

THE WORKING PROFESSIONAL'S GUIDE TO BUILDING A POWER RESUME



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DEVELOPING A POWER RESUME

In this guide, we will dissect the different components that comprise a resume, and provide the guidelines to help you craft a powerful one.

Resume tips and resources sometimes underestimate the difficulty of skillfully summarizing an entire career on a single page. So let's be clear: crafting a good resume is more than just slapping together a list of the schools you've attended, positions you've held, skills you possess and companies you've worked for. It is one of your most valuable marketing documents in your job search, your first introduction to a company's hiring manager and the go-to reference for your career.

Employers see a lot of resumes when they search for new hires, and it's important to know what they're looking for when you create yours. Presenting your skills and experience in a way that shows how your career aligns with what they're searching for will better ensure that you'll secure an interview.

Want to impress that hiring manager? Whether you're writing a resume from scratch or updating an old one, the following "do's and don'ts" are a basic standard that you must comply with.

DOs

- **Customize your resume every time.** Tailor the document for each position you apply for by highlighting your qualifications and expertise that match the specific job requirements. Employers often use screening software that scans documents for particular keywords, so follow the job listing's lead on phrasing.
- **Develop an easy to pick up pattern of strengths.** May your strengths be on the relationship front or in technology. There is a path that your professional career has followed, and whether you realize it or not, there is a method to the madness. Why one step leads to another must come out as much as possible.

- **Highlight your achievements.** While listing your past positions, give tangible examples of how the projects you worked on affected the company's bottom line. Did they increase sales, broaden the customer base or reach target markets? Did you receive more responsibility in your company after proving yourself in your current job?
- **Note your accomplishments.** Include a brief list of any special recognition and awards you've received. It's also helpful to note participation in relevant professional organizations and any conferences or workshops you've spoken at.
- **Proofread and proofread again.** Typos and mistakes tell the hiring manager you are not detail-oriented. Ensure that your resume is free of such silly errors.
- **Give a heads up to your references.** If you're going full-steam ahead on your job search, give your key contacts a heads up that they may be getting calls or emails about you. Send them your most recent resume so they're up-to-date on your current accomplishments and have all the facts in front of them.
- **Keep it updated.** Even if you're not job-hunting, update your resume every time you accept a new job or complete a significant project. Keeping your job application materials updated regularly will make it seem like less of a burden.

