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# CREATING AN EFFECTIVE RESUME

A Practical Guide for Resume Success

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# SECTION 2: THE SUMMARY

The summary is a 3-5 sentence pitch that SELLS YOUR VALUE to a potential employer. A good summary:

1. Is tailored to the job you're applying for.
2. Incorporates key words from your job application.
3. Takes an experienced-based and/or skills-based approach.

## Experience-based summaries

Here are some experience-based summaries that highlight a candidate's past experience as the key reason for their suitability for a role. These summaries are real and range across various industries. They are also specific and tailored, providing information on a candidate's areas of expertise, clientele, strengths and/or past approaches and all incorporated key words from the jobs that these candidates applied for. These summaries also include numbers and measurable results where possible. You can take inspiration from these summaries as well as key words from your job application and begin to write your own summary.

**Experienced and highly adaptable Program Manager** with over 20 years of experience delivering complex large-scale programs, including significant business and ICT transformations, within the financial, advisory and superannuation sectors. Expert in all aspects of project management, including product development, data migration, process definition, change management delivery, digital design and development, compliance and risk management, business case, and budget management, with previous accountability for budgets up to \$18m. Extensive data migration background spanning core registry/administration platforms, CRM and Workflow products to successfully migrate millions of clients and over \$250b in funds. Experienced in leading teams and programs of up to 130 people, creating collaborative work environments to empower individuals to efficiently produce their best. Passionate communicator who collaborates with key stakeholders to drive confidence and optimism and ensure program endorsement and integrity.

**An accredited Health Professional, Social Worker and Counsellor** with over 40 years' experience developing and delivering effective health policy, improved clinical services, mediation and counselling, employee assistance and

advocacy, and consulting advice within the private sector, Queensland government and tertiary education sector. Comprehensive knowledge of organ and tissue donation and complex psychological and mental health issues. Designs best practice strategies to address issues encompassing conflict management, performance optimisation and individual wellbeing. Broad experience leading teams of up to 16 clinical staff, delivering health projects up to \$15 million, and driving the creation of productive, safe, and fair working environments for all staff and clients.

**Highly skilled and Certified Early Childhood Educator** with over five years of experience in providing service and care to children, families, schools, and the wider community, coupled with expertise in three different children's ministries. Possesses a passion for child development through play-based program creation and implementation. Develops engaging and effective curricula and resources designed to maximise academic outcomes, in conformity with NSW curriculum policies and guidelines. Displays excellent communication skills and meticulous attention to detail through the development of innovative, creative, and fun learning environments that stimulate children's personal growth.

**A capable and dedicated Australian Border Force professional** with over 27 years' diverse team leadership, investigative and operational experience across the aviation and border protection sectors. This is inclusive of over 12 years in various ABF roles in the Counter Terrorism Unit (including supervising the CTU Team for 4 years), Investigations Branch, Export, Imports and Border Clearance. An in-depth understanding of the complexity of assessing potential national security threats and extensive hands-on practical experience in identifying and mitigating threats to the Australian border. Adept at planning and conducting multiple operations through working closely with multi-agency teams, such as the Joint Counter Terrorism Team, and a range of law enforcement agencies, government and other stakeholders. A reputation for the highest levels of professionalism, honesty, accountability and ethical behaviour and a strong commitment to the APS Values and Code of Conduct.

**An experienced Marketing Communications Professional** with over nine years' experience (six years in the education sector) in creating and executing fully integrated traditional and digital marketing and communications strategies that have enhanced prominence, driven recruitment and acquisitions, and accelerated growth. Integrates a deep strategic insight and digital expertise and harnesses the power of technology to stay ahead of the

curve. A visionary strategist who designs strategic marketing and student recruitment initiatives, manages end-to-end multi-channelled campaign processes and large-scale events, coordinates activities within tight deadlines, and develops innovative approaches to promotional opportunities to maximise profits.

**Motivated and highly experienced Human Resources Leader** with 20+ years' experience working across the local government, health and education sectors. Expert in Strategic Workforce Planning, Leadership Development, Professional Learning and Development, Employment Relations, Change Management, Payroll, Safety and Coaching. Draws upon business acumen, analytical mindset and negotiation skills to drive organisational outcomes through strategic advice, continuous improvement initiatives, and robust internal procedures. Holds relevant tertiary qualifications in Neuroleadership Coaching, Training and Assessment, and Employment Relations.

## Skills-based summaries

Here are some skills-based summaries. These work well for people who are new to a role or industry, or returning after a long absence, and have little or no experience in the area they are applying for. The chosen skills are drawn from the job description of the role they are applying for. They are specific and tailored, incorporating key words and measurable metrics where possible. If your job application does not have a clear description of your role, it is useful to research similar roles and look at other applications which may have a clearer definition. These summaries also outline a specific CAREER OBJECTIVE which target a particular job, company or industry, while further highlighting the VALUE the candidate would bring.

