

Resume Examples: Before & After


Note:

All resumes except my own
have been fictionalized.

DENISE RUTLEDGE

(360) 566-2781 or (360) 694-8289
ghost@writingasaghost.com
www.writingasaghost.com

OBJECTIVE

To use my abilities as a writer, web designer and editor as well as business background to produce informative, concise and well researched documentation that enhances the varied needs of a business consulting firm. 

WRITING, DESIGN & MARKETING SKILLS

- Technical writing—especially skilled at making complex information simple to understand
- SEO optimized copy for websites
- SEO articles on technical topics
- Complex project management—analyzing information, defining project priorities, and delegating tasks
- Design for visual impact on the page, user-friendly navigation, capturing leads and sales
- Certification in inbound marketing techniques.

COMPUTER SKILLS

- Strong computer skills. Learn new programs easily.
- Extensive working knowledge in MS Publisher, Word, Excel and PowerPoint.
- Working knowledge of Adobe Acrobat Pro 9.
- Working knowledge of Wikipedia, Wordpress, HubPages, eZine Articles, etc.
- Expanding knowledge of social media.

WORKPLACE SKILLS

- Employer-valued oral and written communication abilities
- Verified ability to work independently
- Well-developed skills working in teams
- Demonstrated accuracy, attention to detail
- Dedicated to meeting deadlines.
- Motivated and energetic, with strong drive to get a high-quality job done
- Combined maturity and youthful creativity and flexibility

EXPERIENCE

Freelance Writer/Editor




Writing as a Ghost

Vancouver, WA
November 2006 to Present

Highlights:

Writing SEO optimized articles—Nastel Technologies™, A&R Wholesale, et. al.
Writing instruction manuals & eBooks—Bulletproof Jackets®, Colston Trucking School, et. al.
Writing SEO optimized web content—Blackbirds Event Center, Asbuilt2Go, et. al.
Designing websites on Office Live platform—All for the Better.com, Wagon Wheel Café, et. al.
Writing training content for training modules—Volunteer training, E-discovery training, et. al.

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-  Number: 1 Author: USER Subject: Sticky Note Date: 6/19/2014 5:03:11 PM
Objectives are outdated. It's better to emphasize the primary skill you have to offer through a job title heading.
-  Number: 2 Author: USER Subject: Sticky Note Date: 6/19/2014 5:06:56 PM
Almost the entire first page is wasted on skills which the resume content should prove. Of the computer skills, about the only skills worth mentioning might be the Wikipedia and Wordpress experience. Otherwise, its the job of a good resume to prove that I have the workplace skills listed through examples.
-  Number: 3 Author: USER Subject: Sticky Note Date: 6/19/2014 5:08:28 PM
Not one of the Highlights listed leverages the opportunity I have to show how my work made a difference to the employer.

Freelance Writer/Editor

Elance

Internet
January 2009 to Present



Highlights:

*Writing consumer friendly articles about Court decisions
Writing SEO friendly copy for Medical websites
Developing and implementing rebranding project*

Freelance Writer/Editor

oDesk

Internet
November 2008 to Present

Highlights:

*Writing SEO articles about financial topics
Writing SEO optimized copy for bankruptcy site
Writing squeeze pages, landing pages and sales pages for diverse industries.
Writing business eBook*

Copy Editor for Gleaner

North Pacific Union of SDAs

Ridgefield, WA
May 2009 to December 2009

Highlights:

*Providing first copy review, second review of copy in proposed layout, third review in final proof.
Providing overall layout review.*

A/C Cook—on call

Larch Correctional Center

Yacolt, WA
August, 2007 to Present

Manager of Marketing & Finance

Bella Woods Ltd.

Hagensborg, B.C.
June 2001 to August 2006

Manager of Marketing & Sales

Crafters' Market

Bella Coola, B.C.
September 2003 to August, 2006



Member Board of Directors

Bella Coola Communication Society

Bella Coola, B.C.
February 2005 to June, 2006

Fundraising Coordinator

Bella Coola Adventist Academy

Bella Coola, B.C.
2002 and 2003

Upholstery/Customer Service

Artisan 2 Upholstery

Sandpoint, ID
November, 1999 to August, 2000

Communications Secretary

St. Andrews Farmers Cooperative

Concord, C/wth of Dominica
1997 to 1998

EDUCATION

HubSpot Inbound Marketing University

Internet

Inbound Marketing Certificate

DOC Performance Institute/Peninsula College

Port Angeles, WA

Correctional Workers Core

Pacific Union College

Angwin, CA

Home Economics, B.S. with minor in Journalism

Denise Rutledge—Resume

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 Number: 1 Author: USER Subject: Sticky Note Date: 6/19/2014 5:23:17 PM

This element was helpful, yet it would have been better to use the space to highlight the benefits of previous employment without adding the heading.

 Number: 2 Author: USER Subject: Sticky Note Date: 6/19/2014 5:12:07 PM

Not one of these jobs appeared to relate to the job for which I was applying. I could have dropped them and looked like a recent college graduate. Or I could have highlighted relevant experience gained from each job which related to the job.

Revised Resume


Denise Rutledge

(360) 566-2781
ghost@writingasaghost.com

Experienced Writer and Editor

Very personable writing style imprints client brand on articles, eBooks, website content and marketing collateral.

