

Professional Chronological Based Resume



By: Sherri Thomas

Includes:
Resume Sample
Resume Template
Resume Formatting Guide



Career Coaching 360 provides career planning, management mentoring and leadership development support.
www.CareerCoaching360.com

Professional Chronological Resume Template and Tools

By: Sherri Thomas

This document includes:

****Full resume sample***

****Full resume template***

****Formatting***

****ASCII text-only format sample***

****Resume Formatting Guide***

Most resumes use a chronological format to highlight job history, career advancement and performance growth. The chronological format showcases the most recent job and goes backward to previous employers.

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FULL RESUME SAMPLE...

SALLY JONES

MARKETING DIRECTOR

876-222-1234

Sally@Yahoo.com
Los Angeles, CA

Creative, innovative, results-driven marketing director with expertise in leading, creating and implementing marketing campaigns and strategies.

STRENGTHS:

◆Product Marketing	◆Team Leadership
◆Advertising	◆Campaign Development
◆Public Relations	◆Broadcast Production
◆Event Promotions	◆Employee Communications

CAREER HIGHLIGHTS:

- 7 years experience in advertising, marketing and public relations including five years in television & radio industry.
- Written/directed/produced 100+ corporate marketing videos and TV commercials.
- Coordinated 50+ event promotions to increase awareness, educate target audiences and help drive sales.
- Received 1st time event coverage in *USA Today* and *Good Morning America* for International Water Ski Tour.

EXPERIENCE:

Company X	Santa Clara, CA
<u>Group within Company, Marketing Specialist</u>	2019 – Present
<u>Previous Group within Company, Employee Comms Specialist</u>	2015 - 2018
<u>Previous Group within Company, Internet Marketing Specialist</u>	2012 - 2014

Define key messages and implement overall marketing plan for NGIP program strategies to internal audiences including key stakeholders, team employees and Intel at large audiences. Orchestrate marketing team roles, responsibilities and deliverables including:

- Create and distribute strategic marketing messages to targeted audiences including program strategies, vision and value.
- Developed and managing customized communications plans for key partners including management-specific and user-specific messages. Distribute communications through new and existed mediums including: ISMC classes, Day-In-The-Life sessions, web sites, newsletters, management road shows and targeted e-mail blasts. Also, currently represent WW communications managers' network on company-wide crisis management steering committee. CommNet Co-Chair for Q2 & Q3.
- Created, launched and maintain new program web site.
- Manage content and distribution of electronic newsletter - doubled publication to 2x per month (distribution ~600), incorporated new template consistent w/ look & feel of web site, and track effectiveness (approx 75% of distribution reads at least one article every issue). Implemented and managing editorial calendar.
- Defined survey strategy to streamline surveys and measure value, readiness and support of program.
- Wrote, produced and distributed quarterly internal update videos. Received 94% approval rating. Implemented process to translate into Chinese, Tagalog and Spanish languages

-More-

COMPANY "X"Marketing VP

Phoenix, AZ

2009 - 2012

Chapter consists of 305 members who are mid-senior level marketing executives in Phoenix. Responsible for defining and delivering key marketing messages and benefits to increase membership. Responsible for content in web site, newsletter and marketing materials. Also, event chairperson for Annual Awards competition which recognizes outstanding marketing efforts for campaigns, advertising and P.R.

COMPANY "Y"Broadcast Production Manager

Phoenix, AZ

2006 - 2009

Company Y is a \$1 billion retail auto parts chain with 950 stores in 16 states. Initiated and supervised publicity: live television coverage on local stations. Wrote/produced TV and radio campaign, as well as 16 internal strategic corporate videos.

COMPANY "Z"Marketing Manager

Monterey, CA

2004 - 2006

Increased exclusive sponsorships for TV station by 25% in two years. Coordinated 100 community events of 150,000 + in attendance by partnering with radio, TV and print media. Wrote/produced/directed/voiced 150+ PSA's.

EDUCATION:

ARIZONA STATE UNIVERSITY, Bachelor of Arts Degree

Major: Broadcasting

Minor: Marketing

AWARDS &**RECOGNITION:**

- 2019, Divisional Recognition Award for creation of new marketing platform
- 2018, Divisional Recognition Award for creation of new communications tool.
- 2015, Selected by employees as "Trainer of the Year"
- 2013, American Marketing Association's "Best Honors" Chapter

Scroll down to view the template...

FULL RESUME TEMPLATE...

YOUR NAME

JOB OPENING TITLE

(E-mail) _____ (Cell#) _____ (City, State) _____

List 2-3 responsibilities that are the key responsibilities listed in job description.

- STRENGTHS:**
- ◆List 6 – 12 of your key skills using bullets in 2-3 columns.
 - ◆Feature only those skills that are relevant to the job.
 - ◆These skills should be in bold fonts.
- ◆A potential employer may scan as many as 200 resumes looking for the right candidates to interview. They are looking for “key words” which are highlighted in the job description. If those key words match your skills, then highlight those skills in this section.

CAREER HIGHLIGHTS:

- List 3 – 5 career highlights. Use bullets with each item being 1-2 lines long.
- Each item should focus on results. Think in terms of \$'s, %'s and #'s.
- A potential employer usually makes a decision in about 20-seconds whether to put your resume in the “maybe” pile or the “no” pile. Be sure to use this section to quickly highlight the 3-5 things you want him/her to know about your experience, talents and accomplishments.
- These highlights should all be in bold fonts.

EXPERIENCE:

(this section starts with your most recent job and works backwards...)