**Qualified Graduate Lawyer** with an ambition to secure a Junior Legal Officer / Paralegal role through applying the theoretical knowledge gained at university in a practical environment while learning from experienced professionals. Unafraid of hard work and always the first to step up to a challenge. Adds value with a shrewd, analytical mindset; a service-delivery focus; and administrative experience. Swiftly overcomes the steep learning curve of unfamiliar subject matter with a patient and thorough structured approach to achieve a deep understanding. Admitted as a Lawyer to the Supreme Court of NSW as of May 2017.

**Recent Graduate in Data Analytics** and emerging professional credited with strong skills in the general application of data analytics. Analytical thinker who applies strategies within data rich contexts to influence and drive high-level decisions. Possess in-depth knowledge of database types; research methodologies; and significant data capture, curation, manipulation and visualisation. Technically proficient in using fundamental statistical models and programming knowledge of C#, SQL, R and Python to model and analyse data. Supplies unique insights, data science and data analytics to advance opportunity identification, process reengineering and corporate growth.

**Dedicated and capable Customer Service Professional** with 2.5 years of experience in customer support roles within leading retail and supermarket companies. Delivers a quality customer experience through creating visually pleasing product displays; assisting with product selection, pricing, availability, exchanges, and promotional discounts; and responding in a timely manner to customer enquiries and concerns. Possesses strong communication and interpersonal skills and effectively liaises with team members, senior management, and customers from a diverse range of backgrounds and experiences. Aiming to utilise broad skills and knowledge in product sales, merchandising, and customer service activities to seek a supervisor position with the Coles Group.

## Blended (experience AND transferable skills) summaries

Here are some blended summaries which showcase a mix of experience and skills. Most summaries take a somewhat blended approach, but the below summaries specifically combine unrelated roles or industries. This is about selling your value to a potential employer by not only highlighting your RELEVANT experience and skills, but also persuasively arguing why different experience and skills COMPLEMENT your desired role and make you a more attractive candidate.

**Dedicated and patient-focused Registered Nurse** with relevant health qualifications and practical volunteer experience in a hospital setting while interacting with people from a diverse range of backgrounds, including multidisciplinary healthcare teams and patients. Excellent written and oral communication skills including clinical handover, de-escalation skills and aggression minimisation. Leverages over three years of transferable

administrative and customer service experience including the ability to maintain composure in handling demanding situations and comply with standard practices, WHS and organisational policies and procedures. Energetic and ambitious; possesses a strong personal work ethic and the desire to continuously learn as well as share knowledge with others.

**Quality-focused IT professional** with over two years' total technical experience, spanning source control management, build engineering, business analysis, platform support, and software development. Draws upon five years' experience in customer service roles to bring a customer-first mindset in swiftly amending concerns, handling incidents, and ensuring highly reliable services and high-level individualised support.

**Recent accounting graduate** primed to apply the theoretical knowledge and accounting skills gained at university and the skills acquired through three years of retail work experience to gain a position within the KPMG graduate program. Utilises organisational and prioritisation skills to successfully complete tasks to a high standard and achieve goals within set time constraints. Personable, articulate and professional in both presentation and manner, with strong work ethic, a desire to make a difference, and strengths in communication, customer service, time management and attention to detail. Demonstrated capability of working well with minimal supervision as a retail assistant, including processing exchanges and discounts and handling difficult customers while maintaining a calm and professional demeanour.



# SECTION 3: KEY SKILLS

Key skills help you convince recruiters and robots about your suitability as a candidate for a certain role. They allow you to incorporate more key words from your job description. They also allow you to highlight your VALUE as well as your overall VERSATILITY upfront. You should aim to include hard and soft skills that best represent you AND meet the criteria of your potential employer.

Hard skills are specific, measurable and trainable. Soft skills are personal characteristics that are transferable yet harder to measure. Only list skills in which you are confident about your abilities. Here are some examples of both hard and soft skills that you can take as inspiration for your own skills list. You can have anywhere between 5-10 hard and soft skills listed on your resume, depending on the number of skills mentioned in your job application and how much room you wish to allocate on your resume, keeping in mind that space is valuable. Remember to keep things specific and try and include numbers or other metrics to prove your proficiency.

## Hard skills

- **Solid background in project management** including qualifications (PMBROK, PRINCE2, MSP), tools (JIRA, Confluence, MS Project, and Microsoft applications), and methodologies (Waterfall, Agile, Hybrid and Scrum).
- **History of strong financial and budget management performance** with experience in tender processes, estimating, budget development (including forecasting of staff, labour, resourcing and sub-contractor costs, etc.) and financial reporting; expertly directs large-scale, concurrent projects with a capex budget up to \$10M.
- **Technical skills** in data entry, database management, statistics, marine acoustics, sonar systems and signal processing, GPS Tracking, photo ID management, graphic visualisations, MySQL, PHP and Intranet/Extranet.
- **Practical experience across general administration functions** including filing, manual and electronic records management, correspondence, report preparation, and human resource management.

