

From Bland 2 Brand

how to make your resume standout

Patti Wilson, MA
Social Networking Coach
Career and Employment Consulting
www.careercompany.com

Rationale for Branding

- The resume is a marketing tool not legal deposition of your work life
- It is a product data sheet (talking paper) that points out features & benefits
- The resume and therefore you must be a purple squirrel
- The end goal is visibility, differentiation, and results

Basic Premise

- 99% of the time it is read on some kind of screen
- Until it is printed it is a webpage not a piece of paper

Layout and Content

- “Links” are on the left
- Length doesn’t matter
- Margins, page breaks, footers and headers matter
- Highlighted repetition creates credibility
- Bite sized paragraphs, mixed with concise bullets
- Graphical user interface

We Will Cover Branding Hotspots

Agenda

- A good beginning or introduction
- Strategies for a purple squirrel job description
- A well-rounded conclusion or good endings



From Bad to Bland

CEO of The Ladders Marc Cenedella's Resume Makeover

<http://tiny.cc/marcsresume>



MARC CENEDELLA
137 Varick Street
New York, NY 10013
(555) 555-5555 • marc@salesladder.com

objective Growth-oriented executive with finance, marketing and entrepreneurial experience seeks senior operating role in business services, online marketing, or information services industries.

experience

2000 - 2002 HOTJOBS.COM, LTD. NEW YORK, NY

Senior Vice President, Finance & Operations

Senior executive reporting to CEO at profitable \$117 mm sales on-line recruitment advertising company.

- Sold public company (NASDAQ: HOTJ) to Yahoo! for \$436 mm in cash and stock.
- Vaulted HotJobs Old Resume career site with cheap online marketing plan.
- With management team, restructured HotJobs: 15% RIF, \$30mm cost cuts, exited non-core businesses.
- Achieved operating profitability, and generated 73% gain in shareholder value in seven months.

Vice President, Business Development

- Corporate Development: received hundreds, analyzed 49, recommended two acquisition opportunities.
- On-line Advertising: increased productivity 350-fold, reduced expenses \$13mm (87%) year-over-year.
- Business Development: eliminated \$4 mm in bad deals; launched industry's leading affiliate program.
- Content: hired newsletter expert, built industry-leading newsletter network with 5.5 mm subscribers.

1998 - 2000 THE RIVERSIDE COMPANY NEW YORK, NY

Assistant Vice President, Private Equity

- Refinanced rapidly growing portfolio company, leading to \$317 mm sale and a gross IRR of 76%.
- Acquired a leading manufacturer of specialized construction components.

1997 DONALDSON, LUFKIN & JENRETTE SECURITIES CORP. LOS ANGELES, CA

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1997 DONALDSON, LUFKIN & JENRETTE SECURITIES CORP. LOS ANGELES, CA
Summer Associate, Investment Banking

1995 - 1998 FORBES PACIFICA TRADING CO., LLC SAN DIEGO, CA
President and Founder

- Founded, grew, and sold international trading firm specialized in exporting American pet foods to Japan.
- Raised start-up capital of \$250,000 in January 1995; sold in 1998, realizing net IRR of

24%.

- Grew revenues from zero to \$3 million; acquired UAX Co. for \$220,000 in May 1997.

1993 - 1995 GERBER CALIFORNIA, INC. SAN DIEGO, CA
Business Development Manager

- Exceeded profit targets by 300% in import and export of prune juice, pet food, and Belgian chocolates.

education

1996-1998 HARVARD UNIVERSITY GRADUATE SCHOOL
OF BUSINESS ADMINISTRATION BOSTON, MA

Master in Business Administration, High Distinction, awarded June 1998.

- Baker Scholar (Top 5% of graduating class); First-Year Honors.

1988-1992 YALE UNIVERSITY NEW HAVEN, CT

Bachelor of Arts in Political Science awarded June 1992.

- Re-organized dormitory night-time snack-shop into profitable operation.

personal Traveled “round-the-globe” in Summer 2002; study history of writing systems and the English language.

Old Resume

pattiwil

MARC CENEDELLA

137 Varick Street • New York, New York 10013
(555) 555-5555 • marc@salesladder.com

C-LEVEL EXECUTIVE: Business Development

- Accomplished entrepreneur and executive leader with a strong portfolio of successes orchestrating the start-up, growth, and optimization of diverse businesses within online services, financial, and consumer goods export/import platforms.
- Reputable for elevating organizations into top revenue-generating entities, including TheLadders.com which is currently recognized as one of the top facilitators of online career advertising as well as provider of one of the most comprehensive searching tools for 6-figure jobs.
- Combine advanced business expertise with Ivy League education culminating in a Master of Business Administration degree from Harvard University.