(Company Name in bold) (Company location)

Job Title (underlined) (dates)

Previous Job Title (you may or may not have this – it shows growth) (dates)

Previous Job Title (again, you may or may not have this) (dates)

2-3 sentences to explain the company (size of company in terms of \$'s or the number of employees) and the overall responsibilities and/or job description that you have (or had):

- Use 3 - 6 bullets to highlight the responsibilities and successes you had in this/these positions.
- Focus on results by using #'s, %'s and \$'s.
- Highlight any team or project management (including hiring, training or mentoring).

-More-

COMPANY X

(Company location)

Job Title

(dates)

2-3 sentences to explain the company (size of company in terms of \$'s or the number of employees) and the overall responsibilities and/or job description that you had. If you want to list 2-3 companies, then you may add bullet points to show job highlights. If you want to list MORE THAN 2-3 companies, then you may not want to add bullet points as it may make your resume too long. (This resume template omits the bullet points as it shows a total of 4 total companies.)

COMPANY Y

(Company location)

Job Title

(dates)

2-3 sentences to explain the company (size of company in terms of \$'s or the number of employees) and the overall responsibilities and/or job description that you had.

COMPANY Z

(Company location)

Job Title

(dates)

2-3 sentences to explain the company (size of company in terms of \$'s or the number of employees) and the overall responsibilities and/or job description that you had.

EDUCATION:

NAME OF COLLEGE (in all caps), Name of Degree

Major: xxxxxxxx

Minor: xxxxx

**Eliminate the date of graduation if it's more than 20 years ago.

HOBBIES:

Help the potential employer get an idea of who you really are by including a personal section for hobbies.

**AWARDS &
RECOGNITION:**

You may want to include a section that showcases awards/recognition. This is only for professional awards that you have received.

Scroll down to see the sample in an ASCII text-only format...

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Resume Formatting Guide

One Resume - Two Formats

Using the wrong resume format can make you look unpolished, unprofessional and sabotage your chance to land the job. Learn how to create two formats and the right time to use each one.

Presentation Style (MS Word)

This format uses key features such as bold, italicized, underlined words and special characters to draw attention to specific items. This style of resume can be used in an e-mail as an attachment, or uploaded to an online application tool.

ASCII plain, text only resume-

This format uses NO special characters, bold, italicized or underlined words. It's just plain text. The only thing you can do to draw attention to a word is to use all capital letters. It may look boring, but there are several times you'll need to use this format which include:

1. Post it in its entirety on job boards.
2. Post sections of it into on-line job forms such as Monster.com, etc. that have a structured box-type format that doesn't accept formatted text.
3. Paste it into the body of an e-mail, as most hiring managers have firewalls that don't accept attachments.

Many companies receive so many resumes that they use an Applicant Tracking System (ATS) to identify key words. If the resume doesn't include the key words as identified in the job requisition, the resume is not considered.

Use the ASCII plain text-only resume format to cut and paste into on-line job forms and into an e-mail. To transfer your resume into a text-only format, simply follow these guidelines:

- Delete all formatting including bullets, quotes, italicized words, underlining, vertical and horizontal lines, shading and graphics.
- Use all capital letters to call out different sections such as: CORE STRENGTHS, CAREER HIGHLIGHTS, EXECUTIVE EXPERIENCE, etc.
- Use a bulleted format so that the employer can quickly scroll down the page. However, do not use bullets from Wingdings or Webdings as they do not transfer over correctly in a text only format. Instead use the "+", "-" or "*" signs.
- Place your name, title of the position you are going after, and contact info on separate lines.
- Write the company name, location, your title, and length you were employed on separate lines. This will make your resume look very long, but hiring managers are use to this style, and can scan it quickly.

Below is a SAMPLE of an ASCII text-only formatted resume...

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Sally A. Jones
Cell#: 876-222-1234
Sally@Yahoo.com
Los Angeles, CA

Creative, innovative, results-driven marketing director with expertise in leading, creating and implementing marketing campaigns and strategies.

STRENGTHS:

- +Advertising
- +Campaign Development
- +Product Marketing
- +Team Leadership
- +Public Relations
- +Broadcast Production
- +Event Promotions
- +Employee Communications

CAREER HIGHLIGHTS

- 7 years experience in advertising, marketing and public relations including five years in television & radio industry.
- Written/directed/produced 100+ corporate marketing videos, TV and radio commercials.
- Coordinate 35+ event promotions to increase awareness, educate target audiences and help drive sales.
- Received 1st time event coverage in USA Today and *Good Morning America* for International Water Ski Tour.

EXPERIENCE

Company X

Santa Clara, CA

Marketing Specialist

(Dates)

Employee Communications Specialist

(Dates)

Internet Marketing Specialist

(Dates)

Define key messages and implement overall marketing plan for NGIP program strategies to internal audiences including key stakeholders, team employees and Intel at large audiences. Orchestrate marketing team roles, responsibilities and deliverables including:

- + Create and distribute strategic marketing messages to targeted audiences including program strategies, vision and value.

- + Developed and managing customized communications plans for key partners including management-specific and user-specific messages. Distribute communications through new and existed mediums including: ISMC classes, Day-In-The-Life sessions, web sites, newsletters, management road shows and targeted e-mail blasts. Also, currently represent WW communications managers' network on Intel-wide crisis management steering committee. CommNet Co-Chair for Q2 & Q3.

- + Created, launched and maintain new program web site.

COMPANY "X"

Phoenix, AZ

Broadcast Production Manager

(Dates)

CSK Auto is a \$1 billion retail auto parts chain with 950 stores in 16 states. Initiated and supervised publicity: live television coverage on local stations. Wrote/produced TV and radio campaign, as well as 16 internal strategic corporate videos.

COMPANY "Y"

Phoenix, AZ

Marketing VP

(Dates)

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(Dates)

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- + 2017, Divisional Recognition Award for creation of new communications tool.
- + 2014, Selected by employees as "Trainer of the Year"
- + 2011, American Marketing Association's "Best Honors" Chapter

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