- **Observational and other fieldwork skills;** experienced in animal husbandry, tracking, monitoring and identifying various species while utilising observational tools to collect and analyse data on a range of factors.
- **Business Expertise:** in-depth experience in business and market analysis, forecasting and budget management, continuous process improvement, cost efficiencies, due diligence, and performance and technical solutions.
- **Well-versed in the application of DevOps tools** to develop scripts and tools that automate code builds and code delivery; manage source code changes and builds using source control tools; and support application and configuration deployment and the development of code branching and release management framework.
- **Methodical health and safety expert** with an unblemished safety record. Mitigates risks while heightening safety and reliability through rigorous on-site inspections and development of robust Safe Work Statement Methods (SWSM), Job Safety Analysis (JSA) and Quality Assurance (QA) documentations.
- **Agricultural specialist** with demonstrated long-term financial and agronomy agricultural management experience; contributes to commodity-based policies and issues through multi-committee representation.
- **Strong and working knowledge of various SAP modules** encompassing Controlling, Enterprise Portfolio Product and Project Management, Supply Chain Management, Investment Management, Enterprise Asset Management, Treasury and Risk Management, Governance-Risk-Compliance, and Security Setup.

## Soft skills

- **Leverages dynamic leadership skills** to build customer-focused teams up to 35 staff; instils an engaged and enthusiastic commitment to customer experience as a key driver of organisational goal accomplishment; facilitates a positive environment, proactively supports other members, and maximises team performance.
- **Natural relationship-builder** with a strong ability to influence thinking, forge strategic alliances, and build deeper connections with high-profile



key account stakeholders, including global brands such as Nestlé, Levi Strauss & Co and Puma.

- **Strong prioritisation, organisational and time management capabilities;** effectively manages assigned responsibilities with competing demands, tight deadlines and changing priorities through making Excel lists, setting Outlook reminders, and communicating tasks and deadlines on MS Teams.
- **Extensive stakeholder management experience** through establishing strong working relationships and liaising regularly with the Assistant Governor of the Reserve Bank, Assistant Secretary to the Federal Minister for Finance, and NSW Treasury representatives along with multiple senior executives and boards.
- **Pragmatic problem solver** who anticipates and mitigates operational issues through adopting a flexible and adaptable approach to prevent time and cost expenditures and improve business outcomes.
- **Exceptional verbal and written communication skills**, with the ability to consult, negotiate and provide authoritative information and advice for a variety of audiences. Fluent in Cantonese, Mandarin and English languages.
- **Highly resilient** with the ability to make high-level decisions with limited data in a rapidly evolving and competitive industry while considering commercial, pricing, and contractual factors.
- **Expert closer and influencer** with pronounced strengths in client need assessment, deal structuring, solution and value-based selling, negotiations, quota attainment, and short/mid/long term opportunity management.
- **Leverages consultative selling abilities** to uncover clients' unique requirements. Generates interests and persuades prospects to realise the benefits of products through high impact presentation skills.
- **Decided strengths in flexibility and adaptability;** meets challenging epicurean demands and dietary requirements through careful attention to detail and applying high-end culinary techniques to all cuisines to exceed client expectations.



# SECTION 4: EDUCATION

Your education may include university degrees, diplomas or certificates, and professional development courses, workshops, certifications and licenses. This includes both past and CURRENT studies. You may wish to highlight specific achievements and other information in this section, however, remember that space is valuable, so only include RELEVANT information that sells your value in your desired role or company. Here are some examples of resumes which showed high grades, special awards and other details in their education.

## **Master of Commerce in Marketing (Major in Strategy, Innovation & Entrepreneurship) | SYDNEY UNIVERSITY, 2018**

- (Distinction Average) Relevant Coursework: 1st/41 students in IBUS6011: New Business Opportunities and Startups; 1st/139 students in MKTG6013: International and Global Marketing; 2nd/355 students in MKTG5001: Marketing Principles; and 2nd/81 students in MKTG6006: Creative Communications in Marketing.
- Awards: Inducted as lifetime member of Beta Gamma Sigma honour society (top 10% of cohort); Received Best Quick Pivoting Award at Student Entrepreneur Demo Day 2018.

## **Bachelor of Engineering (Electrical) | UNIVERSITY OF MELBOURNE, 2015**

- Achieved Engineering Project Departmental Best – 2nd Place (2014)
- Received the 'Engineering Project Commercialisation Award' for developing a product with a high commercial potential (2014)
- Awarded the 'Aileen Sinclair Memorial Scholarship' given to promising engineering students (2010)

## **Doctor of Philosophy in Ecology & Animal Behaviour | UNIVERSITY OF QUEENSLAND, 2018**

- Thesis: Drivers of individuals' sociability and fission-fusion dynamics in a population of wild giraffes.
- Achievements: 3 successful research grants, findings presented at 3 conferences, and findings published in 3 scientific journals.



# SECTION 6: PROFESSIONAL EXPERIENCE PART 1

How to start writing your work history:

- Use your current job description for inspiration
- Start with your current role, plus 3-5 of your previous roles

Formatting tips:

- Use dot points
- List your most recent jobs first
- Use a standard font and size throughout your resume
- Use a consistent grammatical tense
- Avoid jargon/abbreviations/acronyms

Three ways to impress with your work history:

1. Tailor your experience to the job you're applying for
2. Use key words from that application that link to your own experience
3. Use numbers and results to boost your experience

When drafting your own work history, take into consideration the job description of the role you are writing about, the above rules and tips, and the below examples. These examples are taken from clients across different jobs, companies and industries, and should give you a good idea of how to approach writing your work history. They are specific, tailored, and use metrics where possible to prove their skills and measure their success.

