



# Resume Kit

Helping  
Experience  
Work@50+<sup>SM</sup>



## Write a Winning Resume

A resume is not an end in itself; it's a tool to get the employer's attention. You need a well-written, up-to-date resume to market yourself effectively.

An attention-getting resume is one that conveys your personal brand—the unique combination of skills, achievements and abilities that shows your value to the employer.

### The must-do's

- Tailor your resume to the specific job you're applying for. Don't send the same resume to hundreds of employers.
- Keep it brief—maximum two pages.
- Proofread several times. One typo can send your resume to the trash.
- Always include a cover letter with your resume.

### Basic elements of a resume

- Contact information: name, mailing address, phone, and e-mail address
- Brief statement of your key experience and strengths. This is optional, but many career experts recommend it as a way to convey information at a glance.
- Work experience that is **relevant** to the job for which you're applying
- Skills, areas of expertise, and specific accomplishments
- Education, training, and certifications
- Awards, professional memberships, and volunteer work—if relevant to the job

### What to include

- Your most recent relevant jobs—within the last 15 years.
- Accomplishments, not just job duties. Avoid phrases like “responsible for” or “duties included.”
- Results and outcomes. Quantify your achievements and use action verbs. For example, “increased sales by 40%,” “expanded program,” “exceeded targets.”
- Skills and experience that are most relevant to the job you're applying for. Include computer and IT skills!
- Transferable skills from both work and non-work settings (such as volunteering). This is especially important if you're changing careers.
- For more on what to put in your resume, Susan Ireland's Resume Site offers many free resources and sample resumes. [www.susanireland.com](http://www.susanireland.com)

### What to leave out

- Dates of education
- Early job history
- Dates of experience beyond 15 years ago. Say “five years” instead of “1980-85.”
- Personal information, such as age, height, race, religion, or health status.
- Hobbies or personal interests unless they are truly relevant to the job.

### Keywords—the key to success

- Keywords are the industry-specific terms necessary to get attention. Learn more about keywords at QuintCareers.com. [www.quintcareers.com/resume\\_keywords.html](http://www.quintcareers.com/resume_keywords.html)
- Sprinkle keywords throughout the resume. Use them when referring to job titles, accomplishments, experience, skills, education, career objectives, and training.
- In online resumes, use the exact keywords and language that the employers uses in the job posting, or your resume will be discarded.

### Resume styles

- A **chronological** resume works well if you have had steady employment in an industry or field and want to remain in the field.
- A **functional** resume is organized by skills and expertise. This is especially useful if you're changing careers, because it focuses on transferable skills that carry over from one field to another.
- A **combination** resume is simply a way to put together elements of the chronological and functional resumes. Organize your resume by **skills** as in a functional resume. But also include a chronological list of key positions at the beginning or end of the resume.

### Formatting your resume

- The print version of your resume should use at least 11 point font, black ink on white paper. No colors, photos, or fancy fonts!
- A plain-text version is the same resume but without formatting features such as bullets, bold fonts, etc. Use the plain text version for pasting into online forms and databases. The Riley Guide tells you how. [www.rileyguide.com/eresume.html](http://www.rileyguide.com/eresume.html)
- Format the resume yourself rather than use resume-building tools provided by online job sites. Many online resume forms require a chronological format.

### Sell yourself, not your resume

A resume is important, but don't hide behind it. If you find yourself saying, "As you can see from my resume...", stop! Focus on presenting yourself confidently as someone who is a great match for the job. This applies to networking situations, writing a cover letter, or interviewing for a job.





# Job Tips for 50+ Workers

[www.aarp.org/jobtips](http://www.aarp.org/jobtips)

## Which Type of Resume—Chronological, Functional, or a Combination?

Before you send off another resume, take a look at the type of resume you are using. Have you organized your job experience in the best possible way?

There are three basic resume types: chronological, functional, and a combination of the two. The type you use depends on your work history, job objective, and skills.

### Chronological resumes

Do you have a long and steady work history? Do you want to stay in the same field? If so, a chronological resume is a good choice. It says what you have done, where, when, and for whom. Here's how:

- List your recent work experience in reverse chronological order. Start with your most recent job and go back only 10-15 years. List job titles, name of employer, and dates of employment (in years only). Ideally, your history will show an increasing scope of work and accomplishments.
- Under each job, state your key accomplishments as bullet points. Use action verbs to briefly describe what you did. Then give the results or the impact of your actions, using numbers when possible to describe your accomplishments.
- In your accomplishment bullets, show the *challenges* you faced, the *actions* you took, and the *results*. (This is often called the CAR approach: challenge - action - result.)

