

BEFORE

Take 10
seconds and
compare these
resumes.



- ① Read the EDUCATION section of the before resume.
- ② Now read the Business Computer Training section of Terry's after resume. Which resume gives a broader view of Terry's high school education?
- ③ Compare the Previous Jobs section in the before resume to the 2nd, 3rd and 4th sections of the after resume. Employers can't guess this information. You must provide it.
- ④ Of these two resumes, who looks most qualified for a retail position? Who would you select for an interview?

Terry Shaw
Springdale Road #12
Clackamas, WA 98333
(206) 555-555

OBJECTIVE:

To gain a job in retail.

PREVIOUS JOBS:

Taco Time:

Handled Money
People Skills
Cooked
Cleaned
Trained People

Old Time Buffet:

People Skills
Cleaned

Albertsons:

Bagged Food
People Skills
Sales Skills

EDUCATION:

Redmond High School
Graduating 1997

AFTER

Terry Shaw
Springdale Road #12
Clackamas, WA 98333
(206) 555-5555

*Seek a Retail Sales position utilizing my
Customer Service and Opening / Closing experience.*

Customer Service Retail Sales	<ul style="list-style-type: none">• Dealt with up to 400 customers, processing sales of \$2,000 daily.• Handled over 200 customer complaints and returns monthly.• Prepared daily pick-up orders for up to 100 customers.• Accounted for over \$10,000 of inventory.• Resolved problems by coordinating with customers and staff.• Set up innovative window displays, stocked and priced merchandise for distribution to 5 branch locations.									
Opening Closing Operations	<ul style="list-style-type: none">• Trained 4 staff members in sales and production procedures.• Assisted branch manager in employee scheduling.• Opened and closed daily operations including:<ul style="list-style-type: none">• Set-up of 10 workstations and equipment.• Cash drawers for 4 tills.• Electronic equipment for drive-through station.• Preparation of 200 stock items utilized by 16 employees.									
Cash Accountability	<ul style="list-style-type: none">• Approved checks for up to 20 accounts daily.• Utilized computerized cashiering systems for over 12 months.• Processed bulk orders for up to 15 staff, with sales and receipts totaling over \$40,000 monthly.									
Business Computer Training	<ul style="list-style-type: none">• Completed over 440 hours of Business and Computer Training at Redmond High School:<table><tbody><tr><td>MS Word</td><td>PowerPoint</td><td>Excel</td></tr><tr><td>Form Letters</td><td>Brochures</td><td>Spreadsheets</td></tr><tr><td>Mail Merge</td><td>Business Cards</td><td>Calculations</td></tr></tbody></table>	MS Word	PowerPoint	Excel	Form Letters	Brochures	Spreadsheets	Mail Merge	Business Cards	Calculations
MS Word	PowerPoint	Excel								
Form Letters	Brochures	Spreadsheets								
Mail Merge	Business Cards	Calculations								

Work History

Customer Service and Opening / Closing, Taco Time
Customer Service and Closing, Old Time Buffet
Customer Service / Bagger, Albertsons

*Terry had
created a very
weak before
resume for
several
reasons:*



- ① She had worked in fast food restaurants and as a grocery store bagger.
- ② Her image of these jobs didn't match her image of a sales position with Nordstrom - so she didn't believe her skills were important.
- ③ However, Terry has a lot of skills needed in retail sales. Describing them made this resume stronger.
- ④ Statements in the body of this resume begin with past-tense verbs and use numbers. See pages 100-103 of *Proven Resumes & Confidence Builders* for more examples.