## **Senior Project/Contract Manager | DEPARTMENT OF INFRASTRUCTURE**

- As part of the project team, delivered the \$600M Regional Roads and Bridges Capital Works Program of projects, including:
  - Interface management between Planning, Procurement and Projects Divisions to establish project definitions, scopes of work, including development of key inputs for State and Federal Government, along with Infrastructure Australia funding submissions.
  - Establishment of all financial management, project management, reporting structures and governance and development of procurement strategies for all project streams.

- Formation of all contract procurement strategies, from the initial RFT to contract award for establishment of the new Bituminous Prequalification Framework (\$320M), shoulder sealing (\$82M), bridges (\$36M), overtaking lanes (\$110M) and grade separation and intersection upgrades (\$72M).

#### **Advanced Care Paramedic | QUEENSLAND AMBULANCE SERVICE**

- Dispensed a high standard of pre-hospital emergency patient care and ambulance transport services for members of the community.
- Performed pre-shift vehicle and equipment checks and reported any damage or defects immediately.
- Examined the stock levels of patient care equipment and ensured that all equipment was always safe, clean, and in good working order.
- Administered medication and treatment according to relevant legislation, regulations, and guidelines.

#### **Key Account Manager | ADELAIDE OVAL**

- Orchestrated successful event day functions spanning 23+ function spaces for AFL and International Cricket Matches, Big Bash League, and major concerts.
- Grew company turnover by 12% through effective client relationship management, event management processes, and sales flair.
- Executed Adelaide Oval's special event program, including the Media Hall of Fame, Corporate Suite Holder Dinner and Executives Dinner.
- Raised sign off on events for reporting purposes by 100% by implementing an overall event order approval form.

#### **Volunteer Researcher | BIOSPHERE EXPEDITIONS, GERMANY**

- Operated in teams of two in northern Germany and assisted in the research expedition to help monitor and protect the wolf population by recording signs of wolf presence such as tracks and kills, wolf cub sightings, and surveying of prey species such as deer and wild boar.
- Employed observational tools, camera-trapped the animals, and collected samples to study wolf diet and for genetic analysis.
- Accumulated and analysed data on other impactful factors such as the presence of people, vehicles and environmental changes.
- Completed a range of tasks including data entry, sample collection, route planning, tracks and scat analysis, GPS tracking methods, and daily hiking up to 6-8 hours.

### **Maintenance Officer | SA MEDICAL RESEARCH INSTITUTE**

- Diagnosed issues and executed scheduled, reactive and preventative maintenance and servicing in the 15-room bioresources facility including removal and disposal of clinical waste.
- Sustained general functionality of the facility for researchers through promptly responding to maintenance issues, following up on unresolved matters, and coordinating schedules through the Facilities team.
- Operated specialist machinery to sterilise and decontaminate laboratory equipment as per the strict requirements of a Physical Containment Level 2 (PC2) facility, including GETINGE steam sterilisers, Steris VHP machines (vaporised hydrogen peroxide/gas sterilisation), and Tecniplast washers.

### **Managing Director | QUARTER PRIVATE CAPITAL**

- Directed the 20-person Sydney-based company to provide a full range of business and personal financial solutions, including loans, cash flow finance, equity raising, mortgage solutions, and construction finance, with an emphasis on customer-oriented high-level service.
- Applied financial expertise and business acumen to effectively manage operations, finances and budgets, marketing, sales and administration of the company.
- Took a proactive, hands-on approach to various business-critical opportunities and tasks, including capital raising, business consulting, financial modelling and invoice factoring.

### **Learning & Teaching Coordinator | WESTERN SYDNEY UNIVERSITY THE COLLEGE**

- Directed the smooth running of the Academic English department including recruiting, managing, training, mentoring, scheduling and conducting performance reviews for 30+ permanent and casual academic staff.
- Lectured in various courses including English for Tertiary Studies, Introduction to Academic Communication and Principles of Professional Communication.
- Actively contributed to multiple committees, such as the English Department's Quality Assurance Committee, and provided strategic and operational advice across teaching, learning, and the student experience.
- Liaised with Curriculum Coordinators and the Timetable team regarding timetabling, teacher allocation, and classes and ensured appropriate

allocation of resources and timetabling of staff for up to 4,000 students each term.

**Customer Service Agent | QANTAS AIRWAYS**

- Delivered exceptional customer service to passengers including assisting with passengers checking in for flights, passengers with transfers from International and Domestic flights, and ticketing of passengers using Amadeus and APP Systems.
- Utilised excellent communication skills to liaise with management, airline staff and host government authorities to detect inadmissible passengers and make subsequent referrals to the relevant agency.
- Employed effective conflict resolution strategies to deal with issues and handle aggressive passengers.
- Qualified Rapid Response Team Member: trained to travel at short notice to provide professional support and assistance to passengers, families and staff in the event of a serious global incident.