For example: *Planned and supervised five community events that raised over \$75,000 for the Springfield Homeless Shelter, helping center stay open despite funding cuts.*

Here is a template for a chronological resume:

<b>Current or most recent job</b>
• Accomplishment 1
• Accomplishment 2
• Accomplishment 3
<b>Previous job</b>
• Accomplishment 1
• Accomplishment 2
<b>Previous job</b>
• Accomplishment 1
• Accomplishment 2

## Functional resumes

A functional resume is organized by skills or functions, rather than by dates. It lets you highlight your skills while providing a brief work history.

Use a functional resume if you want to make a career change, or if you have gaps in your work history. It enables you to focus on those skills that relate to the job, and drop or minimize those items that don't.

### First steps in writing a functional resume

- Before you start, identify your main skill areas (functional areas). The list at the end of this article has examples. Write down all your major skills, even though you won't use them all on every resumé. This includes skills gained in non-work settings, such as volunteering, hobbies, or caregiving.
- For each job you apply for, choose skill areas that are the best match. List your most relevant skills first.
- Include transferable skills that apply from one field to another. This is important if you are switching jobs or industries. For example, if you were a teacher and now want to be a professional storyteller, you might choose "Facilitating," "Public Speaking," or "Special Events Planning" as skill areas.

### How to organize a functional resume

A good basic approach is to list your key skill areas, followed by several accomplishments in each skill area. Use a bullet point before each accomplishment.

<b>Skill A</b>
• Accomplishment
• Accomplishment
<b>Skill B</b>
• Accomplishment
• Accomplishment
<b>Skill C</b>
• Accomplishment
• Accomplishment

For an outreach job with your local senior center, you could choose "Community Organizing" as one of your functional areas. An accomplishment might be:

- Initiated a neighborhood watch program covering a seven-block area. Recruited over 50 volunteers, scheduled shifts, and publicized the effort to the local paper. Crime dropped over 20 percent in the first six months.

Important—job history: Following the list of skill areas and accomplishments, include a brief job history. Include name of employer, position held, and dates (by year).

## Combination Resumes

You can easily create a “combination” resume by using elements of both chronological and functional formats. For example, you can list jobs chronologically. Then for each job, list the main functional (skill) areas as you would in a functional resume, followed by specific accomplishments. There might be different skill areas depending on the job.

<b>Current or most recent job</b>
• Skill A
○ Accomplishment
○ Accomplishment
• Skill B
○ Accomplishment
○ Accomplishment
<b>Previous job</b>
• Skill A
○ Accomplishment
• Skill B, etc. (continue as above)

## Tips for success

Whichever type of resume you use, some common guidelines apply:

- Tailor each resume: Always create a fresh resume for each job application.
- Use keywords: Speak the employer's language by using all relevant keywords from the job posting to show that your skills are a good match.
- Use dates: Always cite dates of employment. Employers tend to dislike resumes that give few or no dates, which is a danger in a functional resume.
- Focus on results: Stress your actual accomplishments, not job duties or character traits. For example, instead of just saying you are a team player, describe something you accomplished on the job by using your team skills.
- When sending an online resume, pay attention to requirements. For example, some sites may accept only a chronological format.

## More Resources

You can find more free information on resuming, including numerous examples, at career web sites such as [QuintCareers.com](http://QuintCareers.com) or [Susan Ireland's Resume Site](http://Susan Ireland's Resume Site). Susan Ireland also has a useful free tutorial on how to upload and email your resume.

Need help writing accomplishments? See the Job Tips sheet, “To Refresh Your Resume, Point to Accomplishments.”



### To Refresh Your Resume, Point to Accomplishments

If you're not getting results from your resume, it could be more than a poor job market. You've had years of experience and a stellar job record. So why don't employers look at your resume and want to hire you on the spot?

The answer may lie in one word: accomplishments. The key to writing accomplishments is to focus on results. Your resume can be loaded with details about your previous jobs, but without compelling accomplishments, it will blend in with hundreds like it.

#### What Is an Accomplishment?

Accomplishments are different than your abilities, duties, or strengths. Abilities are what you can do, duties are what you have done, and strengths are what you do well.

Accomplishments, on the other hand, show:

- The specific actions you have taken in a particular situation
- The skills and abilities you used to meet a challenge
- The results or outcomes you achieved

The following example is a job responsibility, not an accomplishment: "Wrote grant proposals to numerous funding sources to support program."

To turn this into an accomplishment, show the results and benefits: "Wrote three successful grant applications to private foundations, resulting in funding to serve an additional 100 clients."

