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**RESUMES** FOR  
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## *Expert Resumes for Career Changers, Second Edition*

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# TABLE OF CONTENTS

---

<i>About This Book</i> .....	<i>vii</i>
<i>Introduction</i> .....	<i>ix</i>
<b>PART I: Resume Writing, Strategy, and Formats</b> .....	<b>1</b>
<i>CHAPTER 1: Resume-Writing Strategies for Career Changers</i> .....	<i>3</i>
The Top Nine Strategies for an Effective Resume .....	4
RESUME STRATEGY #1: Who Are You and How Do You Want to Be Perceived? .....	4
RESUME STRATEGY #2: Sell It to Me...Don't Tell It to Me ....	6
RESUME STRATEGY #3: Use Keywords .....	7
RESUME STRATEGY #4: Use the "Big" and Save the "Little" .....	9
RESUME STRATEGY #5: Make Your Resume "Interviewable" .....	10
RESUME STRATEGY #6: Eliminate Confusion with Structure and Context .....	10
RESUME STRATEGY #7: Use Function to Demonstrate Achievement .....	11
RESUME STRATEGY #8: Remain in the Realm of Reality .....	11
RESUME STRATEGY #9: Be Confident .....	11
There Are No Resume Writing Rules .....	11
Content Standards .....	12
Presentation Standards.....	16
Accuracy and Perfection.....	19



<i>CHAPTER 2: Writing Your Resume</i> .....	21
Recommended Resume-Writing Strategy and Formats for Career Changers .....	21
Career-Changer Strategies.....	22
Sample Formats and Situations for Career-Change Resumes .....	23
Why Format Is So Important .....	33
Step-by-Step: Writing the Perfect Resume.....	36
Contact Information.....	36
Career Summary .....	37
Professional Experience.....	41
Education, Credentials, and Certifications.....	46
The “Extras” .....	48
Writing Tips, Techniques, and Important Lessons.....	54
Get It Down—Then Polish and Perfect It.....	54
Write Your Resume from the Bottom Up .....	54
Include Notable or Prominent “Extra” Stuff in Your Career Summary .....	55
Use Resume Samples to Get Ideas for Content, Format, and Organization.....	56
Include Dates or Not? .....	56
Always Send a Cover Letter When You Forward Your Resume ...	57
Always Remember That You Are Selling .....	58
<i>CHAPTER 3: Printed, Scannable, Electronic, and Web Resumes...</i>	59
The Four Types of Resumes.....	59
The Printed Resume .....	59
The Scannable Resume .....	59
The Electronic Resume .....	60
The Web Resume .....	62
The Four Resume Types Compared.....	66
Are You Ready to Write Your Resume? .....	68



<b>PART II: Sample Resumes for Career Changers .....</b>	<b>69</b>
<i>CHAPTER 4: Resumes for Career Changers Seeking Accounting, Finance, Banking, Administrative, Office Management, Business Management, and Insurance Positions .....</i>	<i>71</i>
<i>CHAPTER 5: Resumes for Career Changers Seeking Technology Positions .....</i>	<i>105</i>
<i>CHAPTER 6: Resumes for Career Changers Seeking Sales, Marketing, Advertising, Public Relations, Writing, and Events Management Positions .....</i>	<i>117</i>
<i>CHAPTER 7: Resumes for Career Changers Seeking Health Care, Social Services, and Personal Services Positions .....</i>	<i>147</i>
<i>CHAPTER 8: Resumes for Career Changers Seeking Training, Human Resources, Teaching, and Educational Administration Positions .....</i>	<i>161</i>
<i>CHAPTER 9: Resumes for Career Changers Seeking Sports and Recreation, Cultural, and Creative and Performing Arts Positions .....</i>	<i>189</i>
<i>CHAPTER 10: Resumes for Career Changers Seeking Legal, Law Enforcement, Public Safety, and Investigator Positions .....</i>	<i>207</i>
<i>CHAPTER 11: Resumes for Career Changers Seeking Positions with Nonprofit Organizations .....</i>	<i>217</i>
<i>CHAPTER 12: Resumes for Senior Executives Seeking Lower-Level Business Positions .....</i>	<i>233</i>
<b>PART III: Cover Letters for Career Changers .....</b>	<b>243</b>
<i>CHAPTER 13: Writing a Winning Cover Letter .....</i>	<i>245</i>
Six Steps to Writing Better Cover Letters .....	247
Step 1: Identify Your Key Selling Points .....	247
Step 2: Preplan .....	249
Step 3: Write the Opening Paragraph .....	250
Step 4: Write the Body .....	250