**Superintendent | GREGORY CRINUM MINE, BHP BILLITON MITSUBISHI ALLIANCE**

- Played a key role in the management and coordination of the mine during the sale and transfer of ownership to the Sojitz Corporation, including delegating handover tasks to team members, to ensure a smooth transition.
- Liaised and collaborated with the Business Development team and Infrastructure and Asset Management Leadership to facilitate effective communication channels and ensure a safety-focused culture through enforcing Safe Start standards.
- Implemented effective change management strategies, including communicating the impact of the changes, to ensure staff buy in and boost morale during an unstable period of transition.

**Business Development Manager | MLIGHT LIGHTING SYDNEY**

- Accelerated the promotional strategy of the mLight brand to an existing clientele of lighting and engineering consultancies as well as lighting companies within the Middle East and African markets, generating a pipeline of \$5m within one month.
- Designed 1, 3 and 5-year sales, marketing and expansion plans for mLight in the Middle East and African Markets through identifying competition strengths and weaknesses and forecasting business opportunities to gain market share.

### **Senior Director IT | GE HEALTHCARE**

- Facilitated continuous process improvement, global ERP simplification strategy, CRM programs, financial operating plans, mergers and acquisitions as well as IT business strategy and roadmap for the North America region, for a \$2B Medical Diagnostics business at GE Life Sciences, while reducing vendor costs by +20%.
- Acted as the CIO during a leadership transition, reporting to Global Healthcare CIO/GE Officer and managing the \$140M budget as well as 45 GE employees and 80+ contractors.
- As CIO, delivered on all IT and critical ERP programs, year-end financial closure as well as operating plans for subsequent years while ensuring zero employee attrition during a tumultuous organisational crisis.

### **HR Manager | AWA HEALTH SERVICE**

- Expedited the delivery of business outcomes through utilising contemporary HR practices, managing the HR functions for 50 employees, 10 contractors and 20 student placements, collaborating directly to the CEO, and contributing as a member of the Senior Management Team and the Quality Committee.
- Pioneered a new Employee Assistance Program to provide effective counselling services to staff, directly resulting in reduced staff absences and higher staff engagement.
- Orchestrated an audit of all employment contracts and pay rates, as well as doctor and registrar contracts, to ensure compliance with industrial awards.

### **Deputy Manager | NORTHERN SYDNEY COMMONWEALTH CARELINK & RESPITE CENTRE**

- Oversaw and managed a team of 12 call centre staff to assist the local community, particularly temporarily or permanently incapacitated individuals, through providing information on the range of services and support available to assist them at home on a day to day basis.
- Trained and guided staff in customer service techniques, including handling inquiries, clinical issues, cultural differences, potential conflict and escalation processes.
- Maintained up to date knowledge of current government policies and legislation, best practice information, and referral services for the provision of short-term and emergency in-home respite care.
- Drew upon leadership skills to ensure the smooth running of operations at the centre, including assisting staff with complex calls, adhering to

organisational protocols, and facilitating a productive work environment.

### **Head Chef | PRIVATE YACHTS, WORLDWIDE**

- Effectively managed the galley functions across three privately owned \$300M luxury yachts while travelling all over the globe. Each super yacht accommodated up to 35 guests and catered to 70 crew and special events of 500+ guests.
- Responsible for all aspects of running the galley including supervising and instructing 10 chefs daily, training galley staff as needed, and maintaining morale and productivity.
- Accomplished other duties including designing guest and crew menus, managing and controlling stock levels and provisioning, efficiently managing the large annual food budget (including procuring major meat orders throughout the year of ~5,000kg each), and maintaining the highest standards of food hygiene and safety.





# SECTION 6: PROFESSIONAL EXPERIENCE PART 2

If you're struggling to write about your work history, here are a few extra tips you can use to help your resume better sell your value:

1. Use impressive action verbs to describe your duties more accurately
2. For each new dot point, write about both your task as well as its purpose, and show how you achieved that purpose through numbers and other data
3. Include achievements and write about them using the STAR method (Situation, Task, Action, Result)

Below you find examples of regular and dynamic action verbs. Use dynamic action verbs to help your resume sound more impressive. Of course, you can certainly use a regular action verb if it more accurately describes the task you are writing about. But consider using the dynamic options where possible, to avoid sounding boring or repetitive. Finally, remember that action verbs are best used **SELECTIVELY** – don't overpopulate your resume with too many action verbs just for the sake of it. Each must have a purpose, be relevant, and be specific to the role or industry you're applying for.