#### Write Down Your Accomplishments

Before you start writing your resume, draw up a list of accomplishments. You won't use the same ones in every resume, so have some in reserve for different types of positions. Don't forget that your volunteer work and education can also be counted as accomplishments—as long as they are related to the job you want.

To jog your memory about your accomplishments, ask yourself these questions:

Have I:

- Accomplished more with the same or fewer resources? (How? Results?)
- Received awards, special recognition, etc. (What? Why?)
- Increased efficiency? (How? Results?)
- Accomplished something for the first time? (What? Results?)
- Prepared original papers, reports, and articles? (What? Why important?)
- Managed a work group, a department? (Who? How many? Results?)
- Managed a budget? (How much? Result?)
- Identified problems others didn't see? (What? Results?)
- Developed a new system or procedure? (What? Result?)
- Been promoted or upgraded? (When? Why important?)

## Summarize Your Accomplishments

Try the Challenge-Action-Results (CAR) approach. For each accomplishment, write down the answers to the following questions:

- The **CHALLENGE**: What was the pre-existing problem, need, or situation?  
\_\_\_\_\_  
\_\_\_\_\_
- The **ACTION(s)**: What did you do about it? Be specific. You can also include any obstacles you overcame, and the skills you demonstrated.  
\_\_\_\_\_  
\_\_\_\_\_
- The **RESULTS**: What results did you produce? Quantify the results (use numbers!).  
\_\_\_\_\_  
\_\_\_\_\_

After answering the questions above, summarize your answers in an *accomplishment statement* to include in your resume.

\_\_\_\_\_

## How to Measure Your Accomplishments

- Use numbers whenever you can—money saved, decreased costs, achieving more with less. The best numbers are in dollars.
- If it's not possible to give a dollar amount, use other measures. Examples: number of people affected, amount of time saved, percent increase in subscriptions or traffic, percent reduction in customer complaints, or similar measures.
- If you can't quantify, use words like "significantly" or "substantially"—as long as this is true, of course.

## Examples of Accomplishments

For a job in customer relations:

- *Developed communication strategy to respond to customers regarding a new 150-item product list, resulting in a 20 percent decrease in the number of returned orders.*

For a job managing computer operations:

- *Initiated and implemented a strategy for consolidating computer operations from three centers to two, saving \$200,000 without interrupting processing.*

For an outreach job with your local senior center:

- *Initiated a neighborhood watch program covering a seven-block area. Recruited over 50 volunteers, scheduled shifts, and publicized the effort to the local paper. Crime dropped over 20 percent in the first six months.*

For a job as a professional storyteller:

- *Presented 10 storytelling workshops for grade levels K-6 at county schools and public libraries. Trained over 100 after-school group leaders on how to start a storytelling program, resulting in self-sustaining programs at five locations*

## What is Not an Accomplishment

Accomplishments are specific; they state concrete actions and results. The following kinds of information are **not** accomplishments, and it's best to avoid them:

- Your job description. Eliminate the phrase "duties included" from your resume. Instead, translate your job duties into specific accomplishments.
- The number of years you worked, or good attendance. Instead of how long you worked, focus on what you accomplished. It's your list of achievements that will demonstrate your future value to the employer.
- Soft skills, such as "team player," "good communicator," and "detail-oriented." Nice as it is to have these traits, leave them out of your resume. Instead, cite accomplishments that show you have these qualities.
- Vague statements about your career. Omit fuzzy language such as, "Seeking to use my broad range of skills in a challenging position." Instead, focus on specific skills and achievements.

## Accomplishments = Results

Knowing your accomplishments has many advantages. You'll be able to:

- Seek out the jobs that fit you best
- Highlight "transferable skills" that apply to different kinds of jobs
- Tailor your resume to the specific job
- Improve your networking pitch
- Write a more focused resume

For more free examples of how to use accomplishments in your resume, visit career websites such as [QuintCareers.com](http://QuintCareers.com) and [Job-Hunt.org](http://Job-Hunt.org).



HEALTH / FINANCES / CONNECTING / GIVING / ENJOYING



## Action Verbs for Resumes

Use some of these action verbs in your job resume and cover letter to describe your skills and experiences.