Operations, Financial Management • Business Development • Online Marketing/Advertising
Business Services • Information Services • Negotiations • International Business
Organizational Development, Growth • Client Relations • Sales Development

PROFESSIONAL EXPERIENCE

THELADDERS.COM, New York, New York • 2002-Present
President/CEO

Primary leadership force of this highly successful, recognized, and profitable organization providing high-end job seekers with online career marketing tools accessed by an extensive, dynamic, and handpicked base of recruiters nationwide. Drive performance in the areas of corporate finance, marketing, and operations with a strong focus on service quality and profitability.

Major Contributions:

- Orchestrated company start-up and growth to 92 employees, fueling revenues 100%+ year-over-year and elevating corporate visibility within a highly competitive market.
- Propelled subscriber base to over 1.2 million through direct marketing, referrals, and successful leveraging of online marketing tools.
- Optimized subscriber services by spearheading expert selection of professional recruiter base specializing in diverse industries and geographic locations.
- Pioneered establishment of a unique searching tool for recruiters, facilitating searches for qualified clients and establishing TheLadders.com as a highly recognized entity in the field of online career marketing and job/candidate search. 78% of recruiter base considers TheLadders.com their #1 source for senior talent.
- Captured superior levels of client satisfaction, retention, and referrals by ensuring continuous provision of highest quality services.

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- Served an instrumental role in the attainment of corporate recognition, including "Fast Company East 50" for 2005, "Top 30 Job Board" by Weddle's, and "#1 Specialty Website" by ComScore (New Resume) ~~Market~~.

HOTJOBS.COM LTD, New York, New York • 2000-2002 Senior Vice President – Finance and Operations

Promoted to command financial and operational aspects of this highly profitable \$117M online recruitment advertising organization. Contributed to overall management of online marketing, business development, corporate development, and site content/community.

continued ...

MARC CENEDELLA • marc@salesladder.com

• Page 2 •

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- Propelled HotJobs to #1 ranking in traffic among career sites through implementation of low cost online marketing plan.
- Achieved 15% RIF, \$30M cost reductions, and elimination of non-core businesses by working

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- Achieved 15% RIF, \$30M cost reductions, and elimination of non-core businesses by [working](#) collaboratively with management team throughout successful corporate restructuring. New Resume
- Captured 73% gain in shareholder value and delivered operating profitability in 7 months.

Vice President – Business Development

Spearheaded corporate/business development efforts encompassing the expert evaluation of business opportunities to stimulate revenue growth.

Major Contributions:

- Elevated organizational performance, boosting productivity 350-fold and slashing expenditures \$13M (87%) year-over-year through restructuring of online marketing and discovery of new venues.
- Successfully launched industry-leading affiliate program and established industry-leading newsletter network with 5.5 million subscribers.
- Recommended 2 highly profitable acquisitions following close analysis of 49 prospects.
- Eradicated over \$4M worth of under-performing deals, generating major organizational savings.

THE RIVERSIDE COMPANY, New York, New York • 1998-2000

Assistant Vice President – Private Equity

- Produced over \$317M sale revenues and 76% gross IRR through expert refinancing of fast-growing portfolio company.
- Spearheaded acquisition of a leading manufacturer of construction components.

FORBES PACIFICA TRADING COMPANY LLC, San Diego, California • 1995-1998

President/Founder

- Orchestrated the start-up (raised \$250K), development, growth, and sale of international trading firm

- Online marketing plan.
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FORBES PACIFICA TRADING COMPANY LLC, San Diego, California • 1995-1998

President/Founder

- Orchestrated the start-up (raised \$250K), development, growth, and sale of international trading firm focused on the exportation of pet foods to Japan.
- Fueled revenue growth from 0 to over \$3M following \$220K acquisition of UAX Co. (1997).
- Captured 24% net IRR from corporate sale in 1998.

GERBER CALIFORNIA INC., San Diego, California • 1993-1995

Business Development Manager

- Surpassed revenue objectives by 300% through strategic direction of import/export operations.

Career Note: Additional professional background includes role as Summer Associate – Investment Banking for Donaldson, Lufkin & Jenrette Securities Corporation (1997). Details on request.

EDUCATION

Master of Business Administration (High Distinction/Graduated in Top 5%)
Harvard University Graduate School of Business Administration, Boston, Massachusetts

Bachelor of Arts in Political Science
Yale University, New Haven, Connecticut

[New Resume](#)

1. **Contact Information:** **name**, ways to reach you
2. **Introduction**
3. **Work History:** Title or job function, company information, **description of work**
4. **Other Optional Categories:** skills, languages, affiliations, awards, presentations, publications, patents, credentials, licenses,
5. **Education:** Degree and school
6. **Ending**



The Introduction

Summary

Profile

Qualifications

Highlights

A title under a name

Or.....