## Regular action verbs

Achieved	Described	Organised
Acted	Developed	Oversaw
Advised	Drove	Participated
Answered	Duties included	Performed
Assisted	Explained	Planned
Built	Finished	Prepared
Called	Fixed	Presented
Changed	Helped	Produced
Checked	Increased	Provided
Chose	Learned	Read
Communicated	Led	Realised
Completed	Looked at	Received
Conducted	Made	Responsible for
Created	Managed	Saved

Served  
Skilled at  
Started  
Supported

Talked to  
Taught  
Thought  
Trained

Watched  
Weighed up  
Worked with  
Wrote

## Dynamic action verbs

Accelerated  
Accomplished  
Adapted  
Advocated  
Analysed  
Articulated  
Campaigned  
Capitalised  
Championed  
Collaborated  
Collated  
Compiled  
Composed  
Conceptualised  
Consulted  
Converted  
Crafted  
Cultivated  
Curated  
Customised  
Delegated  
Designed  
Diagnosed

Directed  
Discovered  
Disseminated  
Empowered  
Encouraged  
Enhanced  
Enriched  
Established  
Evaluated  
Executed  
Expedited  
Facilitated  
Fashioned  
Forecasted  
Forged  
Formulated  
Founded  
Generated  
Improved  
Influenced  
Initiated  
Inspired  
Instructed

Integrated  
Interpreted  
Investigated  
Launched  
Liaised  
Maximised  
Motivated  
Navigated  
Nurtured  
Optimised  
Orchestrated  
Overhauled  
Persuaded  
Pioneered  
Restructured  
Revitalised  
Spearheaded  
Strategised  
Streamlined  
Strengthened  
Surpassed  
Sustained  
Transformed

## Achievements

Achievements are written the same way as your tasks, by being specific yet concise, using key words from your job application, and including numbers and data where possible. Write any achievements you wish to include using the STAR method – Situation, Task, Action, Result. This means that you should outline the situation or context, the task you needed to accomplish, the actions you took to do so, and the result that you achieved. Below are some

examples of achievements that clients included on their resume from a range of different roles and industries. You can use these examples as inspiration for how to write about your own achievements.

- **Event Manager:** Planned and delivered the historic first AFLW match day at Arden Street Oval bringing football back to the North Melbourne community. Collaborated closely with City of Melbourne and AFL to ensure all event logistics, safety and operational standards were met and it was executed on time. The event was well received by over 3000 North Melbourne supporters, as measured by a post event survey.
- **Student Services Manager:** As Project Manager of the Indigenous Vocation Education Training Initiative, brought Skillstech Queensland in alignment with the Closing the Gap national educational policy through developing the business case for a specified Indigenous Officer position, resulting in a successful recruitment round.
- **CIO:** Spearheaded the design and implementation of the IT strategy for business transformation, in alignment with organisational objectives, strategic direction and future growth, working closely with CEO and CFO. This collaborative approach resulted in overall IT OPEX savings of 55% per annum and an overall 12% increase in standard product margins.
- **Procurement Manager:** Directed all negotiations for beverage contracts for the Australian Turf Club, including the second largest commercial beer beverages contract in NSW Sports with Lion. My persuasive tactics and leadership resulted in increased revenue of \$5.5M over five years, and I received the high recognition award from the CEO in 2019.
- **Marketing Coordinator:** As the Marketing Coordinator for ClickView, tasked with identifying success markets for marketing campaigns in Sydney. Customised and implemented a marketing analytics scoreboard and updated the number every week, including insights from past A/B tests to inform effectiveness and success of all marketing channels and strategies. This resulted in a more personalised and appropriately segmented newsletter and increased the open rate from 20% to 30%.
- **Literacy and Numeracy Teacher:** Developed and co-wrote the “Baby-Dreamers” TAFE course aimed at young mothers aged 14-25yrs with small children. The course improved the literacy/numeracy/parenting

skills of young mothers who may not have had sufficient opportunities at school, and in turn provided greater opportunities for their children.

- **Hotel Bar Manager:** Ensured high levels of customer service and satisfaction through providing excellent staff supervision and training and managing the smooth running of the bars and kitchen, contributing to excellent hotel reviews and resulting in receiving the prestigious award for 2005 Best New Hotel of the Year.
- **Business Analyst:** Articulated pros and cons, legal interpretation and policy changes on the Pay As You Go Instalments (PAYGI) system, including working closely with internal stakeholders to maintain the security and integrity of the system; reviewing PAYGI procedures to ensure accuracy and compliance with system and legal requirements; and writing call centre scripts, newsletter articles, and social media messages to communicate the annual PAYGI process to tax professionals and taxpayers. Received the PAYGI Local Award for these efforts.
- **Personal Banker:** Applied communication skills and knowledge of online banking products and services to inform and advise customers on meeting their financial needs and goals. Exhibited outstanding work ethics and commitment to unparalleled service, receiving a promotion after only a year of service with ANZ Bank.
- **Company Director:** Managed the startup of film production company Curious Distribution, including facilitating effective relationships with key global industry representatives and expertly negotiating for content acquisitions of 60+ film titles in less than five years, establishing an award-winning, sustainable business which identifies strong independent film projects.
- **Hotel Owner and Manager:** Overcame a shoestring budget and limited experience in the hotel industry to acquire and successfully transform a run-down student housing into an art-filled, stylish and unconventional boutique hotel. Enhanced hotel's online reputation by motivating teams to be more proactive in obtaining guest feedback. Despite entrenched competition, ultimately achieved #2 position in Trip Advisor and attained a 9.1 rating in Booking.com.

- **Farm Owner:** Consistently produced high quality wool and developed strategic wool market positioning strategies, including aligning wool characteristics with viable market segments and profiling target consumers, resulting in higher net returns and increased profit for the sheep enterprise.