Step 5: Write the Closing.....	251
Step 6: Polish, Proofread, and Finalize .....	253
Best Tips for Writing Winning Cover Letters .....	253
Don't Reinvent the Wheel .....	254
Sell It to Me; Don't Tell It to Me.....	254
Don't Always Mention That You're a Career Changer .....	254
Get Over Writer's Block .....	254
Answer the Employer's Most Important Question: "What Can You Do for Me?" .....	255
Format Appropriately.....	255
Cover Letter Checklist .....	256
<i>CHAPTER 14: Sample Cover Letters for Career Changers.....</i>	<i>259</i>
<i>Appendix: Internet Career Resources .....</i>	<i>269</i>
Dictionaries and Glossaries.....	269
Job Search Sites .....	270
General Sites.....	270
Military Transition Sites .....	271
Career-Specific Sites.....	272
Company Information .....	275
Interviewing Tips and Techniques.....	275
Salary and Compensation Information .....	276
<i>Index of Contributors.....</i>	<i>277</i>
<i>Index .....</i>	<i>283</i>



## ABOUT THIS BOOK

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If you're reading this book, you're most likely one of tens of thousands of people who are considering a career change—either a change in position or a change in industry. You might have made this decision because of any one of the following reasons:

- Your current industry has been hard hit by the recent economic recession.
- The position that you currently hold has been eliminated in your company and also in many similar companies.
- You're bored in your current position and ready for a change.
- You want to pursue your true passion as your new career.
- Your personal situation has changed and you're now able to pursue a career of real interest to you.
- You're relocating and need to explore new opportunities in your new geographic area.
- You want greater opportunities for increased compensation and advancement.
- You're frustrated and ready for a change.
- You're tired of all the responsibilities of your career and ready to downsize.

These are just a few of the reasons you might be considering a career change. There are many other reasons, and you'll find resumes in this book that are relevant to them all.

Now, here's the good news: You've selected a great time to make a career change! Despite the economic concerns that we have faced, believe it or not, it's a great time to look for a new job or a new career. According to the Bureau of Labor Statistics of the U.S. Department of Labor, the employment outlook is optimistic. Consider these findings for 2006 through 2016:

- Total U.S. employment is projected to increase 10.4 percent.
- Service-producing industries and professional occupations will be the dominant employment generators, each with a gain of 16.7 percent.
- Management, business, and financial occupations are the second-fastest-growing occupational group, with growth projected at 10.4 percent.

In chapter 1, you can read more interesting statistics, all of which will reinforce the fact that you've made the right decision to launch your search campaign today.





To take advantage of all of these opportunities, you must first develop a powerful, performance-based resume. To be a successful job seeker, you must know how to communicate your qualifications in a strong and effective written presentation. Sure, it's important to let employers know essential details, but a resume is more than just your job history and academic credentials. A winning resume is a concise yet comprehensive document that gives you a competitive edge in the job market. Creating such a powerful document is what this book is all about.

We'll explore the changes in resume presentation that have arisen over the past decade. In the past, resumes were almost always printed on paper and mailed. Today, e-mail has become the chosen method for resume distribution in almost every industry and profession. In turn, many of the traditional methods for "typing" and presenting resumes have changed dramatically. This book will instruct you in the methods for preparing resumes for e-mail, scanning, and Web site posting, as well as the traditional printed resume.

By using *Expert Resumes for Career Changers* as your professional guide, you will succeed in developing a powerful and effective resume that opens doors, gets interviews, and helps you land your next great opportunity!



## INTRODUCTION

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This was one of the most challenging books in the *Expert Resumes* series to write because it covers such a large and diverse audience. There are, however, several common denominators facing every individual who is interested in making a career change, either within their profession or to another industry. In summary, the fact that you are seeking to change careers will dictate almost everything that you write in your resume, how you write it, and where it is positioned. Your goal is to paint a picture of the “new” you and not simply reiterate what you have done in the past, expecting a prospective employer to figure out that you can do the “new” thing just as well. It simply does not work that way!

