

Professional Skills Based Resume



By: Sherri Thomas

Includes:

Resume Sample

Resume Template

Resume Formatting Guide

Resume Cover Letter



Career Coaching 360 provides career planning, management mentoring and leadership development support.
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Professional Skills Based Resume Template and Tools

By: Sherri Thomas

This document shows the “skills-based” resume format. You will want to use this format if you have –

- 1) 2-4 areas of expertise; and***
- 2) held similar jobs with little difference in role & responsibilities; and***
- 3) the position you are going for fully utilizes your 2-4 areas of expertise. It does not matter if you are staying in the same industry or looking to move into a totally different industry – because the focus is on areas of expertise vs. previous titles and positions.***

This 13-page document includes:

****Full resume sample***

****Full resume template***

****Formatting***

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

****Resume Formatting Guide***

****Resume cover letter***

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SALLY JONES

MARKETING DIRECTOR

Sally@Yahoo.com
876-222-1234 Los Angeles, CA

GOAL: Drive media relations strategy and campaigns to raise awareness and education.

STRENGTHS:

| | |
|--|---------------------------|
| ◆ Media Relations: TV, Print, Radio | ◆ Promotions |
| ◆ Local & Regional networking contacts | ◆ Special Events |
| ◆ TV News Producer | ◆ Story Ideas Development |
| ◆ News Program Planner | ◆ Web Author |
| ◆ Public Affairs / Community Relations | ◆ Team Leadership |
| ◆ Public School Program Organizer | |

- 15 years experience in writing & producing television news, developing story ideas and creating strong network of media sources including television, radio and print.
- 5 years as News Show producer, planner and writer for #1 most watched news station in Seattle market.
- Written and produced ~25,000 topical news stories and more than 2,000 in-depth feature stories for television news. Conducted thousands of interviews with the public.
- Implemented first ever broadcast-based Education Resource Center for parents, in Seattle. Received special recognition from Washington School District.
- Supervised media event for "Seinfeld" finale resulting in 21% share (average is 3-9 %.)

CORE SKILLS:

TV NEWS WRITING and PRODUCING

- + Written and produced approximately 25,000 stories and +2,000 in-depth feature stories for broadcast TV news.
- + Coordinate with Station News Director to identify, research, and develop story ideas.
- + Interview community leaders, politicians, corporate officers and business executives daily.
- + Coordinate with 20+ TV personnel including reporters, production teams and camera crews and direct live, remote broadcasts. Trained and mentored six producing and writing staff.

PROGRAM DEVELOPMENT and MANAGEMENT

- + Support Executive Producer and News Director in developing and delivering high quality programs that increase ratings and drive advertising revenue.
- + Created and produced first successful Saturday morning news show in Seattle with 127,000 daily viewers.
- + Established "Teen Solutions", LA's first ever broadcast-based Education Resource Center.
- + Recruit, motivate and manage volunteer team of 12 educational experts.
- + Promote news stories through Channel 7 web site, print and radio media, sales materials, etc.

COMMUNITY RELATIONS and MEDIA PARTNERSHIPS

- + Create and maintain strategic media partnerships in TV, radio, newspaper and magazine industries to maximize promotions and increase ratings.
- + Create and manage public viewer contests by working with promotions, sales and news departments.
- + Special Events Coordinator for community awareness campaigns, contests and promotions.

-More-

WORK HISTORY:

KPPP, Channel 7

Evening News Planning Producer

Morning Show Producer

Seattle, WA

2017 - Present

2015 - 2017

KAAA, Channel 11

News Producer

Los Angeles, LA

2011 - 2016

EDUCATION:

ARKANSAS STATE UNIVERSITY, Jonesboro, AR

Bachelor of Arts, Broadcast Journalism

AWARDS &

RECOGNITION:

- Special recognition from the Washington School District for impacting students and parents through “Education Resource Center.”
- Chairperson of state-wide Efficiency Committee in LA to increase city jobs by 5%.
- Named to “All Academic Team” by USA Today.