SKILLS

- Talent for transforming disorganized material into powerful content 
- Aptitude for writing on any topic within most niches
- Knack for working SEO keywords into content naturally and fluently
- Extensive working knowledge in MS Publisher, Word, Excel and PowerPoint
- Ability to take technical, complex information and make it user friendly
- Facility for working independently, yet equally capable of complementing team efforts

EXPERIENCE


Writing as a Ghost

Freelance Writer/Editor

Vancouver, WA

November, 2006 to Present

Independent Experience – Highlights

- **SEO optimized blogs** across many industries, including house painting ([House-Painting-Info](#)), job search ([LandTheInterviewResumes](#)), realty ([LisaMontejo](#)), DUI attorneys ([Geoffrey Burg](#), [John Musca](#)), disability attorney ([Gregory Dell](#)) and tree preservation ([Westcoast Tree Care](#)), technology ([Nastel Technology](#)), editing ([Gramlee.com ghostwritten](#))
- **Web content** for multiple industries, including manufacturing ([Genesis Systems Group, LLC](#)), food service ([AllForTheBetter](#)), technology ([Solavir](#)), psychology ([Kongit Farrell](#)) 
- **Marketing collateral** across multiple niches, including psychology ([Palo Alto Therapy](#)), food service ([Buffalo Wings & Rings](#)) and social media ([Ricky Zurvas](#))
- **CreateSpace and Kindle book publishing** support with editing, design and website development using WordPress. Projects include [More Than Domestic Violence](#), [Eagle's Watch](#), [Heart of Superman](#) and [Breast Cancer Recovery Manual](#)

oDesk and Elance Experience – Highlights

- **Lead article editor and landing page writer** for personal injury attorney site. Hired writers. Developed article template for writing team. Wrote most critical content.
- **SEO articles** on nursing and physical therapy careers, including trends, concerns, job opportunities and job application process.
- **Ghostwriting** including eBooks *How to Buy a Franchise*, *Twitter for Offline and Online Business Growth*, *Leveraging LinkedIn for Job Search Success* and *Perfectly Pleasant Menstrual Period Program*
- **Web content** for [investment minerals](#) website
- **Executive repair**, including [Wikipedia entry](#) and detailed strategy

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 Number: 1 Author: USER Subject: Sticky Note Date: 6/19/2014 5:30:42 PM

Now the bullets are focused and take up very little space in the resume.

 Number: 2 Author: USER Subject: Sticky Note Date: 6/19/2014 5:36:11 PM

The highlights now emphasize four things:

- 1) Areas I have experience in;
- 2) Research skills I possess;
- 3) Links a potential employer needs to evaluate my writing style;
- 4) How I approach project work.

All for the Better

Vancouver, WA

Marketing Director/Owner

November, 2006 to November, 2008

- **Website development** using Office Live platform
- **Marketing material development** including press releases, brochures and direct marketing materials



Crafters' Market and Farmers' Market

Bella Coola, B.C.

Marketing and Sales Manager

September 2003 to August, 2006

- **Newsletter and sales flyer development** for monthly distribution

Bella Woods Ltd.

Hagensborg, B.C.

Office and Finance Manager

June 2001 to August 2006

- **Monthly and yearly financial reports**
- **Employment taxes**
- **Correspondence**
- **Tax preparation and filing**



EDUCATION

HubSpot Inbound Marketing University

Internet

Inbound Marketing Certificate



DOC Performance Institute/Peninsula College

Port Angeles, WA

Correctional Workers Core

Pacific Union College

Angwin, CA

B.S. Home Economics, with minor in Journalism


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 Number: 1 Author: USER Subject: Sticky Note Date: 6/19/2014 5:38:03 PM

Now, I've only included those employers for whom my work offers a benefit to the future employer. I've added bullets showing the work I did that relates to my job goals.

 Number: 2 Author: USER Subject: Sticky Note Date: 6/19/2014 5:39:55 PM

Even though this doesn't seem to relate to writing, the responsibilities provide support to any application for finance writing work.

 Number: 3 Author: USER Subject: Sticky Note Date: 6/19/2014 5:41:08 PM

If I weren't applying for a writing job, I would consider dropping this.



Objective: Seeking a position within the case management/quality assurance department where I can utilize my clinical experience and business education to streamline discharge processes and maximize revenues for the organization.



Career Profile

Staff Nurse/Managerial Assistant: [Redacted] Care System, Sliverton, HI; 1/2009-Present

- Performed management tasks by completing payroll, scheduling, auditing of charts, attending management meetings and rounding on patients
- Experience with charge nurse duties coordinating physician orders between doctors and staff nurses
- Determined staffing assignments for nurses and STNA's for a 29 bed unit
- Coordinated and provided nursing care for patients from young adult to geriatric groups

Assistant Unit Manager: Rumba Health Care System, Aloha, HI; 9/2010-3/2012

- Serving as the unit based staff resource and mentor
- Assist unit manager in maintaining optimal patient care standards and fiscal operations
- Participates in the development and counseling of staff consistent with nursing practice standards and human resources management practices
- Responsible for patient satisfaction scores and developing processes that improve outcomes

Staff Nurse: Aloha General Medical Center, Aloha, HI; 8/2000-11/2008

- Provided pre/post-operative care to patients specializing in Orthopedics and Neurosurgery
- Strong clinical knowledge and skills
- Provided complete care to meet individual needs of patients
- Board member of conflict resolution committee, appointed as a peer interviewer and evaluator
- Recipient of the annual *Patient Satisfaction Service Award* in 2002

Clinical Nurse Manager: Aloha General Medical Center, Aloha, HI; 8/2002-8/2003

- Supervised and assisted floor staff with clinical procedures
- Planned and scheduled staffing needs for 2 floors and 70 employees
- Proven ability to meet patient care needs and resolve family concerns

Product Coordinator: F.W. Kamamaha Grocery Company, Aloha, HI; 6/1991-1/1998

- Received, accounted and prepared merchandise for transport to customers
- Operated and trained new employees on heavy equipment

Combat Infantryman: US Army, Fort Shafter, HI; 1/1989-6/1991

- Served eight months in Dessert Storm with 18th Airborne Corps as combat team leader
- Trained troops in areas of nuclear/chemical attack procedures
- Instructed and coordinated transportation and communications between squad and company level

Education

B.S., Nursing, 2000, Dean's List
University of Hawaii, Honolulu, HI

M.B.A., Graduating 7/2013
Kent State University, Kent, OH

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 Number: 1 Author: USER Subject: Sticky Note Date: 6/19/2014 5:52:38 PM

Besides the objective expressing the self-serving interests of the job applicant, it looks like this person has changed jobs frequently in the last few years.

Also, nothing stands out visually in the rest of the resume.

