

**A Guide for**  
*Résumé Writing*



**SOUTHWORTH**

*Fine Cotton Papers Since 1839*

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# 10 Suggestions and 1 Requirement for Effective Résumé Preparation

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## SUGGESTIONS

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1. There is no universal résumé format. There are only guidelines you should follow, and the résumé sample shown is intended for that purpose.
2. Present your job objective in a manner that relates both to the company and the job description.
3. Final hiring decisions are rarely based upon résumés alone; however, the résumé should be a concise, factual and positive listing of your education, employment history and accomplishments.
4. Test your résumé for relevancy. The information included in your résumé should either support your job or career objective directly or support your character in general. If you have no definite purpose for including something, leave it out.
5. Be conscious of the continuity of your history. The reader will be looking for reasons to eliminate as many résumés as possible. Résumés with gaps of unaccountable time often reach the circular file.
6. Weigh your choice of words. Select strong action verbs, concrete nouns and positive modifiers for emphasis (see below). Use concise phrases and clauses rather than complete sentences.
7. Try your résumé out on someone who knows you and who will be objective in his or her opinion.
8. Keep a separate list of references and make them available only upon request.
9. Always send a cover letter on matching paper with specific reference to the company's need and your qualifications for the job. A personal letter is always best, so make an effort to get the name and title of the individual making the hiring decision.
10. Remember your résumé is only a door opener. You want a personal interview.

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## REQUIREMENT

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1. Submit your résumé on a paper the reader will remember...paper that looks and feels valuable, just like you, the candidate! The Southworth Mill has been producing papers for business since 1839, and our Best Paper 100% cotton fiber substance 24 lb. is the best we produce. The colors white and ivory are always correct, and faddish colors should be avoided.

## *Additionally Your Reader Will Ask Four Questions of Your Résumé... Make Sure You Have the Answers!\**

Answering the following four questions in a fully persuasive way will greatly increase your odds of developing a winning résumé. The questions are the crucial elements of the résumé formula. Answering them will not only give you the material you need for building a strong résumé, but will also prepare you for networking and interviewing. Use the sample résumé on the back page as a point of reference.

1. **What do you want?** That's your Objective. Don't struggle or agonize over this. Prospective employers want and need a simple, specific answer. Managers and human resources people need to know how to route your résumé. If your objective is too vague, they'll just scrap it. Change your objective for different markets if you have to. It's not a problem with today's word processing technology.
2. **Why are you qualified to do it?** That's the Summary or Qualified By Section. Answer succinctly why you're qualified to accomplish your objective. Ask yourself: why they should hire me? (You'll need to get ready for that one at the interview anyway!) Summarize the answer in easy-to-read bullet points. These points become your Summary or Qualified By section (call it either). This section should satisfy your audience that the rest of your résumé is worth reading, bringing them to the next question.

3. **Where have you done it?** That's the Experience Section. The reader needs to relate to the experience you've had. Identify the company in its most relevant light. If it's not a recognizable company, write a line about its high points. Build it up. On the résumé, the reader will often equate your value with that of your employer. Describe only the parts of your job that help sell you and showcase your value.
  
4. **How Well Have You Done It?** That's the Achievement Section. This is where you should put in your most thought and effort. Think about what you did for each employer to make that company better. It could be a big thing or something small. But it should be enough to show value. Did you have an idea which was implemented and has saved the company money? Were you promoted several times due to your contributions? Were you given positive reviews, and why? Were you selected for a key program or training? Bullet these points separately from, and after, your job description. These points show your worth.

\*Excerpted from Getting the Job You Want...Now! by David Roper and published by Warner Books, 1994.