If you fall into the career-changer category, the critical questions you must ask yourself about your resume and your job search are the following:

- **How are you going to paint a picture of the “new” you?** What are you going to highlight about your past experience that ties directly to your current objectives? What accomplishments, skills, and qualifications are you going to “sell” in your resume to support your current career objective?
- **What resume format are you going to use?** Is a chronological, functional, or hybrid resume format going to work best for you? Which format will give you the greatest flexibility to highlight the skills you want to bring to the forefront in support of your career change?
- **Where are you going to look for a job?** Assuming you know the type of position and industry you want to enter at this point in your career, how are you going to identify and approach those companies?

When you can answer the how, what, and where, you’ll be prepared to write your resume and launch your search campaign. Use chapters 1 through 3 to guide you in developing the content for your resume and selecting the appropriate design and layout. Your resume should focus on your skills, achievements, and qualifications, demonstrating the value and benefit you bring to a prospective employer as they relate to your current career goals. The focus is on the “new” you and not necessarily what you have done professionally in the past.

Review the sample resumes in chapters 4 through 12 to see what other people have done—people in similar situations to yours and facing similar challenges. You’ll find interesting formats, unique skills presentations, achievement-focused resumes, project-focused resumes, and much more. Most importantly, you’ll see samples written by the top resume writers in the U.S., Canada, and Australia. These are real resumes that got interviews and generated job offers. They’re the “best of the best” from us to you.



Finally, in chapters 13 and 14 we present a concise yet thorough discussion of cover letters and a sampling of professionally written cover letters that were created specifically for people changing careers. They'll help you create your own winning cover letter for every opportunity you pursue.

## What Are Your Career Objectives?

Before you proceed any further with writing your resume, you'll need to begin by defining your career or job objectives—specifically, the types of positions, companies, and industries in which you are interested. This is critical, because a haphazard, unfocused job search will lead you nowhere.

### KNOW THE EMPLOYMENT TRENDS

One of the best ways to begin identifying your career objectives is to look at what opportunities are available today, in the immediate future, and in the longer-term future. Two of the most useful tools for this type of research and information collection are the U.S. Department of Labor's Bureau of Labor Statistics Web site ([www.bls.gov](http://www.bls.gov)) and the Bureau's *Occupational Outlook Handbook* ([www.bls.gov/oco](http://www.bls.gov/oco)).

Some of the most interesting findings that you'll discover when investigating potential industry and job targets are these:

- Service-producing industries and professional occupations will continue to be the dominant employment generators, each with a gain of 16.7 percent.
- Management, business, and financial occupations represent the second-fastest-growing occupational group with 10.4 percent projected growth.
- The 10 industries with the largest wage and salary employment growth are
  1. Management, scientific, and technical consulting
  2. Employment services
  3. General medical and surgical hospitals
  4. Elementary and secondary schools
  5. Local government (excluding education and hospitals)
  6. Physician offices
  7. Limited-service eating establishments
  8. Colleges, universities, and professional schools
  9. Computer systems design
  10. Home health care services
- The top 10 occupations with the largest projected employment growth are
  1. Network systems and data communications analysts
  2. Personal and home care aides



3. Home health aides
  4. Computer software engineers (applications)
  5. Medical assistants
  6. Computer systems analysts
  7. Food preparation and service workers
  8. Registered nurses
  9. Postsecondary teachers
  10. Management analysts
- Of all goods-producing industries, the only one projected to grow is the construction industry with a 1 percent gain.
  - Transportation and material-moving occupations are projected to grow 10.4 percent.
  - Office and administrative-support occupations are projected to grow more slowly than average, reflecting the need for fewer personnel as a result of the tremendous gains in office automation and technology.
  - Production-related occupations are also projected to grow more slowly as manufacturing automation and technology reduce the need for specific types of employees.

These facts and statistics clearly demonstrate that there are numerous employment opportunities across diverse sectors within our economy, from advanced technology positions to hourly wage jobs in construction and home health care. Although most industries might not be growing at double-digit percentages as in years past, companies continue to expand and new companies emerge every day. The opportunities are out there; your challenge is to find them and position yourself as the “right” candidate.