 Number: 2 Author: USER Subject: Typewritten Text Date: 6/19/2014 5:52:45 PM

 Number: 3 Author: USER Subject: Typewritten Text Date: 6/19/2014 5:52:40 PM

 Number: 4 Author: USER Subject: Typewritten Text Date: 6/19/2014 5:52:47 PM

 Number: 5 Author: USER Subject: Typewritten Text Date: 6/19/2014 5:52:44 PM

 Number: 6 Author: USER Subject: Typewritten Text Date: 6/19/2014 5:53:07 PM

 Number: 7 Author: USER Subject: Typewritten Text Date: 6/19/2014 5:52:42 PM

 Number: 8 Author: USER Subject: Typewritten Text Date: 6/19/2014 5:52:43 PM

NURSE MANAGER



“Nursing requires dedication and caring about the health and safety of strangers.”

Experienced Nurse with over 10 years' on-floor staff experience and 1-1/2 years' unit management experience offers ability to maximize revenue and positive patient experience by combining clinical experience with MBA in health care administration.



ACCOMPLISHMENTS

Improved unit patient satisfaction scores from less than 10% to over 60% (Barberton)

Decreased unit's absenteeism rate from worst to best in hospital within 18 months (Barberton)

Earned consistent high patient satisfaction scores, including 'points for rewards' for outstanding patient care (Barberton)

Won 2001 Nursing Caregiver of the Year Award

Received 2002 Patient Satisfaction Service Award

Always rated above average in performance appraisals

Served 18 months in Desert Storm as combat team leader

Rumba Health Care System

Sliverton, HI | Aloha, HI



January 2009 – Present

Staff Nurse/Managerial Assistant (concurrent with pursuit of MBA) April 2012 – Present

Assistant Unit Manager September 2010 – March 2012

Staff Nurse January 2009 – August 2010

Highlights of Responsibilities:

Managerial Assistant:

- Complete payroll, schedule, audit charts, round on patients and participate in management meetings
- Coordinate physician orders between doctors and staff nurses
- Schedule and assign nurses and STNAs for 29-bed unit

Staff Nurse:

- Prioritize the needs of 6 – 10 patients on adolescent to geriatric general medical floor
- Follow up with doctors continually throughout the day



Assistant Unit Manager:

- Managed 40 bed respiratory unit in Level 1 trauma hospital
- Helped maintain optimal patient care standards and fiscal operations
- Served as unit-based staff resource and mentor
- Nurtured nursing staff development in harmony with nursing practice standards and HR protocol
- Improved patient satisfaction scores from 10 to over 60%
- Reorganized all supply rooms to increase efficiency and reduce waste
- Revamped job descriptions for nursing assistants and created accountability checklists to streamline work processes

Aloha General Medical Center

August 2000 – November 2008

Staff Nurse

August 2000 – July 2002, September 2003 – November 2008

Clinical Nurse Manager

August 2002 – August 2003

Highlights of Responsibilities:

Clinical Nurse Manager:

- Supervised and assisted floor staff with clinical procedures
- Planned and scheduled staffing needs for 2 floors and 70 employees
- Met patient care needs and resolved family concerns

Staff Nurse:

- Provided pre/post-operative care to patients specializing in Orthopedics and Neurosurgery
- Strong clinical knowledge and skills
- Provided complete care to meet individual needs of patients
- Board member of conflict resolution committee, appointed as a peer interviewer and evaluator

EDUCATION

B.S. Nursing

University of Hawaii, Honolulu, HI

M.B.A. in Health Care

Kent State University, Kent, OH

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 Number: 1 Author: USER Subject: Sticky Note Date: 6/19/2014 5:44:23 PM

Now, the values driving this medical professional are clear.

 Number: 2 Author: USER Subject: Sticky Note Date: 6/19/2014 5:44:57 PM

Key accomplishments that benefited the employer are easy to recognize.

 Number: 3 Author: USER Subject: Sticky Note Date: 6/19/2014 5:47:41 PM

Employment with one employer grouped together to emphasize longevity and dependability.

 Number: 4 Author: USER Subject: Sticky Note Date: 6/19/2014 5:46:43 PM

Types of positions held are separated with results and strategies used to achieve success listed in bullet format.

SKILLS AND QUALIFICATIONS

- ❖ Highly motivated individual, works well with others or alone
- ❖ Great active listening skills, making sure I understand what someone is saying by asking questions to clarify
- ❖ Extreme problem solver, always thinking ahead for possible complications that can be avoided
- ❖ Ability to plan and prioritize while anticipating needs of patient, families and physicians
- ❖ Able to effectively calm patients who become upset, angry or agitated by asking them what I can do for them
- ❖ Performs assessments with care and dignity to ensure proper nursing diagnosis is implemented
- ❖ Performs Pediatric well child checks: Measurements, injections, PKUs



EDUCATION AND CERTIFICATIONS

Portland College <i>Practical Nursing Diploma</i> <i>IV Therapy Fundamentals Certification</i>	Portland, Maine <i>8/2012 Graduate</i> <i>3/2012</i>
Maine State Board of Nursing <i>Practical Nursing License #123496</i>	Portland, Maine <i>10/2012</i>
American Heart Association <i>BLS Healthcare Provider Certificate</i>	Portland, Maine <i>11/2012</i>

PRECEPTORSHIP (OVER 240 HOURS)

East Health & Specialty Care Center Long Term Skilled Nursing and Short Term Rehabilitation	Portland, Maine <i>6/2012-8/2012</i>
<ul style="list-style-type: none">❖ Shift change report before shifts starts to make list of priority residents❖ Delegating of specific tasks to CNAs and evaluate their performance❖ Administered bedtime medication in a timely manner, through peg tube and orally❖ Collected capillary blood glucose and administered Insulin as per order❖ Administered IVs medications, flushed IV tube lines, performed tracheal care❖ Answered calls from residents and assisted with their needs❖ Performed wound and pannus care every shift, weekly skin checks, measured and documented wounds❖ Performed nebulizer treatments nightly on an as needed basis for tracheotomy resident	

CLINICAL EXPERIENCE (OVER 300 HOURS)

