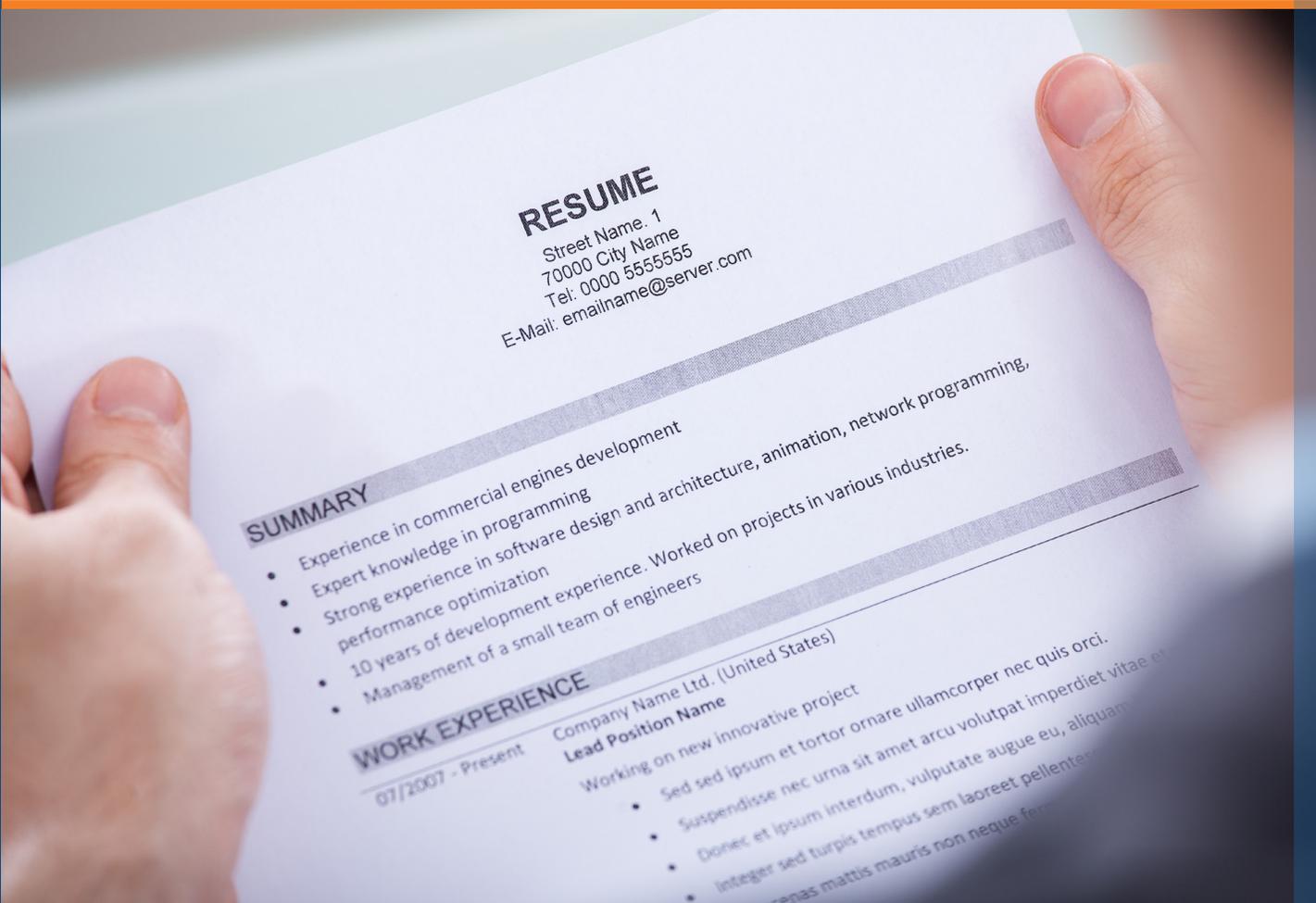


# Resume Guide

Developed by Ralph T. Wakerly  
2015



## RESUME

Street Name. 1  
70000 City Name  
Tel: 0000 5555555  
E-Mail: emailname@server.com

### SUMMARY

- Experience in commercial engines development
- Expert knowledge in programming
- Strong experience in software design and architecture, animation, network programming, performance optimization
- 10 years of development experience. Worked on projects in various industries.
- Management of a small team of engineers

### WORK EXPERIENCE

07/2007 - Present	Company Name Ltd. (United States)
	<b>Lead Position Name</b> Working on new innovative project
	<ul style="list-style-type: none"><li>• Sed sed ipsum et tortor ornare ullamcorper nec quis orci.</li><li>• Suspendisse nec urna sit amet arcu volutpat imperdiet vitae et</li><li>• Donec et ipsum interdum, vulputate augue eu, aliquam</li><li>• Integer sed turpis tempus sem laoreet pellentesque</li><li>• Cras mattis mauris non neque fe</li></ul>