DON'Ts

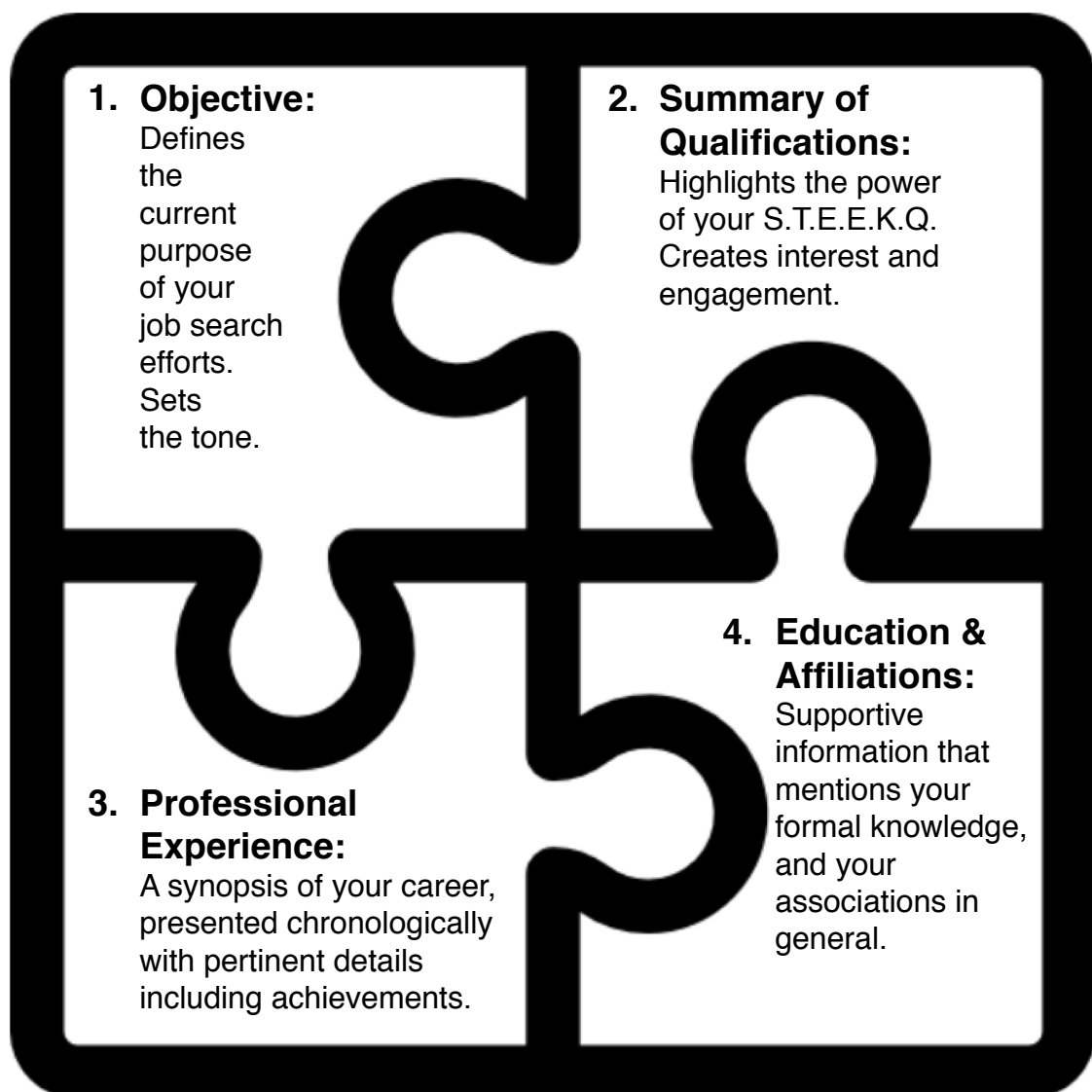
- **Don't misrepresent your education or job experience.** Even one fabrication can be grounds for termination. Stay honest in all of your job application materials.
- **Don't give reasons for leaving each job.** Employers often ask about your reasons for leaving your current position at the interview, it is a critical question that reveals information about your

character and you should be ready to talk about why you left but you don't need to include that information in your resume.

- **Don't get overtly personal.** Don't put personal information, such as your photo, height, aadhar card number, marital status or religious affiliation, in your resume. You don't want to expose yourself to conscious and unconscious bias on the part of the hiring manager.
- **Don't state "References available upon request."** Some companies will ask for names up front - follow the instructions in the job posting. But having a separate page with 3 to 5 ready references listed will surely set you apart, of which the more direct bosses you have listed the more impacting this document will be.
- **Don't worry about using exact dates.** Trying to remember the exact day you started a job 15 years ago is difficult, to say the least. Using the month and year you started and left each position are totally sufficient.
- **Don't experiment with a crazy format.** Stick to a clean, easy to read format. Catch a recruiter's eye with your experience, not with wacky fonts, colors or designs.
- **Don't use your company phone number or email address.** It's always better to use your personal email address and phone number rather than your professional contact details, even if your current boss is aware of your intent to leave.
- **Don't include your high school education if you're a college graduate.** But if you're still in college, or a high school diploma is the highest academic qualification you hold, you can include it, else it is looked upon as a space filler.
- **Don't Include your college GPA / percentage.** The only exception to this is if you're still in college or have just graduated, or if the job posting asks you to include that information.

- **Don't misrepresent your education or job experience.** Even one fabrication can be grounds for termination. Stay honest in all of your job application materials.
- **Don't list past salary information.** Always wait till an offer is made to discuss salary matters. Do not past salary information voluntarily.

DEVELOPING A POWER RESUME



1. OBJECTIVE:

A resume objective is a statement of your goals for employment, usually listed at the top of your resume. A resume objective is typically a brief and powerful statement, aspirational in nature.