Portland Health and Rehabilitation Center Skilled Nursing Facility and Nursing Home	Portland, Maine <i>10/2011-12/2011</i>
Sunshine Convalescent and Residential Care Center Skilled Nursing and Assisted Living	Portland, Maine <i>1/2012-3/2012</i>
Odd Fellows Friendship Center Weight and Mobility Specialty Unit and Assisted Living	Portland, Maine <i>4/2012-6/2012</i>
<ul style="list-style-type: none">❖ Collected capillary blood glucose and administered Insulin as per order❖ Answered calls from patients and assisted with their needs❖ Passed morning and noon medications to residents❖ Observed shift change report, learned its importance of priority residents❖ Performed wound dressing changes and applied creams for various skin conditions❖ Performed head to toe assessments, reporting back to clinical instructor	

PROFESSIONAL EXPERIENCE

Medical Assistant	January 2002 – August 2007
<ul style="list-style-type: none">❖ Performed and recording vitals, medications and reason for visit into chart or electronic medical record❖ Setting up and assisting with procedures, clean up and autoclave tools❖ Taking direction from physician and following through with task❖ Send prescription authorizations to pharmacies❖ Performed injections per physicians orders (pediatrics, geriatrics, family)❖ Performed venipunctures and obtain multiple tubes and PKU❖ Performed Pediatric well baby and child checks, height, weight, head, length measurements	

 Number: 1 Author: USER Subject: Sticky Note Date: 6/19/2014 6:29:04 PM

This resume emphasizes Carleen's lack of experience as a nurse.

It focuses on duties rather than giving potential employers a window into how successful she was in her clinical experience and preceptorship.

Carleen Haffer, LPN

11414 SW Royal Villa Dr. • Portland, OR 97224 • (971) 506-3121 • cmschaffer@yahoo.com

LICENSED PRACTICAL NURSE

Especially enjoy wound care, helping patients learn how to continue care at home and phone triage
Recognized for ability to calm patients and handle calls professionally

SKILLS

- Service plan development
- Task delegation to CNAs, Medaides
- Med administration through peg tube and orally
- Capillary blood glucose collection
- Insulin administration
- IV med administration
- IV tube line flushing
- Tracheal care
- Wound and pannus care
- Weekly skin checks
- Wound evaluation
- Nebulizer treatments
- Head to toe assessments
- Shift change report

RESIDENT CARE COORDINATOR | LPN

Rolling Hills Assisted Living
Portland, ME

January 2013 – Present

HIGHLIGHTS OF EXPERIENCE:

- Preparing service plans and meeting with residents every 90 days to keep plans up-to-date with resident needs
- Supervising 25 caregivers and medaides, including interviewing, hiring and training
- Giving tours and managing front desk phone
- Leading team in emergency and non-emergency care for 100 residents, including covering for vacation and sick calls
- Reviewing physician orders for changes in patient meds and comparing with EMR entries
- Assessing residents who aren't feeling well and notifying physician as necessary

CONTRIBUTIONS:

- Reduced shipping costs by switching from weekly supply order to monthly, while retaining efficiency
- Reduced interruptions in med pass during morning shift by handling Med room visits for one hour
- Found new supplier of diabetic supplies when Medicare changed covered suppliers
- Transferred pertinent information for all diabetic residents to new supplier

PRECEPTORSHIP

Long-Term Skilled Nursing And Short Term Rehabilitation

East Health & Specialty Care Center
Portland, ME

June 2012 – August 2012

CLINICALS

Skilled Nursing in Nursing Home Setting

Portland Health and Rehabilitation Center
Portland, ME

October 2011 – August 2012

Nursing in Weight and Mobility Specialty Unit

Odd Fellows Friendship Center
Portland, ME

April 2012 – June 2012

Skilled Nursing in Assisted Living Setting

Sunshine Convalescent and Residential Care Center
Portland, ME

January 2012 – March 2012

EDUCATION & CERTIFICATIONS

Practical Nursing License

Portland State Board of Nursing

Practical Nursing Diploma

Portland College, Portland, ME

IV Therapy Fundamentals Certification

Portland College, Portland, ME

BLS Healthcare Provider Certificate

American Heart Association, Portland, ME

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 Number: 1 Author: USER Subject: Sticky Note Date: 6/19/2014 6:29:46 PM

Now we know that Carleen is an LPN with specific strengths.

 Number: 2 Author: USER Subject: Sticky Note Date: 6/19/2014 6:30:56 PM

All the skills she listed before are still here, but now they are easy to scan through.

 Number: 3 Author: USER Subject: Sticky Note Date: 6/19/2014 6:32:00 PM

Now, the bullets show Carleen in action, doing her job well and making a difference for her employer.

 Number: 4 Author: USER Subject: Sticky Note Date: 6/19/2014 6:34:30 PM

Now the Preceptorship and Clinical information emphasizes the primary expertise she gained without going into all the individual skills.

Resume


Daniel Camarena

Portland, Texas

541-661-6145


dancamarena@anywhere.com

SUMMARY

- ◆ 30 years in the grocery retail industry.
- ◆ Experience at corporate, division, and store level. 
- ◆ Positions have included Sales & Promotions Consulting, Center Store Director, Marketing Director, Category Manager, Buyer, Marketing Coordinator, & Chief Pricing Coordinator.

EXPERIENCE

◆ **H-E-B- December 2012- Present.** Current position: Sales & Promotions Consultant. Supporting independent retailers with their merchandising, advertising, and marketing efforts. Writing weekly ads, coupon books, & direct mailers. Working with vendor community to insure their planning is in the best interests of the retailer. Currently in process of launching 'Northwest Exclusives'- a program of local and regional offerings at competitive cost of goods enabling independent retailers to better compete in their markets.

◆ **Kroger, Inc. April, 2001- December, 2012.** Director of Center Store. Prior positions: Director of Grocery, GM/HBC, & Specialty/Natural. Director of Marketing, Marketing Coordinator-Perishables, Grocery Category Manager/Direct Delivery Buyer. 