# Resume Guidelines

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## General

- A resume is a personal brochure, not a technical spec, personal work history or proposal! Keep it short (two pages maximum).
- Almost certainly your resume will be skimmed in 30 seconds, so it must be designed to survive the snap decision: “Consider” or “Rejected.”
- Emphasize your key [personal brand attributes](#).
- What you can accomplish for a potential employer (business benefits).
  - Your key skills.
  - Your passion and motivation.
  - Your past employers.
  - Your education.
- Your resume should have a theme that starts with your career summary and is supported throughout.
- Customize it for markedly different employers or positions. Design your brochure for the job and company you are applying to. For example, if you can do an administrative assistant job or an event planning job, and you are applying for an event planning job, focus your career summary and accomplishments on event planning.

## Format

- Make it easy for someone to scan and pick up key points in less than a minute.
- Avoid using long paragraphs, long sentences or large blocks of text.
- Make it appealing to the reader’s eyes: leave enough white space (use wide margins when possible) and don’t use anything smaller than 10pt font.
- Use bold headings, all caps, indentations or bullets to guide the reader’s eye to the important points; but don’t let the layout itself become a distraction.
- Avoid italics, underlining, complex fonts, and textured paper. They can all interfere with scanning, faxing, and emailing the document.
- For electronic communication, put it in a PDF format. For printed distribution, use a simple, clean format on white paper.

## Content

- Communicate business benefits and accomplishments, not just activities. Quantify where possible. Don’t just cut and paste in your job description.
- Do not confuse the reader by including irrelevant accomplishments or hobbies. (If you want to run a nuclear power plant, it is irrelevant that you bowl or do gardening).
- Include a career summary of your experience, which shows why you are qualified for the job you seek. Do not include an objective. It is clear from your resume and your act of sending the resume what your objective is.

- Do not speak in generalities. Emphasize specific achievements and accomplishments by using quantifiable and measurable information.
- Use action verbs and past tense. Avoid weak verbs and phrases such as “helped,” “supported,” “was involved in,” and “coordinated.” Begin all summary and accomplishment statements with a verb.
- Leave off months/days of employment, you only need the years (ex: 2010-2015), and you should never include salary history on a resume.
- Emphasize (give detail) your experience for the past 10-15 years.
- Do not include personal information (e.g. height, weight, marital status, and race).
- Leave off “References Available upon Request.” That is understood.
- Always be honest!
- Do not use personal pronouns. (I, we, they, us, you)
- Spell out acronyms.
- Include “key words” throughout your resume, not as a separate section. “Key words” are critical to surviving computer scans.
- Proofread! Ask a friend or family member to look at it with a fresh set of eyes.

## Common Resume Mistakes

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### Career Builder Survey

- Hiring managers see the same mistakes over and over. These were the top annoying errors that they find on job candidates resumes, according to a CareerBuilder.com survey of 360 hiring managers (multiple answers were permitted):
  - Spelling errors – 63%
  - Resumes not customized for the job opening – 30%
  - Lies – 23%
  - Contain too many minor details on job duties - 21%
  - Resumes longer than two pages – 21%

### Google HR Chief Cites These Common Resume Mistakes:

<http://www.newsweek.com/career/5-huge-resume-mistakes-googles-head-hr-sees-all-time>

- Typos
- Length
- “Creative” formatting
- Confidential information
- Lies

# JOSEPH J. SHAKE

Homer Glen, IL | [joeshake@yahoo.com](mailto:joeshake@yahoo.com)

## 1 Operations/Business Consulting Professional 2 Small to Medium Sized Business Turnaround Expert.

Proficient in operations, sales, financial management, and high impact negotiating. Expertise in building strong operational teams, increasing margins, and sustaining mutually beneficial long-term relationships. Excellent consultative, interpersonal, process improvement and project management skills. Known for outstanding service, dedication and a passion for success.

3 Operations Management | Project Management | Profit Margins | Sales Management  
Financial Management | Negotiation | Client Retention | Customer Satisfaction

## PROFESSIONAL EXPERIENCE

### JS CONSULTING – Homer Glen, IL

2014-Present

An Independent Consultant specializing in process improvements and profitability for small to medium sized business owners.

- Provided executive advisory and project management services for clients ranging from a medium sized MBE Electrical Supply Contractor, Not for Profit Charitable Organization to a small independent operator.
- Worked collaboratively with McKinsey Consulting to advise a client regarding market entry strategy for a new food and beverage technology offering.

### COMPASS GROUP, USA – Bloomingdale, IL

2012-2014

Compass Group is one of the largest food service providers in the world.

