

Fundamentals of Resume Construction

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Principles of Resume Construction

- Two pages
- Powerful summary statement
- Focused content
- Less is best
- Keywords
- Grammar rules need not apply
- 10-second rule for layout

Resume Header

- Name
- Address
- Phone numbers; one or two
- Personal email address
- Name/address centered; phone/email on sides

Professional Summary – Your Personal Brand

- Two or three sentences
- Becomes the cornerstone for:
 - Your resume
 - Networking introductions
 - Establishing the “brand” that is you
- Objective, concise and memorable

Professional Summary Format

I am a _____, _____, _____,
with a focus in _____, _____
and _____; I do it in _____,
_____ and _____ marketplaces.

Professional Experience

- “Frame the Environment” in which you worked
 - Reporting to ...
 - As part of the ...
 - Scope included ...
- List achievements
 - Quantified
 - Succinct
- If in doubt, then explain

Education

- Highest degree first
- Use one line for each
- Year of degree ???

Special Training/Certifications/ Associations

- Keep industry related
- Show leadership
- Be “politically correct!”