



Create a High Impact Resume



Graduate Business Career Management

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Average time spent reading a resume

00:06



Your resume has multiple purposes

It will benefit you to keep the following in mind when writing your resume:

- Your resume helps you get the interview
- Your resume is a marketing tool, it should represent your brand
- Your resume outlines what you have to offer the employer
- Your resume serves as a discussion guide for the interview



Resume Branding: Accomplishments & Skills



- Write down all of your past achievements, accomplishments, and results—think “How did I contribute?”



- Write down all of your transferable skills—think about the skills you possess that are relevant to the career you want



- Review these accomplishments and skills from an employer’s perspective—assess if they demonstrate your fit for the career path you have chosen



Resume Branding: Focus on Employers Needs

- Create a high impact resume by understanding the company business needs, culture and mission.
- Target your pitch to them, learn the language they use to describe desired skills:
 - job description
 - websites, and other publications
 - talk to employees



Resume Branding: High Impact Content



- Tailor your resume to the job and company, focusing on the companies needs



- Don't talk about your responsibilities, instead showcase your relevant accomplishments



- Quantify your accomplishments and show proof of your value add



Creating a High Impact Resume

Skills and
Experiences
Required for
the Job



Your
Relevant
Experiences
to Highlight

BUILD A BRIDGE



Resume Branding: High Impact Content

SKILLS

Identify 5-7 **SKILLS** required for the job, note employer language

EXPERIENCES

Identify relevant **EXPERIENCES** mapping your abilities to skills and tasks, performed on the job

PROOF

Identify where in your past you have **DEMONSTRATED** those skills and experiences



Resume Branding: High Impact Content

EXAMPLE: Product Management

SKILLS

- Lead cross-functional teams
- Analytics
- Creativity
- Problem solving
- Strategic thinking
- Consumer insights
- Drive for results

EXPERIENCES

- Forecasting, P&L, budgets
- Promotions, advertising, agencies
- Product Development
- Market Research, focus groups, surveys
- Channel strategy, sales
- Segmentation, target market
- Researched industry trends

PROOF

Created new product concepts to increase volume sales in the channel which are expected to generate at least \$2MM in gross retail sales.



Differentiate: Creating Impact Statements

Strong Lead Action
Verb



What You Did



Results

Tied to the **Skills**

Packed with the
Experiences

Quantify if
possible

Example:

Led a cross functional
team



to develop and
launch 3 new
products



increasing sales
by 17%



Prove Your Value Add: Impactful Results

Quantify

- Increased (sales, profits, margins, value)
- Decreased (costs, inefficiencies, errors)

Scope

- Define Size (team, budget, business)
- Number Impacted (people, businesses)

Qualify

- Presented to (senior management, client)
- Delivered (on time, early, under budget)
- Implemented recommendation
- Adopted across business units

EXAMPLE:

- Implemented new volunteer model in Tanzania, expanding volunteer base by 30%

- Managed \$82M divestiture of division with over \$30M in revenue and 100 employees

- Presented final recommendation to CFO, strategy was implemented by client



Summary: Creating a High Impact Resume

Key Tips:



- You want to make this as personal a piece of paper as possible



- This is not the time to be humble



- Highlight the things that differentiate you – accomplishments, etc



- Put resume bullet points into Impact Statements



- Highlight relevant skills and experiences for the targeted position