I produce documentation sets (printed manuals, online help, CD-ROM, web pages, and complete web sites.) My manuals include illustrations, table of contents, and indexing. I create templates and process standards. I can hire, train, and manage additional writers, either contractors or staff.

I also have experience in localization and I can produce the documentation set in multiple languages: German, French, Spanish, Japanese, Chinese, and so on by working with translators. In many cases, I proofread the languages myself.

I have extensive experience in all aspects of documentation process and I can save quite bit of money by using my experience and connections.

A Testimonial

“Alexandra, ...I hope Big Brand knows what an asset you are. To me, your kind of quality service and attention to detail is priceless. You saved us from a horrible nightmare and I can’t thank you enough.”

- A customer at Duke University via email, October 2008.

OBJECTIVE:

To use my unique Sales and Scientific Experience to contribute to a company’s bottom-line growth and expanding success in the clean technology marketplace.

A Biography

Brad Daszko is a sales and marketing executive with 15 years of superior results in the financial services industry.

He has an established track record of exceeding sales expectations by using innovative and consultative sales processes to leverage an extensive network of industry contacts.

Additionally, he has an exceptional ability to develop and close new business opportunities including Fortune 500, government and channel segments.

He brings a sales or marketing managers perspective to running a business and achieving balanced results across all critical performance criteria.

The Kitchen Sink

Narrative, Testimonial, Biographical

STORY

"I have never worked with anyone who had the business savvy of Lynn Bresner"
Raj Singh: Senior Vice President, InterCash Inc.

Training and coaching numerous high-level Fortune 500 Internet startup executives and amassing extensive specialized credentials, Lynn has brought spectacular success everywhere she has gone.

- At Incite Online Solutions, she single-handedly trained the entire Sales and marketing team- and subsequent revenues shot up 32%. (The Company then had her train their Operations team.)
- At Auction Rail, she developed and wrote the company 's first ever training manual. Within six months, sales increased 42%.
- At Panama Freight Express, she trained the worldwide sales force. Participants exceeded the yearly quota by 37%- the highest increase in company history.

As a member of the American Society of Training and Development, and the American Management Association of Sales and Marketing executives, Lynn is armed with extensive business knowledge.

Lynn is experienced, entertaining, and knowledgeable.

VISION

I seek to train hard-working, talented groups of professionals in ambitious, focused entrepreneurial environments bringing to bear my in-depth expertise in adult learning.

SUCCESES

Work History

- **It's not an obituary:** a chronology makes for a long list that gets more and more obsolete
- **It's not a legal deposition:** a description driven by details... irrelevant details
- **It is not a historical legacy:**



Project Management/ Team Lead**California Café, Santa Clara CA**

As leader of a cohesive, well-oiled team, determined and ensured ongoing that the right resources were allocated and deployed to respond to fluctuating customer demands and product availability for this leading-edge hospitality company.

- Managed schedules, timelines and staff assignments to maximize the experience of a demanding high-end customer.
- Provided just-in-time, high quality delivery of product and services driven by multiple short-term dead-lines in a rapid-fire, high-turnover environment.
- Ensured ongoing total customer satisfaction through a highly motivated, well-trained team of professionals and thorough attention to product Q& A.

Branded Job Description: Business Development - Account Management

Customer Service

California Cafe, Santa Clara, CA

Provided hospitality and customer services to high-end customers in a dynamic environment requiring constant multi-tasking, instant rapport-building with thorough attention to detail.

- Developed a fast-track knowledge base of consumer buying decision styles in a changeable, trendy business sector of upscale eating establishments.
- Consistently increased revenues of customer unit purchases by influencing buy decision upgrades on menu items.
- Grew repeat customer business through relationship management, attention to extraordinary service and guarantee of satisfaction.

Scope Statements

1. As one of the first 12 employees, built from startup the marketing communications department for this pre-IPO B to B software service provider to Fortune 1000 companies. Responsibilities included __, __, __, __, and __.
2. Achieved increasing promotion and responsibility from _____ to current position with responsibilities for __, __, __, __, for this manufacturer of _____.
3. Responsible for the project management of a distributed team of vendors, product marketing, engineering and 12 direct reports to drive and deliver ____ and ____ for this provider of _____ to the __, __, __, __ markets.
4. Successfully managed business development to a high end customer base growing revenues year over year by 20% for this distributor of _____. Responsibilities included __, __, __.
5. Recruited by VP of Operations, initiated and owned total responsibility for the manufacturing and delivery of ____ products for this maker of _____.