The most effective objective is one that is tailored to the job you are applying for. It states what kind of career you are seeking, and what skills and experiences you have that make you ideal for that career. An objective must be specific but not so much that it is limiting. The objective must clarify in broad strokes: (a) the position(s) you are seeking, (b) what type of working environment you are looking for, as well as, the (c) advantages you hope to achieve in that role. It may also refer to where you have been and reference past experience.

Examples of career objectives (demonstrating seniority as you progress down the list):

- Seeking a position at XYZ Company where I can maximize my 10+ years of management, quality assurance, program development, and training experience.
- Seeking a position as a clinical practice assistant for a health maintenance organization, utilizing my award-winning writing, research, and leadership skills.
- Elementary education teacher looking for a position at a small independent school, where I can apply my five years of teaching experience and my curriculum development skills.
- Customer service manager seeking an opportunity to use my customer service and management skills to improve customer satisfaction.
- Looking for a position where I can integrate strategies to develop and expand existing customer sales, brand and product evolution, and media endorsement.

- A search engine optimization position where I can use my SEO skills and experience to increase site traffic and search engine placement, and apply my 15 years of IT experience.
- To obtain a chief marketing officer position that will enable me to use my strong organizational skills and team development capabilities, and the depth of my experience crafting impactful marketing campaigns that create substantial lifts to ROI and the bottom-line.
- A C-level operations role in an industry leading, growth oriented, mid-sized company where my organizational skills will drive successful project implementation, my communication skills will help build a high morale performance driven culture, and my people management skills will be utilized to create managerial bench strength leading to creating competitive advantages and profitable growth.
- A strategic leadership role in a complex business environment where my ability to persuade and promote will substantially increase revenues; my skills in conceptualizing and initiating will develop the business and provide sustained growth by delivering improved direction, new and improved markets and channels; and my strengths in managing, motivating, coordinating and communicating will embed employee ownership leading to organizational efficiency and strategic implementation.
- An executive sales management position in a dynamic, competitive, growth-oriented, and fast-paced organization, where my sales and relationship strengths will facilitate greater breadth and depth of the customer base; my keen negotiating abilities will generate mutually profitable agreements; my creative problem-solving skills will serve to remove road blocks and create a more efficient and effective work environment; and my leadership qualities will foster a motivated, results-oriented, performance-driven team that meets and exceeds goals.

2. SUMMARY OF QUALIFICATIONS:

A summary of qualifications lists the highlights of your career up until this point. It is listed next on your resume. Before the employer dives into the resume to scrutinize the specifics of your professional experience, they are presented with this brief paragraph of your professional accomplishments.

The S.O.Q. must demonstrate positive esteem, and factual outcomes. It must end with a statement that markets your S.T.E.E.K.Q. in closing. An effective S.O.Q. is typically a brief paragraph of 5 - 7 sentences. Again, it is wise to customize your S.O.Q. specific to the job you are applying for. It may also be presented in bullet point format.

Before crafting a summary of qualifications, it is helpful to refresh yourself on your select achievements & validation statements, as the goal of an S.O.Q. is to paint a pattern of strengths specific to your domain and/or niche.

Examples of effective S.O.Q.s:

- Over twenty years' experience beginning as a metallurgical engineer working up to a manufacturing department manager controlling a \$3 million annual operating budget. Provided materials selection and procurement support, and technical support to metallurgical manufacturing processes such as machining, heat treating, welding, and plating. Management experience includes production heat-treating and forging, manufacturing engineering, laboratory, and QA/QC responsibilities along with budgeting, planning and forecasting. A focused problem solver whose broad technical knowledge of metals and metals processing and organizational aptitude generates practical and cost effective solutions. A strongly ethical and effective leader whose philosophy in empowerment and delegation has led to highly motivated and more result-oriented teams. A pro-active change agent who promotes change when needed and strong communicator whose excellent oral and writing skills leverage consensus and facilitate decisions.