## **MANAGE YOUR JOB SEARCH AND YOUR CAREER**

To take advantage of these opportunities, you must be an educated job seeker. That means you must know what you want in your career, where the hiring action is, what qualifications and credentials you need to attain your desired career goals, and how best to market your qualifications. It is no longer enough to have a specific talent or set of skills. Whether you’re a teacher seeking a position in public relations, a nurse wanting to transfer into pharmaceutical sales, an engineer seeking new opportunities as a financial manager, or a person with any one of hundreds of other career-change goals, you must also be a strategic marketer, able to package and promote your experience to take advantage of this wave of employment opportunity.

There’s no doubt that the employment market has changed dramatically from only a few years ago. According to the U.S. Department of Labor, you should expect to hold between 10 and 20 different jobs during your career. No longer is stability the status quo. Today, the norm is movement, onward and upward, in a fast-paced and intense employment market where there are many, many opportunities for career changers. And to take advantage of all of the opportunities, every



job seeker—no matter the profession, no matter the industry, no matter the job goal—must proactively control and manage his career.

You are also faced with the additional challenge of positioning yourself for a successful career change. In fact, in many instances, you may be competing against other candidates who have experience within the industry or profession you are attempting to enter. This can make your job search even more difficult than that of the more “traditional” job seeker who moves from one position to another similar position without having to make a career change.

And that is precisely why this book is so important to you. We’ll outline the strategies and techniques that you can use to effectively position yourself against other candidates, creating a resume that highlights your skills and qualifications while effectively minimizing the fact that you’re seeking a career change.

## Job Search Questions and Answers

Before we get to the core of this book—resume writing and design—we’d like to offer some practical job search advice that is valuable to virtually every career changer.

### WHAT IS THE MOST IMPORTANT CONSIDERATION FOR A CAREER CHANGER?

As outlined previously, the single most important consideration for any career-change candidate is how you’re going to highlight your skills, qualifications, and achievements as they relate to and support your current career objectives. Remember, your career-change resume is not a historical document that simply lists where you’ve worked and what you’ve done. Rather, a truly effective career-change resume is one that takes all of the skills and experience you have that are relevant to your new career goal and brings them to the forefront to create a picture of the “new” you.

Sometimes, this can be a relatively easy process. Let’s use a nurse transitioning into the field of medical equipment sales as an example. Sheila Barnes already has extensive experience in the medical and health-care fields, has worked closely with physicians and other health-care providers and is comfortable interacting with them, and most likely has a wealth of experience working with a diversity of medical equipment and perhaps with vendors. This is the type of information that will be highlighted in her career-change resume—*not* her daily nursing and patient-care responsibilities.

In other situations, the parallels between past experience and current objectives might not be so closely aligned. Consider John Mackam who, after 20 years in the construction industry, has now decided to seek a position in the field of accounting and finance, an area that has *not* been one of his primary responsibilities. Writing this resume will take more creativity to identify any and all relevant skills he might have (for example, setting project budgets, estimating project costs, writing reports, keeping records, and administering projects). The concept is the same as with the previous nursing example. The stretch to identify transferable skills might be more difficult, but it’s certainly not impossible.



Whatever your situation or objectives, when preparing your resume you should keep in mind one critical fact:

*Your resume is a marketing tool written to sell YOU!*

## HOW DO YOU ENTER A NEW CAREER?

Your success in entering a new career field relies on two important factors:

- Highlighting any relevant skills, qualifications, accomplishments, experiences, education, credentials, volunteer work, involvement with professional or civic associations, and more that tie directly into your current career objective.
- Using an integrated job search campaign that will get you in front of decision makers at a wide array of companies in your field of interest. You can read much more about job search strategy in the next few pages of this introduction in the section titled “How Do You Get the Jobs?”

## WHAT IS THE BEST RESUME STRATEGY FOR MAKING A SUCCESSFUL CAREER CHANGE?

The single most important factor in making a career change is to remember that your resume must *sell* what you have to offer:

- If you’re a teacher seeking to transition into a position in corporate training and development, *sell* the fact that you created new curricula, designed new instructional programs, acquired innovative teaching materials, and trained new faculty.
- If you’re a hands-on computer technician now seeking a position marketing new technology products, *highlight* the wealth of your technical expertise, your success in working with and supporting end-users, your ability to manage projects, and your strong communication skills.
- If you’re an accountant pursuing opportunities in general management, *sell* your experience in policy and procedure development, business management, team building and leadership, strategic planning, and organizational development.