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# SECTION 7: OTHER SECTIONS

There are many other sections you can choose to include in your resume, depending on your experience and skills and the requirements of the job you are applying for. This can include Career Highlights, Publications, Projects, References, Volunteer Experience, Memberships, Certifications and Licences, Awards, Professional Development, Technical Skills, or Hobbies and Interests. Below you will find some examples of a few of these different categories, which should help to give you an idea on how to include such information.

## Career Highlights

Job seekers who have a lot of experience in their career field (typically mid-level and up) have the option to include career highlights or significant accomplishments on the first page of their resume. This section can easily catch the eye of a recruiter and give you an advantage by showcasing your strongest skills or most impressive experience upfront while also enticing the recruiter to keep reading. As with the rest of your resume, keep it specific, tailored and data-focused where possible. Use dot points to keep it neat and use bold key words to draw the eye. You can also use the STAR (Situation, Task, Action and Result) method to assist in writing such achievements. Below are some examples of different clients who included 2-4 career highlights at the top of their resumes, which you can use as inspiration for your own achievements.

### **Marketing Manager:**

- **Led social media, event management and account-based marketing** achieving 200% engagement rate and volume in Australia, New Zealand and United Kingdom markets in only four months.
- Worked closely with the regional leads to identify challenges and provided innovative solutions that align to **Spotify for Brands' value proposition** within available budgets and resources.
- **Produced 30% organic month-to-month growth** for client site traffic through effective content marketing and maintained a consistent record of meeting or exceeding monthly revenue targets by as much as 150%.

### Researcher:

- **Total publications:** >70 papers in Computational Process Engineering, including 63 peer-reviewed journal papers (49 in Q1 and 11 in Q2 JCR journals). Contributed to 32 journal papers as the first author or corresponding author.
- **Competitive funding:** Lead Chief Investigator or Chief Investigator for five national research funding projects (1 ARC LP=\$1.2M, 1 ARC Hub=\$12M, 1 BAJC=\$400K, and 2 NSFC Grants=\$1.3M) and four UNSW Faculty Research Grants (\$25K total).
- **International engagement:** Delivery of nine guest lectures (1=Plenary, 3=Keynote, 6=Invited) as well as six oral presentations at international conferences across four countries.

### Policy Specialist:

- **World Bank Group (Sydney)** – developed policy on climate change adaptation, disaster resilience and urban sustainability and supported 10+ active projects in seven countries across the Pacific.
- **World Bank Group (New York & Washington D.C.)** – played a key role in the negotiation and creation of a Trust Fund to assist developing countries with projects that support sustainable development objectives.
- **World Bank Group (United Nations)** – actively engaged in multiple successful negotiations on sustainable development, including the Sustainable Development Goals, Financing for Development, and the 2030 Agenda.

## Projects

Projects can be included under education, work history, or in their own separate section, depending on what they are and how many you wish to include. This section is a good way to provide concrete proof of both hard and soft skills and can further prove your suitability as a candidate over other applicants. In choosing which projects to include, start with those which showcase skills or experience that is relevant to the job you are applying for. You should include a project title (if it has one) and a short description that includes the context of the project, the actions you took to create the project, or the technologies you used, plus a link to that project (if it's accessible online). Below are some examples of different project formats that can help you to write your own.

### **Master of Urban Policy | University of NSW**

- Undertook practical group placements at the end of the course including traveling overseas and working directly with the Chilean Ministry of Housing and Urbanism on their National Urban Parks Policy; providing policy recommendations for Electric Vehicle Charging Infrastructure for the NSW Department of Planning and Environment; and providing a water efficiency plan for the NorthConnex-M4 tunnel operations.

### **Web Developer | FREELANCE**

- Audio Advocate – Created a reviews and ratings app that compares pro audio gear. [GitHub](#) | [API GitHub](#) | [Demo](#) (*hyperlinked*)
  - + Created product card and review components using a ReactJS/Redux front end
  - + Built a Rails API back end to sort and filter products based on different criteria
  - + Scraped several music retail websites for product data using Nokogiri
  - + Stored product data including reviews and ratings in a PostgreSQL database
  - + Leveraged Amazon's Product Advertising API to generate iFrames containing reviews from Amazon.com

### **Enterprise Business Transformation Program | Budget Accountability: \$70M**

- As the Program Manager/Director for the Enterprise Business Transformation Program, delivered two core objectives: reduced technical overhead by consolidating five core registry platforms into one and introduced a new Target Operating Model (TOM), enabling better workforce planning and the delivery of a new integrated workflow solution, significantly reducing operational costs.

## **Volunteer experience**

Volunteer experience is like any other work experience – you want to make sure it highlights skills and experience that are relevant to the role you are applying for. However, keep in mind that most volunteer experience can highlight useful, transferable skills (such as being organised or customer-focused for example), so remember to SELL YOUR VALUE by pointing this out – don't assume the recruiter will just know. Depending on what type and how much volunteering you have done, choose whether you wish to include volunteer experience under your work history or in a separate section. If you include a separate section, list your job title, the company, and a brief



explanation of your contribution. Below are some examples of volunteer experience that different clients chose to include separately – they kept the information as concise as possible to save space, while still being specific, tailored and including relevant data.