Scroll down to view the template...

FULL RESUME TEMPLATE...

YOUR NAME

JOB OPENING TITLE

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

GOAL: 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

SKILLSET #1

- + Use bullets to describe the responsibilities, assignments and accomplishments you have in this area.
- + State clear results by using #’s, \$’s and %’s as much as possible.
- + Highlight any team or project management (including hiring, training or mentoring).
- + List 2 – 4 skillsets. List 3 – 6 bullets within each skillset.

SKILLSET #2

- + Use bullets to describe the responsibilities, assignments and accomplishments you have in this area.
- + State clear results by using #’s, \$’s and %’s as much as possible.
- + Highlight any team or project management (including hiring, training or mentoring).

SKILLSET #3

- + Use bullets to describe the responsibilities, assignments and accomplishments you have in this area.
- + State clear results by using #’s, \$’s and %’s as much as possible.
- + Highlight any team or project management (including hiring, training or mentoring).

-More-

WORK HISTORY: (start with your most recent job and work 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)

(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)

(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)

EDUCATION: NAME OF COLLEGE (in all caps), Name of Degree,
Major: xxxxxxxx Minor: xxxxx
**Eliminate date of graduation if more than 15 years.

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

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

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 a scanner 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

GOAL:

Drive media relations strategy and campaigns to raise awareness and education.

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)

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 Z

Monterey, CA

Marketing Manager

7/91 - 11/94

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, 1985

Major: Broadcasting

Minor: Marketing

AWARDS & RECOGNITION:

2011, Award #1

2009, Award #2

2007, Award #3

Scroll down below for the Resume Cover Letter Template and Tips...

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Resume Cover Letter



By: Sherri Thomas

Template and Tips

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Yes, you need to send a cover letter with your resume. And yes (!) a hiring manager will probably read your cover letter. The right cover letter can help you get noticed and get the interview.

A cover letter should be brief, professional, and customized to every job for which you are applying. Why? You want to be sure to include the name of the company, the position, and the specific experience and/or skills you have that meet the requirements. Your cover letter should also quickly highlight your experience, strengths, and accomplishments.

Use these tips to create your own personal resume cover letter -

- 1) The first paragraph should include the title of the position, company name, newspaper, web site, etc. where the job opening was advertised, and the date it was advertised.
- 2) The second paragraph should reference your resume and quickly highly your core strengths which align with the sought after job.
- 3) The third paragraph should capture overall experience and any higher education, training or leadership positions.
- 4) The last paragraph should be personal and show genuine passion about the sought after position and an eagerness to speak with the hiring manager.
- 5) Finally, be professional and courteous by thanking the hiring manager for considering your resume.

Scroll down to view the Resume Cover Letter Template...

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(Date)

Dear Hiring Manager,

Please accept my resume for the position of Global Communications Manager at (Company Name) featured on *Indeed.com* on (date).

As you can see from my resume, I have xx years of experience in:

- internal and external marketing
- brand management
- media relations
- corporate communications.

Highlight only those skills that are relevant to the position for which you are applying. Use 3-5 bullets.

Specifically, I have expertise in e-Marketing and Internet strategies, as well as eight years in strategic program marketing. Also, I have a Masters Degree in Organizational Management and I am currently serving as President of the American Marketing Association Phoenix Chapter.

I am excited about the possibility of joining (Company Name) and know that my skills and qualifications would be a good fit for your team and your Company. Please call me at your earliest convenience to discuss more about this position.

Thank you for your consideration. I look forward to talking with you soon.

Sincerely,

Name

Contact Phone Number

E-mail address

That's it! A one-page, professional resume cover letter that's customized to the company, position and requirements for which you are applying.

To have a Career Coaching 360 executive write a personalized resume for you, contact us today at Service@CareerCoaching360.com or call 480-636-8899.

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