Accelerated	Created	Guided	Operated	Sold
Accomplished	Defined	Handled	Ordered	Solved
Adapted	Delegated	Hired	Organized	Sparked
Adjusted	Demonstrated	Identified	Packed	Specified
Administered	Deposited	Illustrated	Persuaded	Staffed
Advertised	Designed	Implemented	Pioneered	Stimulated
Advised	Developed	Improved	Planned	Streamlined
Analyzed	Devised	Improvised	Prepared	Strengthened
Announced	Directed	Indexed	Presented	Stretched
Arranged	Distributed	Influenced	Presided	Structured
Assembled	Drafted	Informed	Processed	Succeeded
Assisted	Edited	Initiated	Produced	Summarized
Attained	Educated	Innovated	Programmed	Surveyed
Balanced	Eliminated	Inspected	Promoted	Synthesized
Built	Encouraged	Installed	Proposed	Tested
Calculated	Entertained	Instituted	Publicized	Tracked
Catalogued	Established	Instructed	Recommended	Traded
Chaired	Estimated	Integrated	Recorded	Trained
Changed	Evaluated	Interviewed	Recruited	Transformed
Collaborated	Examined	Kept record	Redesigned	Transmitted
Communicated	Executed	Launched	Reduced	Tripled
Compared	Expanded	Led	Referred	Typed
Complied	Explained	Made	Related	Uncovered
Completed	Fabricated	Maintained	Repaired	Unified
Computed	Facilitated	Managed	Reported	Unraveled
Conceptualized	Familiarized	Marketed	Researched	Upgraded
Conducted	Figured	Moderated	Restocked	Used
Consolidated	Filed	Modified	Revised	Verified
Constructed	Formulated	Monitored	Served	Wrote
Consulted	Founded	Motivated	Set up	
Contracted	Generated	Negotiated	Shaped	
Converted	Grouped	Obtained	Simplified	

For another free resource on using action verbs in your resume, see [http://www.quintcareers.com/action\\_verbs.html](http://www.quintcareers.com/action_verbs.html)

## Sample Chronological Resume

### **Linda Jones**

1234 East 5th Street  
Oriole, OK 73876  
480-987-5432  
[ljones@web.com](mailto:ljones@web.com)

**Career Objective:** Executive level management position in the restaurant or hospitality industry.

### **SKILLS SUMMARY**

- **Management:** Skilled manager with wide experience in all areas of food service including daily operations, marketing and development, staff training, and workplace health and safety.
- **Financial:** Excellent track record of maintaining low overhead, increasing sales, and generating high-dollar profits.
- **Customer relations:** Proven skills in developing innovative ways to improve service and build customer loyalty.

### **PROFESSIONAL EXPERIENCE**

#### **General Manager, Pine Tree Café, Oriole, OK (November 2004-present)**

Directed start-up of successful, health-oriented restaurant. Manage, train and schedule 24 employees for 100-seat restaurant, including cook and wait staff. Manage menu development, purchasing, marketing and customer relations.

- Maintain low overtime and turnover; staff retention rate is 40% above industry standards.
- Developed marketing campaign to promote new lunch menu, resulting in a doubling of midday traffic within two months.
- Initiated customer opinion cards and implemented “coffee with the manager” to solicit feedback and build customer loyalty.
- Broke-even after second year of café’s opening; exceeded previous year’s profits by 28%.

#### **Store Manager, The Cake Factory, Oklahoma City, OK (June 2000- October 2004)**

Successfully completed company’s management training program and tasked to train 35 cooks, dish area employees and wait staff. Supervised daily operations at two high-volume stores, each generating over \$1 million in profits annually.

- Accomplished a 5% reduction in labor costs through better selection and training of staff.
- Enhanced and implemented employee safety procedures, lowering on-the-job injuries by 26%.

- Prepared annual budget for the Marina Del Rey location, a site consistently in the top five most profitable restaurants in the company.

**Sales/Service Representative, Good Cuppa Joe, Inc., Boulder, Colorado (July 1993-April 2000)**

Cultivated South Denver and mountain community markets selling espresso equipment, supplies and coffee to wide variety of hospitality outlets, including restaurants, coffee houses, hospitals and hotels. Trained restaurant sales staff in operating, marketing and merchandising coffee products.

- Led company in sales of leased equipment and supplies; exceeded gross margin profits by 34%.
- Developed and controlled 50% of the market share in two key regions.
- Implemented a new “30-day trial program” which resulted in 30% more placements.

**RELATED EXPERIENCE**

- Volunteer Community Liaison, Regional Food Pantry, Oriole, OK (2005-present): Coordinate pickups of surplus food from local merchants; develop sample recipes for recipients; advise food pantry volunteers on food safety and handling.

