accustomed to long work hours. Winner: Employee of the Month 1999 for October and December.

Career Objective: To obtain an executive sales /marketing management position within a growth oriented, progressive company. I want to apply my business development/sales skills to an environment where they will make a significant impact on the bottom line. The idea atmosphere would be entrepreneurial and one in which new ideas are welcome and decision making is required.

Key Skills

This is the main summary of my skills.

- ▶ Negotiating (Intermediate)
- ▶ Access (Beginner)
- ▶ Accounting (Beginner)
- ▶ Sales Auditing (Expert)
- ▶ Invoicing (Intermediate)

Education

Bachelor's Degree – Marketing
The University of Mississippi University , MS

2002 - 2006

Bachelor of Business Administration May 2001 Major: Marketing, Minor: International Business Overall GPA: 3.0, Major GPA: 3.3

Work Experience

University Hallmark Oxford, MS
Sales Clerk (Invoicing, Administration)

Full Time

Oct 2001 to Present

Full time role overseeing the operation of the sales and marketing department.

- Successfully perform managerial duties during manager's absence
- Train new employees and conduct company and product orientations

Format Tips

- Do not **GO crazy** *with different* fonts and **styles**. Avoid outlines, scripts, and shadows.
- Use bold, italics, capitalized to make the information readable and consumable.
- 1 inch margins all around.
- Avoid fancy artwork or backgrounds as can be distracting.
- If use color, use sparingly as spot color.

Food for Thought...

- Know your audience
- Be creative, expressive, and honest
- Be prepared to write more than one version
- Re-read, revise, and read aloud
- Have someone you trust review it and provide feedback
- This is your calling card... not your obituary

Q&A

What's on your mind?

obrigado

どうも

gracias

asante

Thank you

спасибо

谢谢

merci

grazie

شكرا