◆ **Director of Center Store- January, 2012- present.** Direct all buying and category managing efforts for non-perishable grocery. Closely aligned with Senior Director of Non-Perishable in reaching margin and sales goals. Represent the company at wholesaler & vendor meetings and summits. Company representative at industry conferences such as FMI and the WAFC. Mentor. Report to Senior Director of Non-Perishables.


Key accomplishments: Key role in wholesaler conversion from Unified Grocers to Kroger. Partnered with Kroger team to help organize a smooth transition. Ongoing efforts with SV category managers and shelf management teams to continue the transition into the new year.



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 Number: 1 Author: USER Subject: Sticky Note Date: 6/19/2014 7:07:28 PM

Resume is unnecessary.

 Number: 2 Author: USER Subject: Sticky Note Date: 6/19/2014 7:12:44 PM

These bullets are good, yet there's too much space between them.

 Number: 3 Author: USER Subject: Sticky Note Date: 6/19/2014 7:09:43 PM

There is over a page of information covering Kroger, yet almost nothing about the current position. This sends a message that this hasn't been a very successful position for the person.

 Number: 4 Author: USER Subject: Sticky Note Date: 6/19/2014 7:40:30 PM

There needs to be a name and page number at the bottom of each additional page in case the pages are separated.

◆ **Director of Grocery, GM/HBC, & Specialty/Natural- April, 2009- January, 2012.** Directed all buying & category management efforts. Responsible for all margin goals and vendor negotiations. Assisted COO and CFO with wholesaler negotiations. Continued as a key company representative at various conferences and spoke for the company before such organizations as Inspirators and Unified Grocers. Reported to Vice-President and Chief Operating Officer.

Key accomplishments: During a period of downsizing within Operations, successfully negotiated with Unified Grocers to provide additional resources to assist buying and vendor negotiation duties. Trained and mentored store level talent for career advancement.

◆ **Director of Marketing- August, 2006- April, 2009.** Oversaw all marketing and branding efforts. promotions, advertising, media buys, web content, and public relations. Liaison to the Ray's Foundation. Represented the company at conferences and acted as company spokesperson at various engagements. Reported to Vice-President & Chief Operating Officer.



Key marketing initiatives included:

•Webstop, April, 2009. Negotiated partnership with Webstop Grocery Websites to provide an interactive consumer online experience. Focus on consumer services such as menu planning, shopping lists, & enter-to-win online sweepstakes.

•Ray's Goes Green!- March, 2009. Public awareness campaign for company's sustainable/renewable/recycling initiative.

•Ray's Great Grocery Giveaway- Winter, 2008. Successful in-store and online consumer experience. Ticket order size increases in-store over year prior. Over 200,000 online visits.

◆ **Marketing Coordinator- Perishables- 2006.** Created a desk to establish marketing program for meat, produce, bakery, and service deli departments. Efforts included store level branding and promotions.

◆ **Grocery Category Manager/Direct Delivery Buyer- 2003-2006.** Responsible for all grocery segments. Oversaw new item authorizations, deletions, and schematics.

◆ **Joined Kroger, Inc. in 2001 as DSD Buyer.** Responsible for the direct delivered grocery segments including carbonated beverage & liquor, and all snack foods.

 Number: 1 Author: USER Subject: Sticky Note Date: 6/19/2014 7:12:24 PM

Layout of information in blocks like this makes it hard for reader to identify the important information.



◆Albertsons Texas Division- 1981-2001.

◆**Division level: 1992-2001.** Marketing Coordinator responsible for division advertising revenues. As Chief Pricing Coordinator led team of pricers for all departments and managed competitive price checking crew. Traveled throughout division to train scan coordinators and assist new store openings and acquisitions in Tennessee and southern California.

◆**Store level: 1981-1992.** Several responsibilities including Scan Coordinator, Receiving Clerk, and Freight Crew Chief.

◆EDUCATION & ORGANIZATIONS

◆**Texas State University Food Industry Leadership Center- 2009.** Graduate Today's Managers: Tomorrow's Leaders Executive Education Program.

◆**M4- Sam Houston Share Group- October, 2008- present.** Member of national share group of non-competing grocery executives exchanging both marketing and merchandising ideas and programs.

◆REFERENCES

◆ Greg Santana- CEO, Kroger, Inc. greg.santana@kroger.com

◆ John Carter- Director of Fresh, H-E-B. john.carter@heb.com

◆ Ruby Russel- Director Merchandising, Albertsons.
russelruby@alberstsons.com



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 Number: 1 Author: USER Subject: Sticky Note Date: 6/19/2014 7:41:11 PM

The resume is 3 pages long. For this level, 2 pages is the maximum effective length.

 Number: 2 Author: USER Subject: Sticky Note Date: 6/19/2014 7:15:53 PM

Create a separate reference sheet. Never include them on the resume.

The inconsistent formatting is also an issue.

DANIEL CAMARENA

2100A SW Nevada St. ▪ Portland, TX 89374 ▪ 121-660-0987 ▪ dancamarena@anywhere.com



MERCHANDISING AND BUYING EXPERT



SUMMARY OF CAPABILITIES

Experienced retail manager with over 30 years' experience in the grocery industry leverages corporate, division and store level experience to deliver results

Administration

- Cost administration
- Inventory management
- P&L accountability
- Setting sales and expense goals
- Developing vendor and product specs
- Fostering profitable vendor relations

Marketing & Sales

- Merchandising strategy
- Selling plan development
- Sales training
- Promotional event planning

EXPERIENCE

H-E-B, Portland, TX – Portland Distribution Center – December 2012 - Present

Sales & Promotions Consultant

December 2012 – Present

- Work with vendor community to align planning with best interests of retailer
- Write weekly ads, coupon books and direct mailers
- Support independent retailers with merchandising, advertising and marketing
- Develop programs which enable independent retailers to compete more effectively



Key Accomplishments:

- Prepared program called "Northwest Exclusives" promoting local and regional offerings at competitive costs, enabling independent retailers to better compete in their markets

Kroger Inc., Brookings, TX – April 2001 – December 2011

Director of Center Store

April 2009 – December 2012

- Direct buying and category management in non-perishable grocery sector
- Develop merchandising opportunities that drove sales and customer counts
- Work with Senior Director of Non-Perishable to reach margin and sales goals
- Represent Kroger at industry conferences, including FMI and WAFC



Key Accomplishments:

- Played key role in seamless transition from Unified Grocers to Kroger wholesale supplier



Director of Grocery: GM/HBC – Specialty/Natural

April, 2009 – January 2011

- Direct all buying and category managers
- Set margin goals
- Negotiate with vendors and assist COO and CFO with wholesaler negotiations
- Represent Kroger before organizations such as Inspirators and Unified Grocers

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 Number: 1 Author: USER Subject: Sticky Note Date: 6/19/2014 7:30:50 PM

Full address can give Daniel an advantage for local jobs.

