



## **OurExperienceCounts.com Resume Workshop**

*“A Winning Resume Does Not Have To Cost a Fortune”*

### **Supporting Materials**

Your resume is your marketing collateral. The most effective resumes are targeted to specific position requirements. The material in this package has been designed to maximize your learning outcomes in this workshop, and teach you to produce a resume from the company point of view – showing the hiring manager how YOU meet his/her needs. You will not merely write a resume, you will learn a resume strategy that will last your entire career.

**OurExperienceCounts.com cares**

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***Please print all of the pages***

The materials in the packet, are collateral materials to the workshop you have purchased, “**A Winning Resume Does Not Have to Cost a Fortune**”. This material is the property of **OurExperienceCounts.com**, and may not be reproduced or distributed without the written permission of **OurExperienceCounts.com**.



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## Materials Overview

Your resume is your marketing collateral. The most effective resumes are targeted to specific position requirements. The material in this package has been designed to maximize your learning outcomes in this workshop, and teach you to produce a resume from the company point of view – showing the hiring manager how YOU meet his/her needs. You will not merely write a resume, you will learn a strategic resume approach that will last your entire career.

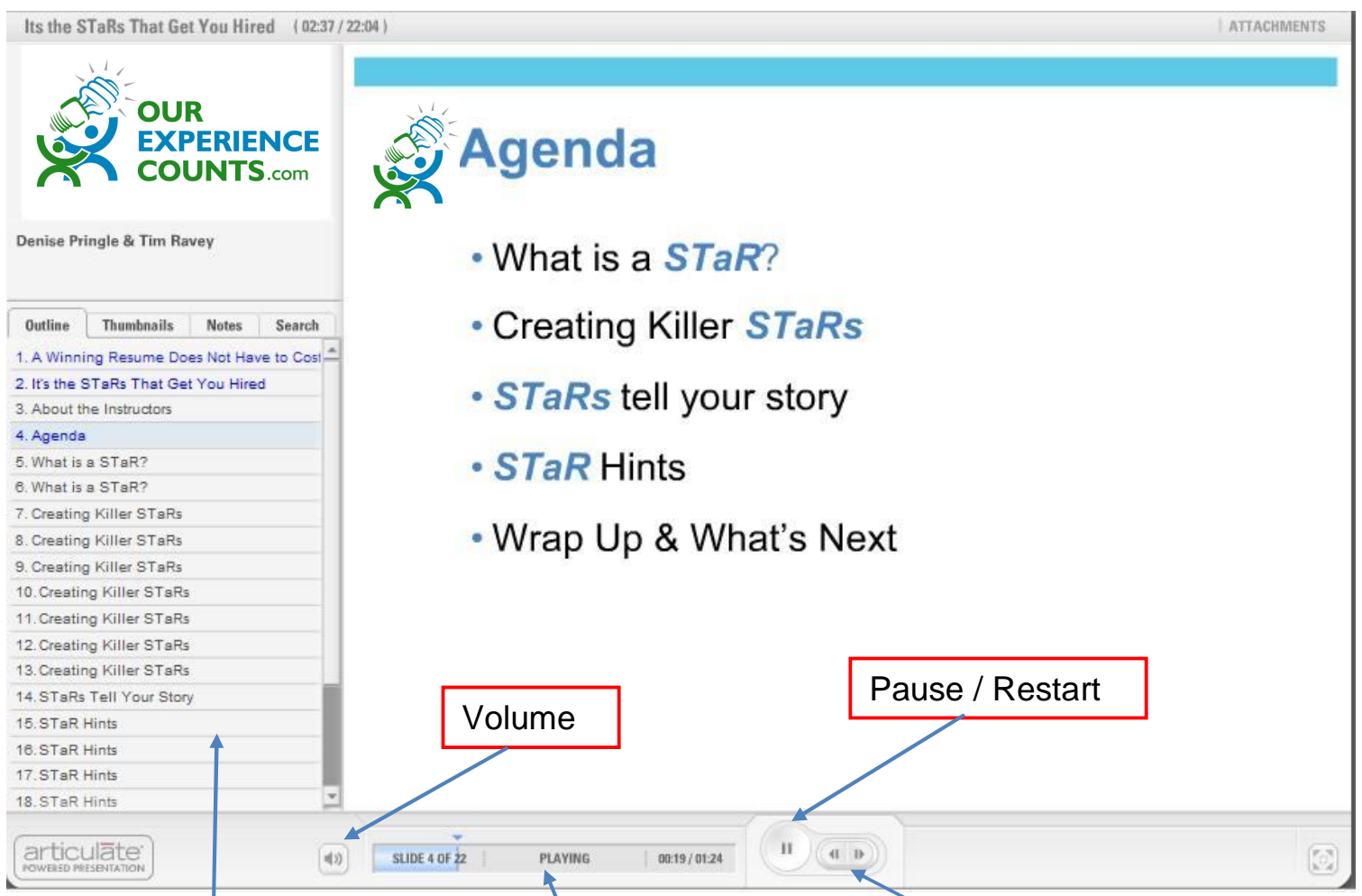
We have included the sample resumes we have created in the workshops, as well as some examples of poor resumes, sample targeted job postings -, and examples of materials you may review in-depth after the workshop.