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#### ACTION VERBS

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<i>accelerated</i>	<i>directed</i>	<i>improved</i>	<i>prepared</i>	<i>set up</i>
<i>accomplished</i>	<i>earned</i>	<i>inspected</i>	<i>produced</i>	<i>solved</i>
<i>achieved</i>	<i>effected</i>	<i>launched</i>	<i>programmed</i>	<i>structured</i>
<i>adapted</i>	<i>eliminated</i>	<i>led</i>	<i>proposed</i>	<i>streamlined</i>
<i>administered</i>	<i>established</i>	<i>lectured</i>	<i>proved</i>	<i>supervised</i>
<i>analyzed</i>	<i>evaluated</i>	<i>maintained</i>	<i>provided</i>	<i>supported</i>
<i>approved</i>	<i>expanded</i>	<i>managed</i>	<i>proficient in</i>	<i>surpassed</i>
<i>conceived</i>	<i>expedited</i>	<i>mastered</i>	<i>purchased</i>	<i>taught</i>
<i>conducted</i>	<i>facilitated</i>	<i>motivated</i>	<i>recommended</i>	<i>trained</i>
<i>completed</i>	<i>found</i>	<i>operated</i>	<i>reduced</i>	<i>translated</i>
<i>controlled</i>	<i>generated</i>	<i>ordered</i>	<i>reinforced</i>	<i>used</i>
<i>coordinated</i>	<i>increased</i>	<i>originated</i>	<i>reorganized</i>	<i>utilized</i>
<i>created</i>	<i>influenced</i>	<i>organized</i>	<i>revamped</i>	<i>won</i>
<i>delegated</i>	<i>implemented</i>	<i>participated</i>	<i>revised</i>	<i>wrote</i>
<i>demonstrated</i>	<i>initiated</i>	<i>performed</i>	<i>reviewed</i>	
<i>designed</i>	<i>instructed</i>	<i>planned</i>	<i>scheduled</i>	
<i>developed</i>	<i>interpreted</i>	<i>pinpointed</i>	<i>simplified</i>	

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#### CONCRETE NOUNS AND POSITIVE MODIFIERS

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<i>ability</i>	<i>competent</i>	<i>effectiveness</i>	<i>qualified</i>	<i>technical</i>
<i>actively</i>	<i>competence</i>	<i>pertinent</i>	<i>resourceful</i>	<i>versatile</i>
<i>capacity</i>	<i>consistent</i>	<i>proficient</i>	<i>substantially</i>	<i>vigorous</i>

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#### RECOMMENDED RESOURCE BOOKS & SOFTWARE ON RÉSUMÉS, CAREER MANAGEMENT AND JOB SEEKING

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Getting the Job You Want...Now!, by David H. Roper, Warner Books, New York, NY, 1994.

What Color is Your Parachute?, by Richard Bolles, Ten Speed Press, Berkeley, CA 1994.

Jobs'94, Prentice Hall Press, New York, NY, 1994.

EXPERT Resume Writer for Windows™, Expert Software, Coral Gables, FL, 1994.

**ANDREW D. HOPKINS**

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Salem, Massachusetts 01970  
(508) 748-2256

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**OBJECTIVE:** Sales/Account Management within the environmental or related field.

- QUALIFIED BY:**
- Five years of environmental industry-related sales experience with consistently increasing responsibilities in account management, staff training, customer needs analysis, presentation, negotiation, and program development and implementation.
  - Bachelor of Science in Business, with a Concentration in Marketing.
  - Proven ability to effectively analyze markets, target areas of highest return, and develop strategies to attain sales goals.

*"George is a true performer. He understands the market and has a remarkable ability to bring in new business while effectively managing and expanding existing accounts."*

1994 Performance Review Excerpts, Abate Reclamation, Inc.

**EXPERIENCE:**

1989 - Present

*Abate Reclamation, Inc., Acton, Massachusetts*

A leading provider of pollution abatement systems and service for industries utilizing intensive photographic applications.

**Senior Account Manager**

Primary responsibility for providing systems sales and services to both existing and new accounts in a Massachusetts territory. Maintain a base of approximately 115 accounts, including major hospitals, newspapers and corporations.

**Exemplary Accomplishments:**

*Sales*

- Rank #1 in sales in company, consistently meeting or exceeding all monthly and yearly quotas, performing at 40% higher level than all other sales representatives over the past 2 1/2 years.
- Took over the lowest profit-making zone in New England and within two years turned it into the most profitable territory.

*Account Management / Retention*

- Rank #1 in account retention, applying skills in neutralizing potentially damaging situations and developing strategies to improve account satisfaction levels.

*New Business / Program Development*

- Developed the environmental arm of the company, changing image to one of an environmental pollution abatement product sales and service firm instead of solely a reclamation company.
- Steered company into larger customized systems (to \$100,000 / unit), working with head of service to develop technology.
- Designed and implemented training programs for sales and service staff.

1988

*Honeywell Bull, Inc. Waltham, Massachusetts*

**Buyer** (college co-op position)

Procured items for nine corporate locations; evaluated and selected vendors; negotiated and implemented service contracts; and utilized \$15,000 signature authority.

- Qualified for full time employment subsequent to co-op experience.

**EDUCATION:**

1984 - 1989

*Merrimack College, North Andover, Massachusetts*

Bachelor of Science in Business Administration, 1989 Honors Graduate

- Worked throughout college to pay for expenses (see Honeywell Bull above; other co-op jobs included Piedmont Aviation and G.E. Software International).

**REFERENCES:**

Professional references provided from employer, college and co-ops upon request.