- Twenty plus years as a responsible and energetic executive initiating new plans and correcting failing organizations, achieved through extensive technical and managerial capabilities. Led organizations to implement new and improved capabilities; effectively established new and upgraded systems and processes; solved key problems to generate higher revenues per person; substantially reduced recurring costs; and effectively built business partnerships. Have contributed by facilitating teams, communicating organizational values, leading through personal enthusiasm and organization, and creating participative situations in managing people and projects. Have instituted environments that are people-oriented and contain individuals focused on change for the betterment of the company. A systems-minded professional whose attention to opportunities, relationships and consequences are the main motivating factors.
- Seventeen years of professional experience include both 12 years of technical documentation work and 8 years of increasingly responsible project management. Activities have focused largely in the software industry, ranging from the construction trades through telecommunications to aerospace applications. Greatest strengths lie in the ability to organize and move forward with even the most preliminary or chaotic situations; to analyze and evaluate a plethora or a scarcity of information, extracting useful conclusions; and to ensure effective communication across groups with highly diverse tasks, skills, agendas, and cultures. Function best in the background, applying strong perceptivity and persistence from firmly loyal but inconspicuous positions. Drive for (and achieve) effective systems, and clarity, and completion.
- A strategic, globally minded, goal-driven and “out-of-the box” marketing and consulting professional who meets the needs of B2C and B2B organizations in worldwide markets. Have built, from A to Z, effective, cost-conscious, customer-driven, innovative global marketing plans to achieve targeted results. A detailed and logical marketer who assesses and addresses global, strategic, and tactical marketing, sourcing, and business development issues. An effective and resourceful manager who has

successfully leveraged assets and decision-making to implement and achieve innovative and successful marketing programs and product launches. A quick study and creative problem solver who is able to understand and translate market and product trends into opportunities and develop viable solutions for various industries, types of market, channels, and end users. Have led and collaborated with cross-functional/multi-national teams to develop, launch, and manage product and marketing initiatives to maximize product and service revenue opportunities.

- More than 12 years in Purchasing, Distribution, and Transportation, within foodservice, food manufacturing, and restaurant construction development industries; 6 years directing Quality Assurance within foodservice and food manufacturing. Directed functions of Purchasing, Distribution, and Quality Assurance, accountable for annual expenditures of \$981M. Other business management expertise includes: theoretical food cost management, restaurant operations, franchising, project management, finance, marketing, and contract management, negotiations and writing. Extensive budget and P&L accountability for annual COGS budgets for food, paper, utilities, fuel, and other products and services. Vast technical knowledge in all aspects of logistics regardless of industry, but inclusive of food, ingredients, packaging and paper materials, various commodity markets, and energy. Additional purchasing, materials management, and scheduling expertise in construction development. Strong experience in product development, brand building, and LTO's. A highly motivated professional who thrives on accountability, challenge, pace, and excellence and offers a proactive and dynamic contribution to corporate ROI goals.

Over 20 years experience in investment consulting field, combined with more than 20 years experience in energy, environment, and international development fields.

- **In the investment field**, progressed from first job at a brokerage firm to co-found three profitable ventures, including most recently,

an investment services firm that was sold to a large New York bank for over \$350 million.

- **In the energy, environment and international development fields**, progressed from analyst at the Solar Energy Research Institute to become board chairman of two major nonprofits, one a think tank and consulting organization in energy and resource management, the other a government aid-funded innovator of ways to alleviate world rural poverty.
- **Experience** includes solution of technical, scientific, and mathematical problems, budgeting and financial planning including chairing finance and investment committees, applications to industry as well as to academic and government research and teaching, and fundraising.
- **Key skills** include initiation, conceptualization, and implementation of complete solutions, with excellent follow-through and communication of concepts, applications, and methods. These skills have led to launch of three freestanding profit-making ventures, as well as initiation of, or participation in, several not-for-profit ventures.
- **Key motivating factors** include high level of ethics and integrity, tendency to “think outside the box”, and desire for challenges that require initiating comprehensive projects.
- More than 20 years experience in Technical Sales, Sales Management and Executive Administration. Advanced in responsibility from customer service rep and inside sales to President/CEO of a Manufacturer’s Representative firm. Involved in all facets of selling, particularly in account development, management, customer service and administrative support behind it. Specific strengths in account relationships, developed through trust, respect and confidence, generated continued and growing revenue over many years. Exceptional communication skills have solidified those relationships and offered a highly competitive level of service.