Each sample material is clearly marked to its corresponding workshop and slide.

**OurExperienceCounts.com** welcomes your feedback and input. Feel free to contact us at: [info@ourexperiencecounts.com](mailto:info@ourexperiencecounts.com).

**OurExperienceCounts.com cares**

## Slide Navigation



Its the STaRs That Get You Hired ( 02:37 / 22:04 ) | ATTACHMENTS

**OUR EXPERIENCE COUNTS.com**

Denise Pringle & Tim Ravey

Outline Thumbnails Notes Search

- 1. A Winning Resume Does Not Have to Cost
- 2. It's the STaRs That Get You Hired
- 3. About the Instructors
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- 5. What is a STaR?
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- 14. STaRs Tell Your Story
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# Agenda

- What is a *STaR*?
- Creating Killer *STaRs*
- *STaRs* tell your story
- *STaR* Hints
- Wrap Up & What's Next

articulate POWERED PRESENTATION

SLIDE 4 OF 22 | PLAYING | 00:19 / 01:24

Volume

Pause / Restart

Maneuver Between Slides

Go Back & Forth in Current Slide

Jump to Next & Previous Slide







**Slide 14:**

**Sample STaRs**

**STaRs** highlight your professional accomplishments:

***Fixed a major documentation problem:***

Led a four-person project team to convert all departmental documentation processes from paper to 100% online documentation within 9 months. Directed team that mapped current process flows, suggested and obtained approvals for closing gaps, developed roadmaps to enhance or streamline the processes and provided job aids to all end users. Completed one month early and \$4500 under budget. Reduced cycle time in 2 of the 6 processes by 2 days/month and in 1 by 4 days/month. .

***Developed a five year plan:***

Led cross functional team of employees and consultants that developed a five year plan for greater use of technology in administrative operations for the Oak City, NE YMCA . Plan focused on record keeping, class registration and fund raising. Developed road map for integration of technology into operations. Projected savings, \$237.2 K year one, and \$1.6M through year five. Presented plan to Nebraska State Board of YMCA's, and elements of plan were adopted statewide.

**STaRs** illustrate that you have dealt successfully with challenging situations:

***Dealt with an unforeseen potential catastrophe:***

Led a four-person project team to convert all department processes from legacy paper to 100% online documentation within 9 months. One month into the project our workspace was flooded by a water main break and much of the paper we were converting got soaked. Led salvage efforts for 16 hours that recovered and secured over 97% of our work. Obtained an additional employee for one month to get back on schedule. Despite water issue, we succeeded in completing project one month early and \$4500 under budget. Reduced cycle time in 2 of the 6 processes by 2 days/month and in 1 by 4 days/month. .