Using Subcategories

Job Title (or good describer of what you do)

Dates

Company, Location, Location

Scope Statement

Relevant Functional Area

- Bullet
- Bullet
- Bullet

Relevant Functional Area

- Bullet
- Bullet

Relevant Functional Area

- Bullet
- Bullet
- Bullet



Chief Executive Officer**Process Solutions Inc.** Portland, Oregon

2003 – Present

Achieved rapid promotion to CEO guiding this provider of Product Information Management (PIM) solutions to streamline business processes from inception to launch to multi-million dollar organization serving Fortune 500 and Global 1000 customers in aerospace, consumer packaged goods, retail, biotechnology, and Federal agencies.

Business and Funding Development

- Built affinity and credibility with the venture capital community including Sequoia Capital and Intel Ventures as well as from Crossroads Capital, Sand Hill Investors
- Orchestrated and negotiated \$25 million in four rounds of financing (closed a \$10 million financing round right after 9/11)

Product Development and Product Strategy

- Oversaw development of initial product concept and management product through development to successful launch through a highly collaborative team 150 people including 3 off-shore teams.
-

Business Management and Strategy

- Established a bi-national corporate structure managing a complex of parent-subsidiary relationship including consolidation of financial reports, tax and HR issues and managing a remote R&D center.
-

Subcategory example

Founder & Chief Executive Officer

Software Company Ltd., San Diego, CA

1995 – 2001

Boot-strapped and directed this privately held software provider of e-Business, middleware, and simulation technologies from inception to \$11 million in sales in less than two years, all from internal growth.

Product Development and Product Strategy

- Directed development of 3 product lines from conception to launch: simulation, e-commerce, and middleware
- Orchestrated acquisition of e-commerce product by eBay for \$15,000,000.
- Spun-off middleware product as a profitable and successful stand-alone company, NDA Inc.
-

Business Strategy and Management

- Developed innovative business plan and strategy around the concept of establishing multiple independent product lines/divisions with the goal of growing them into either stand-alone or acquisition ready entities.
-
-

Sales and Business Development

- Spearheaded drive for market penetration, new business, and sales development as well as lead all contract negotiation.
-

Title (not consultant)

Your Business/Company Name, Location

from - to

Write your business services overview as your scope statement listing summary of services provided, type of projects or functions done for clients and type of clients by industry or product.

Selected engagements:

Client Name, Location

- Bullet
- Bullet

Client Name, Location

- Bullet
- Bullet



Sample Consulting Description

Marketing Strategist & Managing Principal

zooMA Communications, San Francisco, CA, Washington, DC 2007 to present

Built this boutique marketing and communications firm to provide services including advising and executing on marketing and PR strategy, as well as writing & editing services, including creative copywriting, content creation, speechwriting, and journalism for corporate, small business, startup and non-profit clients.

Selected engagements include:

American Film Institute (AFI), Silver Springs, Maryland

- Created and executed direct and community marketing campaigns for 75+ documentary films from 30 countries
- Managed foreign embassy and cultural attaché relations for 20+ foreign films
- Edited marketing materials, including festival guides (150,000 run)

U.S. Department of Health and Human Services, Washington, D.C.

- Managed the PR and marketing for the primary health education campaign directed at U.S. Hispanics,
- Wrote strategic content for campaign's website
- Pursued local press in 10 city tour and wrote media advisories
- Scripted and supervised production of Public Service Announcements

FUBU, San Francisco, CA

- Advised on the creation of a website for the customer base of this urban/hip-hop fashion leader with \$400 million in annual sales
- Evaluated and mapped out website content goals, editorial budget, editorial production schedule, and operational timeline

An Ending that is, Noteworthy !

- **Travel Sabbatical 2006-2008:** Backpacked solo in Europe, the Middle East and Asia
- Personal Sabbatical 2007: Project managed the **restoration of a 1928 vintage home**
- **Single-handedly** prepared award-winning chili for 100+ people
- Performer and teacher of the Irish lap harp
- Veteran skydiver: 400 free falls in 5 states
- **Board Member**, YWCA of Santa Clara County, 2000-Present
- **Built 3 houses in six months** for Habitat for Humanity
- **Ran the San Francisco Bay to Breakers**, 2004, placed 32nd in the Women's Division



- Interviewers have two pieces of paper to ask questions from: their job description and your resume; *and sometimes there is only your resume*
- There is a fine line between being noticed *and notoriety*
- Remember you are selling the steak *and the sizzle*
- Everyone has an opinion about resumes, but the *ultimate measure is the results delivered*



Thank You

Patti Wilson, MA

Talent Management Consulting
Executive and Career Coaching
Predictive Index™ Bay Area Representative

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Website: www.careercompany.com

www.linkedin.com/in/pattiwilson

Newsletter: www.thecareerzine.com

**Thanks and Happy Holidays
from
UCLA Anderson
School of Management**