- A particular aptitude in understanding technical products and customer needs has facilitated troubleshooting technical problems and analyzing business issues to effect rewarding resolutions. Intuitive sales ability and strong sense of responsibility have continuously generated revenue streams, built exceptional relationships and maintained business with customers in a balanced and attentive manner. An effective and creative problem-solver who focuses on win/win results. A persuasive customer advocate whose persistence pays off in team support and customer confidence.
- Several years of marketing experience in commercial software and non-profit consulting environments. Total involvement in and responsibility for advertising, web site design, public relations, direct mail, packaging, telemarketing, and product literature, using both internal resources and external agencies. Made significant contributions to product marketing, including pricing strategy, competitive research, specification, sales promotions, and distribution for multiple products and services. Strong technical orientation and abilities, proven strategic, planning, and communication skills have stimulated customer prospects' awareness and interest, aligned distribution channels, and motivated sales organizations. A creative problem-solver whose strong persistence and focus leads to effective closure to issues and projects. An innovative and global thinker who brings new ideas and opportunities to light.

3. PROFESSIONAL EXPERIENCES:

This is the main body of your resume. It lists the companies you have worked for, their location, and the dates you were employed at the firm. It then lists the title(s) you held followed by a brief outline of the role. It may allude to one or two major accomplishments you had while in the position, and should ideally also state who you reported to (position, not name).

Your advisor will provide you with a formatted example of a finished resume for reference as you think about developing, or updating your own.

4. EDUCATIONAL & AFFILIATIONS

This is the last section of your resume. And it lists your educational background, competencies and proficiencies (such as software packages, or other certifications such as Six Sigma Black belt). It also lists your affiliations and memberships that support your professional story such as the local chamber of commerce, or any such business organization. Any general non- degree or non-certification courses you have undertaken are also listed here such as workshops, seminars, or lecture series.

Importantly this section will also include any awards or honors you may have received. Please refer to the example your advisor has provided you for further clarification.

IMPORTANT

YOUR RESUME MUST BE ONLY ONE PAGE IN TOTAL. THIS IS IMPORTANT, ESPECIALLY AS YOU PROGRESS TO SENIOR ROLES IN YOUR CAREER. EXECUTIVES ARE EXPECTED TO KNOW HOW TO TAKE A 30+ YEAR CAREER AND BE ABLE TO PRESENT IT IN A SINGLE PAGE, SUCCINCTLY WITHOUT MISSING OUT THE ESSENTIAL HIGHLIGHTS.

SAMPLE RESUME TEMPLATE

FIRST NAME LAST NAME

Mobile: +91.XXXXX.YYYYY

Email: emailid@domain.com

Address: Apartment No, Street Address, Colony Name, Area/Locality, City, State, Pin-code

SUMMARY OF QUALIFICATIONS

Over 20 years of accelerated general management experience in the retail/FMCG/beverage alcohol industries having directly led a team of over 1000 associates and budgets in excess of \$800 million. Responsibilities include key business functions at a senior level: sales, marketing, vendor relations, I.T., H.R., strategic planning and business process design. Core strengths are people development, relationship and change management while driving business strategy towards set targets. A focused problem-solver who takes initiative to create best in class practices, successfully completing all responsibilities. A highly energetic, detail-oriented executive with strong follow up skills and a sense of positive urgency.

PROFESSIONAL EXPERIENCE

Company Name **City, Country** **Start date – End date**

Designation: Founded and run a JKL, a professional services firm, as India's leading brand expert. The organisation has trained over 1,50,000 marketing professionals and aspirants, and counts over 20,000 students enrolled in our advanced programs. Our goal is to reach 1 million marketing professionals to help them land their dream job using our strategies which put the power back in the hands of today's marketer.

Company Name **City, Country** **Start date – End date**

Designation: Heading the projects division for turn key construction projects working with individual clients, as well as trade personnel such as architects, interior designers, builders & real estate developers, government, corporate clients and the hospitality industry. Grew the projects division to 10X in revenues having accumulated an iconic list of projects including Infosys Technologies, Netflix, PayPal, Oberoi Hotels, Leela Hotels, Marriott Hotels, Radisson Hotels, Embassy Group, My Home Group, Sobha Developers and more.