**EDUCATION AND TRAINING**

- Bachelor of Science, Marketing and Management, Pitcairn University, Denver, Colorado
- Trained in Restaurant Industry Systems and Remancon Systems
- Restaurant Management Training, The Cake Factory, Oklahoma City, OK
- Completed courses in Microsoft Office Excel, Word, PowerPoint

**PROFESSIONAL AFFILIATIONS**

- National Restaurant Association
- McAlester Area Chamber of Commerce
- Oklahoma Restaurant Association



## Sample Functional Resume

### **Linda Jones**

1234 East 5th Street

Oriole, OK 73876

480-987-5432

[ljones@web.com](mailto:ljones@web.com)

**Career Objective:** Executive level management position in the restaurant or hospitality industry.

### **SKILLS SUMMARY**

- Skilled manager with wide experience in all areas of food service including daily operations, marketing and development, staff training, and workplace health and safety.
- Excellent track record of maintaining low overhead, increasing sales, and generating high-dollar profits.
- Proven skills in developing innovative ways to improve service and build customer loyalty.

### **PROFESSIONAL EXPERIENCE**

#### Food Service Management

- Pine Tree Café, Oriole, OK
  - Directed start-up of successful, health-oriented restaurant. Manage staffing, purchasing, marketing, menu development and customer relations.
  - Broke-even after second year of café's opening; exceeded previous year's profits by 28%.
- The Cake Factory, Oklahoma City, OK
  - Supervised daily operations at two high-volume stores, each generating over \$1 million in profits annually.
  - Prepared annual budget for the Marina Del Rey location, a site consistently in the top five most profitable restaurants in the company.

#### Staff Training and Supervision

- Pine Tree Café, Oriole, OK
  - Manage, train and schedule 24 employees for 100-seat restaurant, including cook and wait staff.
  - Maintain low overtime and turnover; retention rate 40% above industry standards.

- The Cake Factory, Oklahoma City, OK
  - Trained 35 cooks, dish area employees and wait staff. Accomplished a 5% reduction in labor costs through better selection and training of staff.
  - Enhanced and implemented employee safety procedures, which lowered on-the-job injuries by 26%.
- Good Cuppa Joe, Inc., Boulder, CO
  - Trained restaurant sales staff in operating, marketing and merchandising coffee products.

### Customer Care

- Pine Tree Café, Oriole, OK
  - Initiated customer opinion cards and implemented “coffee with the manager” to solicit feedback and build customer loyalty.
  - Developed marketing campaign to promote new lunch menu, resulting in a doubling of midday traffic within two months.

### Sales and Marketing

- Good Cuppa Joe, Inc., Boulder, CO
  - Developed and controlled 50% of the market share in two key regions selling espresso equipment, supplies and coffee restaurants, coffee houses, hospitals and hotels.
  - Led company in sales of leased equipment and supplies; exceeded gross margin profits by 34%.
  - Implemented a new “30-day trial program” which resulted in 30% more placements.

### **WORK HISTORY**

- General Manager, Pine Tree Café, Oriole, OK, 2004-present
- Store Manager, The Cake Factory, Oklahoma City, OK, 2000-2004
- Sales/Service Representative, Good Cuppa Joe, Inc., Boulder, CO, 1993-2000

### **EDUCATION AND TRAINING**

- Bachelor of Science, Marketing and Management, Pitcairn University, Denver, CO
- Trained in Restaurant Industry Systems and Remancon Systems
- Restaurant Management Training, The Cake Factory, Oklahoma City, OK
- Completed courses in Microsoft Office Excel, Word, PowerPoint

### **RELATED EXPERIENCE**

- Volunteer Community Liaison, Regional Food Pantry, Oriole, OK (2005-present): Coordinate pickups of surplus food from local merchants; develop sample recipes for recipients; advise food pantry volunteers on food safety and handling.

### **PROFESSIONAL AFFILIATIONS**

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- Financial: Excellent track record of maintaining low overhead, increasing sales, and generating high-dollar profits.
- Customer relations: Proven skills in developing innovative ways to improve service and build customer loyalty.

### **PROFESSIONAL EXPERIENCE**

#### **General Manager, Pine Tree Café, Oriole, OK (November 2004-present)**

##### Food Service Management

- Directed start-up of successful, health-oriented restaurant. Manage staffing, purchasing, marketing, menu development and customer relations.
- Broke-even after second year of café's opening; exceeded previous year's profits by 28%.

##### Staff Training and Supervision

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- Initiated customer opinion cards and implemented "coffee with the manager" to solicit feedback and build customer loyalty.
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#### **Store Manager, The Cake Factory, Oklahoma City, OK (June 2000-October 2004)**

##### Food Service Management

- Supervised daily operations at two high-volume stores, each generating over \$1 million in profits annually.

- Prepared annual budget for the Marina Del Rey location, a site consistently in the top five most profitable restaurants in the company.

#### Staff Training and Supervision

- Trained 35 cooks, dish area employees and wait staff. Accomplished a 5% reduction in labor costs through better selection and training of staff.
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