 Number: 2 Author: USER Subject: Sticky Note Date: 6/19/2014 7:32:08 PM


Now what Daniel has to offer is stated clearly. Skills that were buried in text are now bulletized.

 Number: 3 Author: USER Subject: Sticky Note Date: 6/19/2014 7:36:24 PM

The shorter time at H-E-B means there will be less information, yet establishing an emphasis on what Daniel does and what he's already accomplished sets the reader up to expect more details under Kroger.

 Number: 4 Author: USER Subject: Sticky Note Date: 6/19/2014 7:37:07 PM

The QR code gives Daniel the opportunity to display that he is current on marketing trends.

 Number: 5 Author: USER Subject: Sticky Note Date: 6/19/2014 7:38:45 PM

The headings stand out and emphasize Daniel's move upward through the company.

Key Accomplishments:

- Negotiated additional resources from Unified Grocers to assist with buying and vendor negotiation, reducing impact of downsizing within Operations

Director of Marketing **August 2006 – April 2009**

- Oversee all marketing and branding efforts, including promotions, media buys, web content and public relations
- Liaison with Ray’s Foundation
- Represent Kroger at conferences and other engagements

Key Accomplishments:

- Negotiated partnership with Webstop Grocery Websites to create interactive consumer online experience focused on extending consumer engagement through enter-to-win online sweepstakes, menu planning, shopping lists, etc.
- Spearheaded “Ray’s Great Grocery Giveaway” resulting in over 200,000 online visits and increased store traffic.



Grocery Category Manager/Direct Delivery Buyer/DSD Buyer **April 2001 – August 2006**

- Coordinate delivery and display of all direct delivered grocery segments—beverages, liquor and snack foods
- Authorize new items, item deletions and schematics
- Create centralized marketing program for meat, produce, bakery and service deli departments
- Coordinate delivery and display of all direct delivered grocery segments—beverages, liquor and snack foods

Key Accomplishments:

- Directed drawing of new wine/liquor schematics, launching customized store resets into 50 stores

Albertsons – Texas Division – 1981 - 2001

Marketing Coordinator – Corporate Level **December 2011 – Present**

- Marketing Coordinator – Manage division advertising revenue
- Chief Pricing Coordinator – Lead pricing teams in all departments and coordinate activities of competitive price checking crew

Key Accomplishments:

- Assisted in new store openings and acquisitions in Tennessee and southern California

Scan Coordinator, Receiving Clerk, Freight Crew Chief – Store Level **1981 – 1992**

EDUCATION & AFFILIATIONS

Texas State University Food Industry Leadership Center
 Today’s Managers: Tomorrow’s Leaders Executive Education Program

Rio Grande High School
 Amarillo, TX

M4- Sam Houston Share Group **Member** **October, 2008 – Present**
 National think tank of non-competing grocery executives organized to exchange marketing and merchandising ideas and programs

 Number: 1 Author: USER Subject: Sticky Note Date: 6/19/2014 7:39:33 PM

Now the resume is only two pages and focuses on the most important information to employers.



QUALIFICATIONS

Analytical self-starter with excellent problem-solving skills and a strong orientation in customer service satisfaction and technical support. Excellent interpersonal skills with proven ability to motivate and communicate effectively with management, customers, and staff.

PERSONAL QUALITIES

Take pride in being an organized, trainable and resourceful individual; welcome challenges, and work effectively with people at all levels in a team environment.

KEY STRENGTHS

- Organizational Development
- IT Development / Support
- MS Office XP, Windows 7
- Team Building
- Product Design Processes
- Educator / Speaker



KEY RESPONSIBILITIES AND ACCOMPLISHMENTS

- Created and presented fitness and nutrition programs for individuals and groups
- Developed, marketed and successfully coordinated 2-day sports tournament (300 participants)
- Gained PATH certification as instructor in health -and- partnered with Arthritis Foundation
- Established budget and managed program expenses and revenues for fitness department
- Developed policy and procedures for fitness programs
- Lead as senior instructor in product design engineering communication software. Involved: assisting in presentational web site, instructional materials and course development
- Led/coordinated teams in product & manufacturing processes.
- Coordinated strategic planning issues with Design Directors Council
- Effectively interfaced with engineers in-line with product time-line & development



EXPERIENCE

- 2010-2012 City of Lake View, Senior Services - **Fitness Coordinator**
Administrative duties, Active instructor, Oversee all operations in Fitness Department
- 2008-Pres Self Employed- **Personal Trainer & Nutrition Lifestyle Coach**
- 2006-Pres Self Employed – **Isagenix Independent Consultant & Health Coach**
Nutritional Detox and Wellness coaching
- 2005-2006 Self Employed - **Internet & Off-line Marketing Consultant**
- 2003-2005 First Home Mortgage, Bend, OR – **Mortgage Consultant**
- 1999-2003 Self Employed & Global Tech ... Contract with GM Knowledge Center & Oakland Community College -**Lead Instructor Product Vision Communication Software.**
- 1985-1999 Modern Engineering, Troy, MI ... On-Site at GM or Modern Eng.
Design / Manufacturing Process Engineering & Management


EDUCATION AND PROFESSIONAL DEVELOPMENT:

Personal Fitness Trainer, Graduated NPTI, 2009

B.B.A. in Management, Graduated Summa Cum Laude, Oregon State University, Bend, OR, 2001



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 Number: 1 Author: USER Subject: Sticky Note Date: 6/19/2014 8:08:05 PM

Margins are too narrow, especially with this amount of content.