#### District General Manager

Managed all facets of the Chicago branch, their third largest in the United States. Approximately 60 routes, \$25M in annual revenue, over 1,200 clients and 7,000 pieces of equipment being serviced seven days per week. Maintained manufacturer relationships supporting favorable pricing and driver incentives.

- Established strong client relationships to increase client retention from 89% in 2012 to over 95% in 2013.
- Re-negotiated unfavorable contracts to increase pricing and reduce commissions for an annual gain in same store sales revenue of over \$800,000 in 2013 versus plan of \$590,000.
- Created mutually beneficial supplier relationships to reduce product costs by over 5% and establish incentive driven programs to increase buying power.
- Increased average weekly route sales by over 16% to almost \$9,800 per week in revenue by determining weakest links in routes and by optimizing efficiencies geographically.
- Developed comprehensive business plan, including budget, staffing, organization chart and other operational elements, working collaboratively with President, Regional VPs, Division Controller and nine department heads.

1 This short title tells the reader what type of job you can do. This resume also uses an optional tagline indicating what they are good at. It signifies a personal brand in a shorthand, easy-to-remember way.

2 The career summary begins by describing the individual's key functional capabilities (e.g. sales, financial management). Then details the business benefits that the person can deliver, e.g. building teams, increasing margins, etc. It wraps up with statements about key skills and what the individual is known for.

3 This section provides keywords relevant to an employer. Before even reading the work experience, the reader knows a lot about what this individual can do.

4 The first line underneath the employer name describes the company. The bullets below are called "accomplishment statements."

5 This is the job description. Note that it's different from the accomplishment statements in the bullet points that follow. See page 7.

6 Each of these bullets is what is known as a CAR statement- Challenge, Action and Result. Let's break the second bullet down: **Challenge:** Unfavorable contracts. Another challenge was being able to move the sales revenue from plan of \$590,000 to \$800,000 in one year. **Action:** Re-negotiated contracts. **Result:** Increased pricing and reduced commissions for an annual sales gain of \$800,000.

7 Ideally, each of the CAR statements will have quantitative benefits, but it isn't always possible to do that. This last bullet is still a good CAR statement. I recommend you work hard on the CAR statements because they can be a major differentiator for your resume.

**VISTAR – Bolingbrook, IL.****2007-2012**

One of the nation's largest specialty providers of wholesale, candy, snack and beverage products for the food service, retail, concession, theatre, fundraising and coffee service industries.

**Sales Manager**

Led a sales team of seven inside and four field sales people generating over \$200M in revenue across more than 2,000 accounts in a five state territory, while ensuring full account satisfaction and customer service.

- Led sales team to achieve over \$100M in sales and 12.9% gross margin in 2011, both ahead of plan.
- Managed sales and promotional programs, funded with \$350,000 from 50 marketing sponsors generating specific product line revenue of \$50M in FY2012.
- Established new hospitality product and business line worth over \$10M per year with major hotel chains for their mini pantries to better serve their guests.
- Led sales team to attain top three ranking among 20 operating centers two consecutive years for sales.
- Fostered team goal attainment via development of a manager scorecard with key metrics of success.

**CONTINENTAL VENDING INC. - Anaheim, CA****2004-2007**

A \$15M full line operator and management company.

**Chief Financial Officer and General Manager**

Managed overall P&L and all operational functions.

- Generated recurring cost savings to increase bottom line by almost 10 percent or \$1.5 million.
- Reduced product costs from 52% to 47% through fewer suppliers, building solid long-term relationships and significantly lower internal administrative processing fees.
- Earned California's "Operator of the Year" Award for outstanding industry dedication and service for 2007.
- Worked closely with politicians and lobbyists in Sacramento, CA to improve California operators on many issues, such as, unfair snack taxes, healthy snacks and carbonated drinks being placed in machines.

**CONTEMPO DESIGN INC. - Chicago, IL****2001-2004**

A manufacturer of trade show exhibits.

**Director of Purchasing and Materials Management**

- Reduced internal transaction costs and product costs by more than 40% through a revised, more streamlined supply management process and renegotiated supplier agreements.

8

**ADDITIONAL RELEVANT EXPERIENCE****KENNY INDUSTRIAL SERVICES LLC – Chicago, IL****Director of Purchasing**

Responsible for negotiating contracts and procurement of industrial construction materials and supplies.

**COMMONWEALTH EDISON COMPANY - Chicago IL**

Held various financial and project management positions.