- **Casual Coach** | TOPSPIN TENNIS: Provided high quality coaching on a casual weekly basis to students of all ages and groups, including coordinating lesson plans, court allocations and liaising with other coaches.
- **Treasurer** | CORTINA CAPRI CAR CLUB OF SOUTH AUSTRALIA: Attended monthly meetings and handled all financial duties such as processing membership receipts, making deposits, making payments on behalf of the club, and handling petty cash and member collections.
- **Founding Member** | COHORT 2030 INTERNATIONAL YOUTH FOUNDATION, NEW YORK USA, 2017: Aims to advance the globally adopted Sustainable Development Goals, under the International Youth Foundation and Carnegie Mellon University.
- **Substitute Teacher** | VARIOUS PUBLIC SCHOOLS: Travelled to different public schools once a week to teach scripture to ~30 children aged between 13-18.
- **General Duties Officer** | SALVATION ARMY HOMELESS SHELTER: Performed general reception and primary office duties, including data entry, interviewing people seeking accommodation, and assisting with storage of their belongings while consistently maintaining a professional and friendly manner to all customers.

## Technical skills

Technology-based hard skills, which includes computer skills and abilities associated with computer programming, can sometimes take up a lot a space. However, if you are applying for a job that requires you to show your proficiency in all these skills, you can consider including a list or table at the end of your resume. Below is an example of technical skills that have been divided into categories, helping to make the information easier to read.

Programming Languages & Frameworks	C#.NET, VB.NET, ASP.NET, VC.NET, VB6, VBA, C, C++, .NET Framework, ADO.NET, Entity Framework, VBScript, LINQ, AJAX, HTML, CSS, XML, XSL, XSLT, Xpath, SQL (T-SQL, MySQL), Java, JavaScript, JQuery, DAX, EDIFACT, Dynamics NAV C/AL
Development Tools	Office VBA All Versions, Visual Studio .NET up to 2015, Docker, VS Team System 2008/2010, Eclipse SDK, Windows SDK, PL/SQL Developer, WordPress CMS
Source Code Control	GitHub, Team Foundation Server, Visual Source Safe 6, Source Gear Vault, CVS
Database Management Systems & Tools	SQL Server 2000-2014, SSMS, MS Access, MS Power BI, Excel Power Pivot/Pivot Tables, Excel Power Query, MySQL, MYOB ODBC Direct, Oracle Client
Operating Systems	Microsoft Windows All Versions, Windows Server up to 2016, Microsoft Small Business Server 2003-2011, Apple Mac OS X, Linux (CentOS, Ubuntu, Fedora)

## Hobbies and interests

Everything on your resume must add VALUE. General hobbies and interests won't help you to stand out from a crowd and take up valuable space.

However, if you have a hobby which is relevant to the job you're applying for, particularly if it shows some extra type of skill that you can bring to the role, then you should certainly include it. Below are some examples where clients from different fields included related hobbies and interests. As always, the information is concise yet specific, and includes metrics where possible.

- **IT Director:** Regular entrant into robotics competitions, including the Telstra M2M University Challenge and Melbourne University Robot Sumo Cup 2013, where my team placed fourth out of 25 competing teams.
- **Managing Director:** Pursued side hustle in online video production company for extreme sports pros. Developed website, successfully obtained seed capital of \$500K+ and built a strong YouTube following within the first year.

- **Music Teacher:** Classically trained violinist; part of a popular wedding quartet that travels around the country to help commemorate couples' special days.
- **Communications Manager:** Currently contributes as a guest columnist for the local paper, The Weekly Herald, about women in business.
- **Multimedia Designer:** I tap into my creative side through my art; I entered a local artist competition in 2018 and won the Community Choice award, resulting in my works being displayed in the local gallery for 6 months.
- **Project Manager:** Captain of the local basketball team; I hone leadership, delegation and communication skills through leading weekly practices and strategy meetings.



# SECTION 9: PROFESSIONAL HELP

Congratulations on creating an effective resume!

What you've LEARNED in this course:

- The definition and purpose of a resume
- How to write and tailor the different sections of your resume
- What you should / should not include and what recruiters expect to see
- How to edit your final document
- E-book examples of successful approaches

The three main rules for writing a resume:

- Tailor your resume to the job application
- Incorporate key words from the job application
- Use metrics to SELL YOUR VALUE and maximise your impact

Benefits of using a professional resume writer:

- EXPERIENCE writing successful resumes in your desired job or industry
- Ability to clarify and sell your PERSONAL VALUE PROPOSITION
- Insider knowledge of what recruiters look for in an ideal candidate
- Saves you time and energy and allows you to focus on what matters

Want to work with me?

- 30% DISCOUNT on Package 1 Recycled Resume for course participation
- Head to my website at [www.ashlynnstewart.com](http://www.ashlynnstewart.com) for more information and to contact me directly
- Check out my other services including Coaching Sessions, Selection Criteria, Copy Writing, etc.

Thank you for your participation and good luck in your job search and career!

Ashlynn Stewart



RESUMES | CAREER COACHING | COPYWRITING | PERSONAL BRANDING