When writing your resume, your challenge is to create a picture of knowledge, action, and results. In essence, you’re stating “This is what I know, this is how I’ve used it, and this is how well I’ve performed.” Success sells, so be sure to highlight yours. If you don’t, no one else will.

## WHERE ARE THE JOBS?

The jobs are everywhere—from multinational manufacturing conglomerates to the small retail sales companies in your neighborhood; from high-tech electronics firms in Silicon Valley to 100-year-old farming operations in rural communities; from banks and financial institutions to hospitals and health-care facilities in every city and town. The jobs are everywhere.

## How Do You GET THE JOBS?

To answer this question, we need to review the basic principle underlying job search:

Job search is marketing!

You have a product to sell—yourself—and the best way to sell it is to use all appropriate *marketing channels* just as you would for any other product.

Suppose you wanted to sell televisions. What would you do? You'd market your products using newspaper, magazine, and radio advertisements. You might develop a company Web site to build your e-business, and perhaps you'd hire a field sales representative to market to major retail chains. Each of these is a different *marketing channel* through which you're attempting to reach your audience.

The same approach applies to job search. You must use every marketing channel that's right for you. Unfortunately, there is no exact formula that works for everyone. What's right for you depends on your specific career objectives—the type of position you want, the industry you're targeting, your geographic restrictions (if you have any), your salary requirements, and more.

Following are the most valuable marketing channels for a successful job search. These are ordered from most effective to least effective.

1. **Referrals.** There is nothing better than a personal referral to a company, either in general or for a specific position. Referrals can open doors that, in most instances, would never be accessible any other way. If you know anyone who could possibly refer you to a specific organization, contact that person immediately and ask for his or her assistance. This is particularly critical for career changers and will be, by far, your single best marketing strategy to land a new position.
2. **Networking.** Networking is the backbone of every successful job search. Although you might consider it an unpleasant or difficult task, it is essential that you network effectively with your professional colleagues and associates, past employers, past co-workers, suppliers, neighbors, friends, and others who might know of opportunities that are right for you. Another good strategy is to attend meetings of trade or professional associations in your area that are for professions in occupations like those you're seeking to enter. This is a wonderful strategy to make new contacts and start building your network in your new career field. And particularly in today's nomadic job market—where you're likely to change jobs every few years—the best strategy is to keep your network “alive” even when you're *not* searching for a new position.
3. **Responding to newspaper, magazine, and periodical advertisements.** Although the opportunity to post job opportunities online has reduced the overall number of print advertisements, they still abound. Do not forget about this “tried-and-true” marketing strategy. If they've got the job and you have the qualifications—even if you are a career changer, it can be a perfect fit.
4. **Responding to online job postings.** One of the most advantageous results of the technology revolution is an employer's ability to post job announcements online and a job seeker's ability to respond immediately via e-mail. In most (but not all) instances, these are bona fide opportunities, and it's well worth



your while to spend time searching for and responding to appropriate postings. However, don't make the mistake of devoting *too* much time to searching the Internet. It can consume a huge amount of your time that you should spend on other job-search efforts.

To expedite your search, here are the largest and most widely used online job-posting sites—presented alphabetically, not necessarily in order of effectiveness or value:

<a href="http://careers.msn.com">http://careers.msn.com</a>	<a href="http://www.flipdog.com">www.flipdog.com</a>
<a href="http://hotjobs.yahoo.com">http://hotjobs.yahoo.com</a>	<a href="http://www.hirediversity.com">www.hirediversity.com</a>
<a href="http://www.americanjobs.com">www.americanjobs.com</a>	<a href="http://www.monster.com">www.monster.com</a>
<a href="http://www.careerbuilder.com">www.careerbuilder.com</a>	<a href="http://www.net-temps.com">www.net-temps.com</a>
<a href="http://www.employmentguide.com">www.employmentguide.com</a>	<a href="http://www.netshare.com">www.netshare.com</a>
<a href="http://www.execunet.com">www.execunet.com</a>	<a href="http://www.theladders.com">www.theladders.com</a>
<a href="http://www.dice.com">www.dice.com</a>	

