

BEFORE

*Take 10
seconds and
compare these
resumes.*

- ① Read Dave's objective statement in this resume. Compare it to the first section in his after resume.
- ② Does the after resume look and sound like an entirely different person?

This is a very good example of how we all under-market our skills & abilities.
- ③ Which resume integrates and sells Dave's college training the best?
- ④ Compare the headings in the before resume to the headings in the after resume. Which headings are strongest?

Dave Terrance

1515 60th Street S.E.
Silverton, TX 98383
(555) 555-5555

JOB OBJECTIVE

Technical Support

FORMAL EDUCATION

AAS Degree in Computer Science
Silverton College

Experience includes:

- Quick BASIC
- Visual BASIC
- Turbo C
- Windows 95
- Business Accounting
- DOS
- PC Support
- Novell

WORK HISTORY

1993 - 1994 Ben's Restaurant
Managed restaurant with fourteen employees. Was responsible for payroll, food orders and scheduling.

1990 - 1993 Terrance Landscaping
Started my own landscaping company having up to sixty steady customers. Was responsible for scheduling, billing and customer service.

1990 - 1992 Big O Cleaners
Was awarded for employee of the month twice and recognized for outstanding customer service.

References available upon request.

AFTER

Dave Terrance
(555) 555-5555

1515 60th Street SE
Silverton, TX 98383

**Seek a Technical Sales, PC or Support Desk position utilizing
the following training and experience:**

- Setting up networks, training users and developing computer projects while completing an A.A.S. Degree in Computer Science, Silverton College.
- Managing all areas of departmental operations and support including customer service, staff scheduling, purchasing, inventory and client billing.
- Overseeing troubleshooting and project management with a staff of 14.

Network & Technical Support

Local/Wide Area Network System Set-Up - 1,500 hours hands-on training while completing Computer Science Degree, Silverton College 1997.

Network Administration

Maintenance of
Local/Wide Area Networks

Application Projects

Design and Development
Access, Visual Basic

Programming Languages

Assembler, Quick BASIC
Turbo C, Visual BASIC

Operating Systems

DOS 6.22
Windows 95

Hardware

Installation/
Configuration

Software

Windows 3.11
Infomodeler

Sales Management

Trained and supervised staff of 14, overseeing sales and customer service to support over 2,000 customers per month (Ben's Restaurant 1992-Present).

- Scheduled full-time and part-time employees to staff 2 shifts.
- Evaluated and counseled employees regarding performance and productivity.
- Opened and closed operations, prepared bank deposits, balanced 2 tills, oversaw shift set-up, issued purchase orders and maintained vendor contact.
- Prepared monthly reports detailing sales, profit and expenses.
- Position required strong troubleshooting and team building skills.

Business Development & Client Billing

Started and managed business, taking client base from 0 to over 60 accounts within 2 years (Terrance Landscaping 1990-1992).

- Analyzed customer needs, developed bids and presented proposals.
- Prepared billing statements and collected accounts receivable.
- Achieved over a 50% repeat business by providing quality service and competitive pricing with professional yet friendly approach to sales.
- Built business primarily from satisfied customers and client referrals.

Customer Service Administration

Oversaw operations serving 200 customers daily, with sales of \$80,000 per month (Big O Cleaners 1987-1989).

- Coordinated workflow in 2 departments, working with 4 managers.
- Took and fulfilled customer orders, controlled cash and trained employees.
- Received 2 Customer Service Awards for superior attitude and performance.

Dave had created a weak resume for several reasons:

- ① Dave wants to work with computer systems in sales, customer service or user training positions.
- ② Because he didn't feel his restaurant, landscaping and drycleaning background matched the level of his new career he had not described them very strongly in his before resume.
- ③ Yet, combining his education with his transferable skill headings make him well qualified for a Technical Sales, PC or Support Desk position.