***Being suddenly thrust into management:***

At Maple Corp, in the midst of the development of the Delta product, four senior engineering managers left to form a competing start up. Was the most senior engineer remaining, and was appointed Temporary Engineering Manager, with no corporate management experience. Enrolled in management classes at the local University. Spent nights and weekends researching all aspects of the Delta product. Created a product development road map, and by working with outside consultants, got the Delta product to market in 4 months. Delta products reached the market six months ahead of our newly formed competitors. Obtained MBA, promoted to Vice President of Engineering.

***STaRs*** demonstrate your ability to work with diverse people:

***Lead an international team:***

Led a four-person project team to convert all departmental documentation processes from paper to 100% online documentation within 9 months. Two team members were based outside the home office, one in Chennai, India and one in Singapore. Arranged team-building sessions for the first two weeks and then weekly teleconferences to the end of the project. Completed one month early and \$4500 under budget. Reduced cycle time in 2 of the 6 processes by 2 days/month and in 1 by 4 days/month. .

***Overcame communications issues:***

At Baker Corp there were product designers from 9 different countries, many of whom spoke English poorly. Effective communications was a major issue and morale was becoming poor. Developed plan which was presented to corporate HR and upper management. Had weekly cultural themed lunches, and all those who were non-English speakers were assigned a buddy. Developed and taught a series of classes, English for Technical People, which were given on company time. Produced 73% more new product designs in 2007 than in 2006. The plan was instituted company wide. Received promotion and 12.2% raise.

**Workshop 1- It's the STaRs That Get You Hired****Slide 19: Creating STaRs from Different Starting Points**

You remember the **Situation** you faced:

***We were drowning in paper documentation:***

Led a four-person project team to convert all departmental documentation processes from paper to 100% online documentation within 9 months. Directed team that mapped current process flows, suggested and obtained approvals for closing gaps, developed roadmaps to enhance or streamline the processes and provided job aids to all end users. Completed one month early and \$4500 under budget. Reduced cycle time in 2 of the 6 processes by 2 days/month and in 1 by 4 days/month. .

***Our use of technology was years behind the times:***

Led cross functional team of employees and consultants that developed a five year plan for greater use of technology in administrative operations for the Oak City, NE YMCA . Plan focused on record keeping, class registration and fund raising. Developed road map for integration of technology into operations. Projected savings, \$237.2 K year one, and \$1.6M through year five. Presented plan to Nebraska State Board of YMCA's, and elements of plan were adopted statewide.

You remember the **Tactics** you used:

***I built this great international team:***

Built a four-person project team to convert all departmental documentation processes from paper to 100% online documentation within 9 months. Two team members were based outside the home office, one in Chennai, India and one in Singapore. Arranged team-building sessions for the first two weeks and then weekly teleconferences to the end of the project. Completed one month early and \$4500 under budget. Reduced cycle time in 2 of the 6 processes by 2 days/month and in 1 by 4 days/month. .

***I went back to school, and I worked like crazy on the weekends:***

At Maple Corp, in the midst of the development of the Delta product, four senior engineering managers left to form a competing start up. Was the most senior engineer remaining, and was appointed Temporary Engineering Manager, with no corporate management experience. Enrolled in management classes at the local University. Spent nights and weekends researching all aspects of the Delta product. Created a product development road map, and by working with outside consultants, got the Delta product to market in 4 months. Delta products reached the market six months ahead of our newly formed competitors. Obtained MBA, promoted to Vice President of Engineering.

**You remember the **Results** you achieved:**

***We significantly reduced cycle time:***

Led a four-person project team to convert all departmental documentation processes from paper to 100% online documentation within 9 months. Directed team that mapped current process flows, suggested and obtained approvals for closing gaps, developed roadmaps to enhance or streamline the processes and provided job aids to all end users. Completed one month early and \$4500 under budget. Reduced cycle time in 2 of the 6 processes by 2 days/month and in 1 by 4 days/month. .