9

**EDUCATION**

**Masters in Business Administration,** Finance  
Lewis University- Romeoville, IL

**Bachelor of Science,** Accounting  
University of Illinois- Urbana-Champaign, IL

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**PROFESSIONAL AFFILIATIONS**

Member of Illinois Automatic Merchandising Council, 2008-2014  
Executive Board Member and Treasurer, California Automatic  
Vendors Council, 2004-2007  
Member of Institute of Supply Management, 2000-2002

8 *This individual included their work history for the last 14 years. Employers want to know what you have done most recently, not for 20 or 30 years. Age bias can also work against you if you go back too far. He added a short amount of information about previous employers because it strengthened his resume for the type of jobs he is looking for, but he didn't cover them in any detail.*

9 *It is standard to include the month and year you graduated, but if you are older, it's ok to leave it off. But be aware that an employer might view this as a red flag. My take is to include it. If the employer doesn't want someone older, its better to find that out before you do an interview. Employers aren't supposed to discriminate by age, but the reality is that they do. If your GPA was very high, eg. more than 3.5 out of 4.0, and you graduated somewhat recently, eg. less than 5 years ago, include your GPA. You can also add "with honors" to your degree line if that was the case.*

10 *This section shows you have a network, you have complementary experiences and contacts, and that you are involved in other organizations that increase your value to the prospective employer.*

# Career Summary Examples

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- Senior applications development manager with an outstanding track record in designing and implementing solutions that reduce cost and increase user productivity and client satisfaction. Ability to integrate multiple software and hardware platforms, create and manage high performing software development teams. Recognized for turning around troubled projects and delivering results to meet mission critical business objectives. Experience spans manufacturing, distribution and construction industries.
- A versatile, high performing industrial engineer with experience in an environmental consulting company. Skilled in computer modeling, producing technical documents, developing spreadsheets, interpretation of requirements, and performing engineering reviews. Determined, resourceful individual with a commitment to producing quality products. Ability to communicate and work well with project teams and clients. Outstanding organizational, analytical and quantitative skills.
- Versatile and experienced healthcare technology solution and program management leader. Proven ability to take new solutions from thought to finish, including solution design, business planning, channel management, marketing and leading major account sales to establish profitable revenue streams. Subject matter expertise includes infrastructure, database management, and patient access, business intelligence, document management, and supply chain management. Motivated and passionate about solutions that improve healthcare. Committed to maximizing results and achieving organizational initiatives.
- Accomplished web professional with experience in design, development, information architecture, user interface design, graphic design, and business analysis. Strong problem solving and researching skills. Adept at understanding concepts and designing solutions and interfaces. Capable of learning and excelling in an unfamiliar environment.

## Proficiencies

- |               |                 |                     |
|---------------|-----------------|---------------------|
| • Dreamweaver | • CSS           | • Trans-SQL         |
| • Photoshop   | • JavaScript    | • SQL Server        |
| • Illustrator | • VBScript      | • Microsoft Office  |
| • Fireworks   | • Visual Studio | • Microsoft Project |
| • Flash       | • MS Access     |                     |
| • HTML/XHTML  | • ASP.NET       |                     |

- An accomplished supply chain professional and Industrial Engineer with over eight years of experience, including cost reduction, negotiation, supply base optimization, and logistics. Demonstrated ability to effectively manage sourcing strategies and supplier relationships. Strong leadership, problem-solving, analytical, computer, written and oral communication skills. Known for organizational skills, teamwork, and attention to detail.

Cost Reduction | Negotiation | Problem-Solving | Leadership | Customer Focus  
Strategic Sourcing | Supplier Development | Supply Base Optimization

- Highly confident, friendly and courteous customer service representative with extensive experience in parts distribution. Particularly focused on the needs of the customer and how to expedite those needs. Functions best in an environment requiring multi-tasking skills.
- Accomplished finance professional with strong cash management, auditing and risk management skills. Solid, hands-on understanding of lending, bank account and investment management, cash forecasting, foreign exchange, unclaimed property, treasury software applications, cash accounting and pension fund management. Proven track record in maximizing return on cash investments and minimizing investment portfolio risks for several prominent public corporations and a top five bank.

## Accomplishment Statement Examples (CAR statements)

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- |               |   |
|---------------|---|
| <b>GOOD</b>   | Conducted many training programs in several states which reduced problems.  |
| <b>BETTER</b> | Conducted more than 45 service technician training programs throughout an eight-state region reducing customer complaints by 22% in a six-month period.   |
| <b>BEST</b>   | Reduced customer complaints by 22% in a six-month period by conducting more than 45 service technician training programs throughout an eight-state region.  |
| <b>GOOD</b>   | Managed telecommunications function within budget and saved money by consolidating cell phone services and negotiating favorable rates.   |
| <b>BETTER</b> | Managed telecommunications function within target budget of \$250,000. Saved \$600,000 per year by consolidating cell phone services and negotiating favorable rates.   |
| <b>BEST</b>   | Managed application development within target budget of \$250,000. Saved \$600,000 per year by consolidating cell phone services for three divisions and 1,200 employees, and negotiating a 15% discount from the biggest provider in the industry. |