- 5. Posting your resume online.** The Net is swarming with reasonably priced (if not free) Web sites where you can post your resume. It's quick, easy, and the only *passive* thing you can do in your search. All of the other marketing channels require action on your part. With online resume postings, once you've posted, you're done. You then just wait (and hope!) for some response. Again, it's important not to invest too much time, energy, or anticipation in this approach. Your chances of landing a job this way are slim. But because it is quick, easy, and low- or no-cost, it is certainly a worthwhile activity.
- 6. Targeted e-mail campaigns (resumes and cover letters) to recruiters.** Recruiters have jobs, and you want one. It's pretty straightforward. The only catch is to find the "right" recruiters who have the "right" jobs. Therefore, you must devote the time and effort to preparing the "right" list of recruiters. There are many resources on the Internet where you can access information about recruiters (for a fee), sort that information by industry (such as banking, sales, manufacturing, purchasing, transportation, finance, public relations, or telecommunications), and then cross-reference it with position specialization (such as management, technical, or administration). This allows you to identify the recruiters who would be interested in a candidate with your qualifications. Because these campaigns are transmitted electronically, they are easy and inexpensive to produce. Here are some sites to help with this activity:

[www.profileresearch.com](http://www.profileresearch.com)

[www.kennedyinfo.com](http://www.kennedyinfo.com)

When working with recruiters, it's important to realize that they *do not* work for you! Their clients are the hiring companies that pay their fees. They are not in business to "find a job" for you, but rather to fill a specific position with a qualified candidate, either you or someone else. To maximize your chances of finding a position through a recruiter or agency, don't rely on just one or two, but distribute your resume to many that meet your specific criteria.

A word of caution: Most recruiters are looking to fill specific positions with individuals with very specific qualifications. As a career changer, you are





likely to find that recruiters are not your best source of job opportunities because they are not paid to “think outside the box.” If their client (the hiring company) has requested a candidate with experience in x, y, and z, recruiters are going to present only those job seekers with precisely that experience. Knowing that you’re attempting to change careers and might not have precisely the background that the company is looking for, recruiters might simply pass you by. Don’t be alarmed; it’s their job! But what this means for you as a career changer is that you should invest minimal effort toward recruiter searches and certainly shouldn’t think that it will be “the” approach for you. Quite likely, it will not.

7. **Targeted e-mail and print resume-mailing campaigns to employers.** Just as with campaigns to recruiters (see item 6), you must be extremely careful to select just the right employers that would be interested in a candidate with your qualifications. The closer you stick to “where you belong” in relation to your specific experience, the better your response rate will be. Just as with recruiters, human resources professionals and hiring managers might have difficulty appreciating the unique set of skills and qualifications career changers bring to a position.

If you are targeting companies in a technology industry, we recommend that you use e-mail as your preferred method for resume submission. However, if the companies you are contacting are not in the technology industry, we believe that print campaigns (paper and envelopes mailed the old-fashioned way) are a more suitable and effective presentation—particularly if you are a management or executive candidate.

8. **In-person “cold calls” to companies and recruiters.** We consider this the least effective and most time-consuming marketing strategy. It is extremely difficult to just walk in the door and get in front of the right person—or any person who can take hiring action. You’ll be much better off focusing your time and energy on other, more productive channels.

## Conclusion

Career opportunities abound today, even for the career changer. It has never been easier to learn about and apply for jobs than it is now with all the Internet resources available to us. Your challenge is to arm yourself with a powerful resume and cover letter, identify the best ways to get yourself and your resume into the market, and shine during every interview. If you’re committed and focused, we can almost guarantee that you’ll make a smooth transition into your new career field and find yourself happily employed.

A black and white photograph of a pencil lying diagonally across a stack of papers. The pencil is sharp and has a small eraser at the top. The papers are slightly crumpled and layered, creating a sense of depth. The lighting is soft, casting a gentle shadow of the pencil onto the papers below it.

PART I

# Resume Writing, Strategy, and Formats

CHAPTER 1: Resume-Writing Strategies for Career Changers

CHAPTER 2: Writing Your Resume

CHAPTER 3: Printed, Scannable, Electronic, and Web Resumes





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## CHAPTER 1

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# Resume-Writing Strategies for Career Changers

If you're reading this book, chances are you have decided to change your career direction; enter a new industry; or pursue a new, more fulfilling profession. Regardless of the underlying reasons for your career change, you are faced with some unique challenges in your job search and, more specifically, in how you write your resume. What can you do to capture employers' attention, impress them with your qualifications and achievements, and not be put "out of the running" because you do not have experience in a particular industry or profession?