Little in the resume proves that Lilian is a self-start or that she has these skills she claims to have.

 Number: 2 Author: USER Subject: Sticky Note Date: 6/19/2014 8:08:58 PM

Again, most of these bullets require proof to back them up within the resume.

 Number: 3 Author: USER Subject: Sticky Note Date: 6/19/2014 8:11:35 PM

Some of these are very good, but the employer isn't likely to get to them because the presentation fails to send a message that there is anything of true importance here.

 Number: 4 Author: USER Subject: Sticky Note Date: 6/19/2014 8:12:31 PM

Self-employed can be a job seeker's worst enemy.

 Number: 5 Author: USER Subject: Sticky Note Date: 6/19/2014 8:13:44 PM

Graduation dates should be omitted. Recent graduation says, "Inexperienced." Distant graduation says, "Out of touch."



LILIAN HORSCH

3615 Hi Crest Dr., Lakeview, OR 97630

123-456-6784

lhoursch@amerimail.net

TRAINING & PRODUCTION PROFESSIONAL

SUMMARY

Professional with experience in product development, communications and technology training thrives on challenges. Especially skilled at enhancing communication between diverse team participants, including international contributors.

HIGHLIGHTS OF EXPERIENCE

PRODUCTION & DESIGN

- Product design and development
- Manufacturing process
- IT development/support
- Team development
- Catia, Plantrac I & II

TRAINING & PRESENTATION

- Lead instructor for product design/engineering/communication software
- Production team lead and coordinator
- Lifestyle educator

ADMINISTRATION

- Agenda, minutes and open issues
- Reporting including budgets, progress, metrics
- MS Office 2007
- Data entry



WORK HISTORY

Lilian Horsch Consultant, Lake View, OR

2006 - Present

Lifestyle Consultant & Instructor

Highlights of Responsibilities:

- Preparing and delivering lifestyle centered presentations
- Consulting then creating customized fitness and nutrition solutions
- Developing lifestyle sensitive nutritional, wellness and fitness coaching approaches

Key Projects:

- Personalizing client fitness programs at several fitness centers, including The Gym (Lake View, OR) and Peak Physique (Bend OR)
- Participating in Lake County Wellness Coalition (OCWC) Wellness in the Workplace program

City of Lake View, Lake View, OR

2010 - 2012

Senior Services Fitness Program Coordinator

Highlights of Responsibilities:

- Presenting fitness and nutrition programs for individuals and groups after creating program materials
- Establishing department budget; managing program expenses and revenues within budget
- Developing policies and procedures for senior fitness programs
- Determining necessary equipment and supplies for programs; maintaining inventory
- Maintaining records; producing weekly, quarterly and annual reports on senior involvement levels, use of funds, compliance with regulations, etc.
- Coordinating and producing cross-departmental quarterly newsletter for senior community members
- Increasing senior involvement by developing dynamic, yet age appropriate fitness plans

Key Project:

- Planning, marketing and coordinating 2-day sports tournament (300 participants)



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 Number: 1 Author: USER Subject: Sticky Note Date: 6/19/2014 8:16:24 PM

I usually avoid two pages, but this was one situation where it was needed. We needed to prove that current experience had kept 'Lilian' up to date for the type of job she was seeking.

Opening summary now focuses on what she has to offer in the field in which she is seeking work.

 Number: 2 Author: USER Subject: Sticky Note Date: 6/19/2014 8:17:03 PM

This layout emphasizes her different skills in a compact format.

 Number: 3 Author: USER Subject: Sticky Note Date: 6/19/2014 8:19:32 PM

While there remain problems with being a consultant, it is better received than self-employed.

Notice that the highlights focus on how Lilian's skills are transferable skills for the industry she is targeting.

 Number: 4 Author: USER Subject: Sticky Note Date: 6/19/2014 8:20:10 PM

Projects that emphasize her training and production skills now stand out.

First Home Towne Mortgage, Bend, OR

2003 – 2005

Mortgage Consultant & Loan Officer***Highlights of Responsibilities:***

- Educating applicants about their different loan options
- Gathering, verifying, analyzing and evaluating applicant financial information
- Cold calling to expand applicant base

Key Projects:

- Specializing in new home, new construction and FHA mortgages, HELOCs, and reverse mortgages

**Lilian Horsch Contractor, Lake Orion, MI**

1994 – 2003

Lead Instructor/Training Developer – GM Knowledge Center (1999 – 2003)***Highlights of Responsibilities:***

- Guiding the development of presentational website, including working with separate engineering departments to develop specific instructional materials, certification tests, etc.
- Outlining instructor classroom procedures and facility procedures

Key Project:

- Developing training for Product Vision Communication Software, so communication between diverse levels of GM automotive corporate structure could merge cohesively

Design Communication Project Coordinator – GM Engineering North, Warren Tech Center (1997 – 1999)***Highlights of Responsibilities:***

- Coordinating design activities between 7 design teams
- Participating actively in change management, training, DR2 scheduling and factory reporting process
- Integrating design development into portfolio, vehicle architecture, manufacturing and VSAS
- Overseeing design process
- Co-chairing Geometry Created Documentation (GCD) focus team

Key Project:

- Leading the NAO DAP Team in development of Engineering Design website, including the redevelopment of Engineering Design Standards on GM Web

Detail Coordinator/Design Project Liaison – GM Mid-Lux Car Group, Warren Tech Center (1994 – 1997)***Highlights of Responsibilities:***

- Defining process and procedure for coordinating engineering with design
- Coordinating and tracking the development of detail and data drawings for all car programs
- Implementing functional evaluation check points in detail and data drawings to ensure quality of parts

Key Project:

- Liaisoning between NAO Design Services Group and other GM engineering groups

EDUCATION & CERTIFICATIONS

B.B.A. in Management, Summa Cum Laude, Oregon State University, Bend, OR

Interactive Teaching Skills, GM Knowledge Center,


Project Management, Oregon State University, Bend, OR

Personal Fitness Trainer Certification, National Personal Training Institute, Portland, OR

 Number: 1 Author: USER Subject: Sticky Note Date: 6/19/2014 8:22:12 PM

This is the type of work Lilian wants to return to, so I've gone back farther than I usually do.