Company Name **City, Country** **Start date – End date**

Designation: Planned, developed, executed, and run a new direct-to-retail beverage alcohol import and distribution business for company principals producing \$23M in sales revenue at 28% net margin in the first year in 11 U.S. states. Built and managed a team of 27 people across all business functions creating an independent operating infrastructure for this startup venture.

Company Name **City, Country** **Start date – End date**

Designation: Reporting to company president, directly responsible for the functions of strategic planning, information technology and business development as part of the company's senior management team. Oversee 8 direct reports managing a budget in excess of \$800 million. Turned around the organisation's performance after 4 years of consecutive losses.

Company Name **City, Country** **Start date – End date**

Designation: managed all aspects of FP&A, budgeting & forecasting for all cost & profit centres. Achieved 100% of performance based bonus by optimising all internal cost centres and returning the company to profitability after 4 consecutive years of loss. Managed 2 senior managers and 2 analysts as part of the team, working cross functionally with all department heads.

Company Name **City, Country** **Start date – End date**

Designation: responsible for generating category insight across the all beverage alcohol business categories using demographic data, consumer & psychological data, sales & purchase data. Built a predictive business application to manage various company operations from purchase, to inventory management to space allocation management at store level.

Company Name **City, Country** **Start date – End date**

(i) Designation: Responsible for the private label grocery business at MNO Stores directly managing all beverages, snacks and alcohol & tobacco categories with a team of 5 associate business managers and 3 supply chain specialists managing a COGS base in excess of \$80 million. In addition managed all business information planning & reporting services leading a team of 5 category analysts. Built the DEF brand program.

(ii.b) Designation: Managed the sourcing, pricing, promotions & merchandising of all main meal & grocery ingredient categories including all beverages for Meijer Stores, Inc. Led the effort to build a new brand program for the private label business – The Retail Gold line of premium products. Managed COGS in excess of \$30 million with 3 replenishment managers as direct reports.

(ii.a) Designation: Successfully started up a business service for the company demonstrating products in QRS's 170 stores. Responsibilities included all aspects of setting up operations. Achieved first year targets of 80,000 product demonstrations, which created \$11 million in new revenue.

(iii) Designation: Responsible for building category/brand strategy and plans/reviews to aid Category Merchants at Upstate Markets. Worked across all supermarket categories to define opportunities for pricing, promotions, assortment and merchandising.

EDUCATION, COMPETENCIES, CERTIFICATIONS & AFFILIATIONS

B.B.A. – Major: Marketing & Finance, Minor: Economics, XYZ University, City, State, Country 1996-2000

Masters Of Science, Brand Management & Retail Studies, University of ABC, City, Country 2000-2001

Canfield Training Group – Certified in 2012 in "Breakthrough to Success" and "BTS Advanced" platforms

Byron Katie International - Certified for The School For the Work Course on personal development 2016

T. Harv Eker International - Train The Trainer Certification & Making The Stage Certification 2018

Sales Intern: Company Name, City, State; **Logistics Intern:** Company Name, City, State;

Store Operations Intern: Company Name, City, State; **Sales Intern:** Company Name, City, State.

Scholarships: William O. Haynes Food Emeritus Scholarship and Keebler Food Scholarship.

Applications Software: Cognos Enterprise Planning & Business Intelligence series 8.3, Business Objects series 6.0, Crystal Reports, Nielsen Companies products including Nitro, Answers, Spectra Enlighten, CBP, BDN, TD Linx and Homescan, Spaceman, IRI tools

Recipient of The Outstanding CPG Alumni Award from Institution Name, March 2011

Invited Speaker on Transformational Change in Business at TEDx Chennai, September 2012

Keynote Speaker At The Super Growth Summit and the Career Growth Summit 2021, 2022 & 2023

Invited Keynote Speaker at The World Education Conference, Dubai, UAE - June 2023 and recipient of their Outstanding Leadership Award