***Overcame major communications issues and as a result, got big raise and promotion:***

At Baker Corp there were product designers from 9 different countries, many of whom spoke English poorly. Effective communications was a major issue and morale was becoming poor. Developed plan which was presented to corporate HR and upper management. Had weekly cultural themed lunches, and all those who were non-English speakers were assigned a buddy. Developed and taught a series of classes, English for Technical People, which were given on company time. Produced 73% more new product designs in 2007 than in 2006. The plan was instituted company wide. Received promotion and 12.2% raise.

**Workshop 1- *It's the STaRs That Get You Hired***

**Slide 21:**

**Create Your *STaRs* Library**

**8 - 12 *STaRs*** highlight your professional accomplishments:

**5 – 8 *STaRs*** illustrate that you have dealt successfully with challenging situations:

**3 – 5 *STaRs*** demonstrate your ability to work with diverse people:

## **Workshop 2 – A Winning Resume Does Not Have to Cost a Fortune**

### **Slide 6: Sample Job Posting – Superior Clamptors**

Superior Clamptors, the world leader in digital clamptor design and manufacturing is seeking an experienced web engineer to lead the effort to take Superior's website to the next level. Must be have at least five years experience using DreamWeaver, Java, C++, flash technology, internet security and experience in backend integration with order fulfillment and banking systems. Must be very proficient with MySQL database. Must have previously led successful, world-wide internet projects. Knowledge of the clamptor industry and search engine optimization very helpful. Must be a team player, and must be willing to be on call during non-business hours. Superior oral and written communication skills required, BS in computer science. Advanced degree preferred.

**Workshop 2 – A Winning Resume Does Not Have to Cost a Fortune**

**Slides 9 -17:**

**Mary Jones - Sample Resume**

**MARY JONES**

123 Maple Avenue  
Oak City, Nebraska 65743  
(559) 654-4321 – [mary.jones@gmax.com](mailto:mary.jones@gmax.com)

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**LEAD WEB ENGINEER - Superior Clamptor**

Website Implementations – Website Performance Optimization – Web Security - Web-based Order Fulfillment/Banking Systems – Revenue Enhancement

Business-focused web engineer, with expertise in designing and building secure, high-visibility, user-friendly websites that achieve maximum revenue and market-share with minimal downtime.

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**KEY ACCOMPLISHMENTS**

- Led team which developed and implemented website design upgrade resulting in 27% revenue increase in first year of use.
- Created and implemented website re-design resulting in \$155K labor savings and 45% faster transaction processing from previous systems.
- Designed and executed multi-language internal website to serve highly diverse employee base. Awarded “Company of the Year” from Chamber of Commerce in recognition of innovative employee outreach results.

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**TECHNICAL EXPERTISE**

- Web design tools: Adobe DreamWeaver, WordPress, Microsoft Front Page
- Programming Languages: Java, Ajax, C++, HTML, Pearl, Ruby-on-Rails
- Content Management: Druple, Adobe Content Manager
- Databases: MySQL, SQL Server, Oracle, Informix
- Operating Systems: Linux, Unix
- Security: SSL, PGP
- Project Management: Microsoft Project, Visio

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**PROFESSIONAL EXPERIENCE**

ACME WIDGETS, Pine City, NE  
**Web Team Leader, Web Designer**

2005 – Present

Responsible for leading 8-person web project team (both internal and external members) which implemented 3 major worldwide projects in a four year period.

- Led team which designed and implemented upgraded website that resulted in a 73% increase in unique monthly visitors, and allowed customers to directly book new orders and quote delivery, eliminating customer calls to factory. Enhanced website resulted in 27% revenue increase in first year of operation.



**Workshop 2 – A Winning Resume Does Not Have to Cost a Fortune**

**Slides 9 - 17:**

**Mary Jones - Sample Resume - Continued**

- Responded to sudden total website host failure with emergency technical and customer contact procedures that resulted in minimal downtime, no loss of revenue and continued high customer satisfaction feedback.

OAK CITY YMCA, Oak City, NE

2001 – 2005

**Webmaster (2003 – 2005)**

**Administrative Assistant (2001 – 2003)**

Provided website development, enhancements, and maintenance for Central Nebraska's only YMCA. Led team which developed automated online applications for course enrollment, dues, donation and fee collections, as well as online service offerings for YMCA's customers.