BARBARA SETHLEY R.N, B.S.N

10515 S. Central Ave., Lodi, CA 95240 ♦ C: 209-991-1483 ♦ partygal@loditown.com 

PROFESSIONAL SUMMARY

Excels at patient teaching. Dedicated and Responsible R.N. Excellent communication skills. 25 years of experience in healthcare.

SKILLS

- Strong clinical judgment
- High level of autonomy
- Patient evaluation/intervention
- Excellent supportive advocate for patients and their families
- Effective and empathetic communication 
- Team Player
- Models a high standard of conduct, honesty and integrity in all situations
- Respectful of patients and co-workers rights to confidentiality
- Knowledgeable of HIPAA regulations
- Commitment to excellence
- Epic and Cerner trained
- ACLS/CPR/rapid responder
- Excellent IV skills and venipuncture
-

WORK HISTORY

Staff R.N., 07/2005 to 06/2013

Lodi Memorial Hospital – Lodi, CA

Responsible for patient care in the Short Stay unit with pre and post operative assessments. Starting I.V.'s, drawing blood, EKG's, with full assessment, analyzing, planning, educating and implementing of readiness for surgery or procedures.

Adjunct nursing instructor, 09/1990 to 01/1991

San Joaquin Delta College - School of Nursing – Stockton, CA

Taught and supervised 8 first term nursing students in assessing, medicating and wound care. Evaluated care plans written by each student for safe and efficient care.

Staff R.N., 08/1989 to 07/2005

San Joaquin General Hospital – French Camp, CA

Patient care on medical and surgical units.

Wound care, cardiac monitoring and multi-IV line management.

Implemented the perioperative care for same day surgeries and procedures.

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 Number: 1 Author: USER Subject: Sticky Note Date: 6/19/2014 8:45:47 PM

Email is unprofessional and presents a poor message about the type of nurse Barbara is.

 Number: 2 Author: USER Subject: Sticky Note Date: 6/19/2014 8:46:56 PM

This layout wastes space.

Hard and soft skills are mingled.

Soft skills aren't supported by proof under the employers.

 Number: 3 Author: USER Subject: Sticky Note Date: 6/19/2014 8:47:40 PM

Formatting is an issue with inconsisten spacing between employers. If formatted correctly all of the information should fit on one page.

Patient Care Coordinator, 09/1988 to 08/1990

Friendship Health Center – French Camp, CA

Supervised approximately twenty medical personnel and up to one hundred patients in this skilled nursing facility.

Planned patient care, discharge procedures and led in house patient conferences to consult with patients and their families about their care.



EDUCATION

Bachelor of Science: Nursing, 1988

California State University - Sacramento, CA



EXCELLENT REFERENCES UPON REQUEST

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 Number: 1 Author: USER Subject: Sticky Note Date: 6/19/2014 8:56:40 PM

Margins are way too narrow. 1-inch is standard. .75 inches is acceptable if adequate white space is used elsewhere.

 Number: 2 Author: USER Subject: Sticky Note Date: 6/19/2014 8:58:25 PM

Two points here.

1) There should be no date for the education.

2) It's understood that references will be supplied. This line should be removed to emphasize ability to keep current.

Barbara Shethley—RN, BSN

10515 S. Central Ave
Lodi, CA 95240

360-991-1483
bshethley@gmail.com



Ambulatory | Surgical Care Nurse

Self-motivated and energetic nurse thrives on giving patients superior care and the best possible experience with their hospital stay.

Summary

“She is one of the nurses that is the glue that binds us together as a unit. Our group identity would change without her as part of the unit.” *Supervisor review.*

“Receives numerous kudos/creek awards from her patients and their families.” *Peer review.*

“Barb excels at establishing relationships with her patients and she frequently receives feedback/patient comments highlighting her strengths in this capacity.” *Supervisor review.*

“She is able to ease patient stress and make them feel comfortable in the hospital environment.” *Peer review.*

“Barb’s interactions and presence in the unit is positive, and she often lifts the spirit of the unit when she is working.” *Supervisor review.*

Core Strengths

- Cross-training in conscious sedation, post-anesthesia care, endoscopy and perioperative care
- Knowledge and application of HIPAA regulations
- Epic and Cerner training
- Excellent IV and venipuncture skills
- Patient evaluation and intervention
- Sense of humor united with strong listening skills
- Casual and comfortable communication style patients respond to



Nursing Experience

Lodi Memorial Hospital, Lodi, CA

Staff RN, Ambulatory Care Unit

7/2005 –6/2013

- Performed head-to-toe pre-operative assessments at admission
- Educated patients pre and post-operation
- Started IVs and drew blood for lab work
- Evaluated EKGs

San Joaquin General Hospital, French Camp, CA

Staff RN, Short Stay Unit

9/1991 –7/2005

- Implemented perioperative care for same day surgeries and procedures
- Taught patients post-operative care procedures
- Flex-staffed as needed in medical and surgical units

San Joaquin Delta College – Schook of Nursing, Stockton, CA

Adjunct Nursing Instructor

9/1990 –1/1991

- Taught and supervised first-term nursing students in assessment, medicating and wound care
- Evaluated student written care plans for safety and efficiency

Degrees & Certifications

B.S. Nursing

California State University, Sacramento, CA

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 Number: 1 Author: USER Subject: Sticky Note Date: 6/19/2014 9:12:03 PM

Professional email account has been set up at Gmail.

The heading tells the employer that she has the nursing specialty they are looking for.

 Number: 2 Author: USER Subject: Sticky Note Date: 6/19/2014 9:10:38 PM

The summary uses the words of coworkers to provide the proof of Barbara's soft skills.

Her core skills are now limited to her hard skills as a nurse.

Bullets tie in with employer experience.