Before we answer those questions and many others, let's talk about who this book was written for—people representing just about every profession and industry imaginable. The *only* thing that our readers have in common is that each one has decided to make a career change for any one of a host of personal or professional reasons. Consider this book an excellent resource for tips, strategies, and techniques on resume writing if you are making a career change because of any of the following reasons:

- Your original industry or profession has been extremely hard hit by economic recession or fundamental changes in our global economy and opportunities have virtually dried up.
- You have always wanted to pursue a different career track but were unable to do so because of family, financial, or other personal obligations.
- You fell into a position right out of college and pursued that career for years, and then woke up one day and realized it was time to do what you wanted to do and not what you were "supposed" to do.
- You are now in a position to pursue the lifelong dream or hobby that has been burning inside of you since your early days.
- You are relocating to a new area where opportunities for individuals with your experience are quite limited and you need to open yourself to new opportunities and career challenges.



- You have decided you want to pursue a career that will offer greater opportunities for career progression.
- You are driven to make more money, and the best strategy to achieve this goal is to leave your current, low-paying industry or profession.
- Your volunteer work has become increasingly important and you want to pursue professional opportunities with an association, a not-for-profit organization, or a similar entity.
- You are frustrated by the lack of opportunities and the tremendous volatility in the corporate marketplace and have decided to pursue a career with federal, state, or local government where you believe your job will be more stable.
- You retired from your original career and have now decided to return to work in a different, yet more personally rewarding, position.
- You are tired of the tremendous responsibilities associated with your position and want to downsize your career into a less-stressful job.

For every job seeker—those currently employed and those not currently working—a powerful resume is an essential component of the job search campaign. In fact, it is virtually impossible to conduct a search without a resume. It is your calling card that briefly, yet powerfully, communicates the skills, qualifications, experience, and value you bring to a prospective employer. It is the document that will open doors and generate interviews. It is the first thing people will learn about you when you forward it in response to an advertisement, and it is the last thing they'll remember when they're reviewing your qualifications after an interview.

Your resume is a sales document, and you are the product! You must identify the *features* (*what you know* and *what you can do*) and *benefits* (*how you can help an employer*) of that product and then communicate them in a concise and hard-hitting written presentation. Remind yourself over and over, as you work your way through the resume process, that you are writing marketing literature designed to sell a new product—YOU—into a new position.

Your resume can have tremendous power and a phenomenal impact on your job search. So don't take it lightly. Rather, devote the time, energy, and resources that are essential to developing a resume that is well written, visually attractive, and effective in communicating *who* you are and *how* you want to be perceived.

## The Top Nine Strategies for an Effective Resume

Following are the nine core strategies for writing effective and successful resumes.

### **RESUME STRATEGY #1: WHO ARE YOU AND HOW DO YOU WANT TO BE PERCEIVED?**

Now that you've decided to change your career direction, the very first step is to identify your career interests, goals, and objectives. *This task is critical* because it is the underlying foundation for *what* you include in your resume, *how* you include



it, and *where* you include it. Knowing that you want to make a career change is not enough. To write a powerful and effective resume, you must know—to some degree of certainty—the type or types of position you will be seeking.

There are two concepts to consider here:

- **Who you are:** This relates to what you have done professionally and/or academically. Are you a sales representative, contract administrator, training professional, engineer, banker, scientist, technologist, or management executive? What is it that you have done for a living all these years? Who are you?
- **How you want to be perceived:** This is critical and relates to your current career objectives. Consider the following scenario: You're a customer service representative in the telecommunications industry and you've decided to pursue opportunities in personnel training and development, where you believe you will be more personally rewarded. Rather than focus your resume on your customer service career, focus it on the skills you've acquired in that career track that relate to a position in training and development. Specifically, you'll want to include information about employee training programs that you've helped to create and deliver, one-on-one training that you've provided, consultations with management about internal training needs, any experience you have in developing and designing training materials, any other personnel experience you may have (for example, hiring, orientation, employee development planning), your public-speaking experience, and, of course, your outstanding communication skills.