- Converted dues, donation, and fee processing from manual mail processing to online transaction processing. Resulted in \$52K savings in mailing costs, a seven day improvement in cash flow and allowed complete flexibility for changes/additions in course offerings, customer programs, and communication.
- Upgraded website to convert manual course registration to online transactions in real time. Created secure, integrated processing with YMCA's financial services partner. Saved \$103K in labor costs while increasing enrollment and customer satisfaction.

TRU-BUILT AUTO BODY, Maple City NE

1995 – 2001

**Webmaster/Administrative Assistant**

Responsible for providing web-site design, development and administration for Tru-Built's growing Internet sales along with providing administrative support to Tru-Built's 30 person staff.

- Developed Tru-Built's first website, resulting in 25% total revenue increase from direct Internet sales.
- Developed 5-point diversity program and website to serve Tru-Built's highly diverse, multi-language employees. Program was recognized for innovative outreach results by Maple City's Chamber of Commerce and received "Company of the Year" award.

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**EDUCATION:**

BA, European History

Nebraska State University, Elm City, NE

**Other Professional Training:**

Certificate, Computer Science and Website Design

Pine City Junior College, Pine City, NE

**PROFESSIONAL ASSOCIATIONS:**

Nebraska Federation of Webmasters – Member and Former President

International Society of Adobe DreamWeaver Professionals - Member

### **Workshop 3 – Target Your Resume**

**Slide 7:**

#### **Sample Job Posting – Wizzo Widgets**

Wizzo Widgets, the world leader in digital widget design and manufacturing is seeking an experienced project manager to lead the efforts to automate Wizzo's order fulfillment system and make it available to over 500 distributors and resellers worldwide. Previous experience implementing Oracle Financials Order Fulfillment module is required. Must be able to lead and work with internal and external customer teams through every point of the widget supply chain. In depth knowledge of the widget industry, its sales processes, and its internal IT structure is required. Superior analytical, oral and written communication skills important, as is the ability to present confidently to all levels of management. BS in computer science required, advanced degree preferred. PMP certification, knowledge of Sigma-6 process desired.

## Workshop 3 – Target Your Resume

**Slides 9 -16:**

### Mary Jones – Wizzo Widgets

#### MARY JONES

123 Maple Avenue  
Oak City, Nebraska 65743  
(559) 654-4321 – [mary.jones@gmax.com](mailto:mary.jones@gmax.com)

---

#### PROJECT MANAGER – Wizzo Widgets

Worldwide Project Management – Technical Leadership – Widget Supply Chain Management – Web-based Order Fulfillment – Revenue Enhancement

Business-focused technical project manager, with expertise in all aspects of widget supply chain management: order processing, distribution, reseller management, shipping, manufacturing, and warehousing

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#### KEY ACCOMPLISHMENTS

- 10+ years project management experience – Completed six major worldwide projects on time and on budget
- 4+ years experience in the widget industry focused on building order processing and retail banking systems
- Led the development of five year technology in administration plan which saved over \$1.6M and was implemented by Nebraska YMCA's state-wide

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#### TECHNICAL EXPERTISE

- ERP Systems: Oracle Financials
- Databases: Oracle, MySQL, SQL Server, Informix
- Web design tools: Adobe DreamWeaver, WordPress, Microsoft Front Page
- Programming Languages: Java, Ajax, C++, HTML, Pearl, Ruby-on-Rails
- Content Management: Druple, Adobe Content Manager
- Operating Systems: Linux, Unix
- Security: SSL, PGP
- Project Management Tools: Microsoft Project, PowerPoint, Visio

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#### PROFESSIONAL EXPERIENCE

ACME WIDGETS, Pine City, NE 2005 – Present

##### **Website Team Leader, Web Designer**

Responsible for leading 8-person web project team (both internal and external members) which implemented three major world wide projects in a four year period.