Here's another example: You're a successful insurance sales associate, but you've had enough of that career: You're bored, you're unfulfilled, and you're ready for new challenges. You're somewhat uncertain as to your specific career objective at this point, but you do know you want an "inside" job that will use your strong planning, analytical, financial-reporting, and related skills. Rather than focus on your chronological work experience that will put tremendous emphasis on your insurance experience, prepare a resume that highlights all the relevant skills you bring to the position—the skills we outlined previously, along with any relevant achievements. Allow the beginning of your resume to focus on all that you've accomplished and the value you bring to a new employer as you want them to perceive it; then, just briefly list your work history at the end.

The strategy is to connect these two concepts by using the *who you are* information that ties directly to the *how you want to be perceived* message to determine what information to include in your resume. By following this strategy, you're painting a picture that allows a prospective employer to see you as you want to be seen—as an individual with the qualifications for the type of position you are pursuing.



**WARNING:** If you prepare a resume without first clearly identifying what your objectives are and how you want to be perceived, your resume will have no focus and no direction. Without the underlying knowledge of “This is what I want to be,” you do not know what to highlight in your resume. As a result, the document becomes a historical overview of your career and not the sales document you need to facilitate your successful career change.

## RESUME STRATEGY #2: SELL IT TO ME...DON'T TELL IT TO ME

We've already established the fact that resume writing is sales. You are the product, and you must create a document that powerfully communicates the value of that product. One particularly effective strategy for accomplishing this is the “Sell It to Me...Don't Tell It to Me” strategy, which impacts virtually every word you write on your resume.

If you “tell it,” you are simply stating facts. If you “sell it,” you promote it, advertise it, and draw attention to it. Look at the difference in impact between these examples:

**Tell It Strategy:** Managed start-up of a new 100-employee teleclass center.

**Sell It Strategy:** Directed team of 12 in the successful start-up, staffing, policy/procedure development, budgeting, and operations design for a new \$1.4 million teleclass center.



**Tell It Strategy:** Coordinated all secretarial, clerical, and administrative functions for large commodities export company.

**Sell It Strategy:** Implemented a series of process improvements that reduced staffing requirements 20%, increased daily productivity 30%, and reduced billing errors 14% for a large commodities export company. Full responsibility for all secretarial, clerical, and administrative functions.



**Tell It Strategy:** Set up PCs for newly hired sales and service staff.

**Sell It Strategy:** Installed more than 100 PCs and implemented customized applications to support nationwide network of sales and service staff for one of the world's largest insurance companies. Provided ongoing troubleshooting and technical support that reduced PC downtime by 38% over a 6-month period.



What's the difference between “telling it” and “selling it”? In a nutshell...

<b>Telling It</b>	<b>Selling It</b>
Describes features.	Describes benefits.
Tells what and how.	Sells why the “what” and “how” are important.
Details activities.	Includes results.
Focuses on what you did.	Details how what you did benefited your employer, department, team members, students, and so on.

### RESUME STRATEGY #3: USE KEYWORDS

No matter what you read or who you talk to about searching for jobs, the concept of keywords is sure to come up. Keywords (or, as they were previously known, buzz words) are words and phrases that are specific to a particular industry or profession. For example, keywords for the manufacturing industry include *production-line operations, production planning and scheduling, materials management, inventory control, quality, process engineering, robotics, systems automation, integrated logistics, product specifications, project management*, and many, many more.

When you use these words and phrases—in your resume, in your cover letter, or during an interview—you are communicating a very specific message. For example, when you include the word “merchandising” in your resume, your reader will most likely assume that you have experience in the retail industry—in product selection, vendor/manufacturing relations, in-store product display, inventory management, mark-downs, product promotions, and more. As you can see, people will make inferences about your skills based on the use of just one or two specific words.

Here are a few other examples:

- When you use the words **investment finance**, people will assume you have experience with risk management, mergers, acquisitions, initial public offerings, debt/equity management, asset allocation, portfolio management, and more.
- When you mention **sales**, readers and listeners will infer that you have experience in product presentations, pricing, contract negotiations, customer relationship management, new product introduction, competitive product positioning, and more.
- By referencing **Web technologies** in your resume, you convey that you most likely have experience with Web site design, Web site marketing, metatags, HTML, search-engine registration, e-learning, and more.
- When you use the words **human resources**, most people will assume that you are familiar with recruitment, hiring, placement, compensation, benefits, training and development, employee relations, human resources information systems (HRIS), and more.

Keywords are also an integral component of the resume-scanning process, whereby employers and recruiters electronically search resumes for specific terms to find



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