- Managed project team which designed and implemented upgraded website. Team included four contract web developers. New website allowed customers to directly book new orders and quote delivery, reducing calls to factory by 67.3%. First time resellers had ability to view delivery status. Enhanced website resulted in 27.7% revenue increase in first year of operation.

## **Workshop 3 – Target Your Resume**

### **Slides 9 -16: Mary Jones – Wizzo Widgets - Continued**

- Responded to sudden total website host failure with emergency technical and customer contact procedures that resulted in minimal downtime, no loss of revenue and continued high customer satisfaction feedback.

OAK CITY YMCA, Oak City, NE

2001 – 2005

#### **Webmaster (2003 – 2005)**

#### **Administrative Assistant (2001 – 2003)**

Provided website overview, enhancements, and maintenance for Central Nebraska's only YMCA. Developed automated, online applications for course enrollment, dues, donation and fee collections, as well as online service offerings for YMCA's customers.

- Led multiple project teams which converted dues, donation, and class registrations from manual mail and in person processing to online, web-based processing. Resulted in \$155K savings in mailing and administrative costs and allowed complete flexibility for changes/additions in course offerings, customer programs, and communication.
- Led cross functional team of employees and consultants that developed a five year plan for greater use of technology in administrative operations. Focused on record keeping, class registration and fund raising. Projected savings, \$237.2 K year one, and \$1.6M through year five. Presented plan to Nebraska State Board of YMCA's, and elements of plan were adopted statewide.

TRU-BUILT AUTO BODY, Maple City NE

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## Workshop 3 – Target Your Resume

### Slide 19: Mary Jones Sample Resume – Individual Contributor

#### MARY JONES

123 Maple Avenue  
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(559) 654-4321 – [mary.jones@gmax.com](mailto:mary.jones@gmax.com)

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#### WEB ENGINEER

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Business-focused web engineer, with expertise in designing and building secure, high-visibility, user-friendly websites that achieve maximum revenue and market-share with minimal downtime.

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#### KEY ACCOMPLISHMENTS

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#### PROFESSIONAL EXPERIENCE

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**Web Team Leader, Web Designer**

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International Society of Adobe DreamWeaver Professionals - Member

**Slide 10: Sample Desired Role & Skill Overviews**

**For Engineering Manager:**

**ENGINEERING MANAGEMENT**

Technical & Administrative Program Management – Global Team Leadership – P & L Responsibility - Product Management – Hardware Development - New Product Release - Market/Customer Focus

Results-oriented Engineering Executive with expertise in providing technical leadership in start-up to mid-range organizations. Known for developing leading edge hardware that result in product market leadership positions.

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**For Technical Support Representative:**

**TECHNICAL SUPPORT REPRESENTATIVE**

Call Center – Desk Top Support – Software Testing – Technical Customer Service – Customer Training

Quality-oriented, customer-focused technical support representative, with expertise in first-call resolution for issues related to most operating systems, applications, and hardware. Proven ability to quickly master new tools and technologies in a fast-paced, team oriented environment. Excellent initiative, time management and organizational skills.

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**Human Resources Executive:**

**HUMAN RESOURCES EXECUTIVE**

Strategic HR Planning – Innovative Solutions - Organizational and Leadership Development Culture Change - Training – Coaching - Team Building - Retention Strategy - Talent Acquisition – Rewards Strategy

Hands-on global leadership, organizational development, and training skills with experience in food processing and recreational games industries. Praised for providing HR leadership with line organizations to achieve strategic business objectives, delivering measurable results, and developing employee commitment. Creates first-rate, highly praised HR departments and teams that are well-respected by management and employees.

**Slide 12:**

## **Sample Skills Summaries**

### **Skills Summary for Administrative Position:**

#### **SKILLS SUMMARY**

- Microsoft Office: Word, PowerPoint, Excel
  - Project Management: Microsoft Project, Visio
  - Document Management: Documentum, Intellex, OpenDocMan
  - Website Content Management: WordPress, Drupal
  - Email Management: Microsoft Outlook, Lotus Notes, Novell GroupWise
  - Collaboration: Microsoft SharePoint, Google Apps, Basecamp
-