

Link To Video

https://nku.zoom.us/rec/play/3UDkFHnaTDX0VC-HGEXaBMOHSCuYjvy5pZQh7idoeJX9ZeyY91sQjggI-Vxu5FDNLQPxjwo4J9uSqi-s.8_W-QmqJwHVrFCHq?continueMode=true

[VIDEO](#)

Rotary District 6980

“Career Branding: Resumes, Cover Letters and Posts...”

A Rotary Works Seminar Initiative

Some Background

Three Core Resources...

Rotarian Job Board... openings

Rotarians Seek Jobs... searching

Rotary Works Coaches... seminars & 1 to 1

<http://rotarycentralflorida.org/resources/career-center/>

**Know
People...**

**This
Situation?**

Starting Out... will
be graduating
within a year and
want help.

Unemployed...
and are in crisis.

Underemployed...
and feel they are
wasting time.

**Career
Transitioning...**
want to pivot and
do something
else.

Some Background

Seminar Series

([LINK TO SERIES SITE](#))

- | | |
|--|------------------------|
| A. Career Fit Identification: Personality and Work Values... | February 2 (RECORDED) |
| B. Career Opportunity Research: Exploring Options... | February 16 (RECORDED) |
| C. Career Branding: Resumes, Cover Letters and Posts... | March 2 (RECORDED) |
| D. Career Discussions: Interview Success Skills... | March 16 (UPCOMING) |
| E. Career Transitions: Pivoting in A Chaotic World... | March 30 (UPCOMING) |

Tuesdays: 7:10 pm – (about an hour)

Registration: <http://rotarycentralflorida.org/resources/career-center/>

Alternative: www.surveymonkey.com/r/ROTARYCAREER1

Zoom Session: <https://nku.zoom.us/j/2934595253>

Let's Define Success For You...

**At The End Of
The Hour Or So...**

Include These?

- a. **Insight...** how gatekeepers operate.
- b. **Resume Purpose...** strategy needed
- c. **Cover Letter...** achieving success
- d. **The Basics...** getting interviews

What Else – Success For You?

Seminar Series #1

QUICK REVIEW

Fit Identification: Personality and Work Values

**“SWING THE BAT... DON'T WAIT
FOR THE PERFECT PITCH”**

Geography Fit: Personal Life?

Career Fit:

- 1) Industry?
- 2) Company?
- 3) Role?

Criteria To Consider?

- 1) Work Values
- 2) Work Personality
- 3) Primary Talents

Free Evaluations: [LINK](#)

- 1) Work Values Link
- 2) Work Personality
- 3) Primary Talents

[LINK](#)

A. Career Matching

1) Hiring Viewpoint: Strategically, Companies Often View Culture Fit More Important Than Experience.

2) Critical Skills:

- Resilience: “Move On”
- Teamwork: “Collaborative”

3) Be Proactive vs. Reactive

- Your Strengths & Weaknesses
- Industry, Company, Role: Opportunities & Threats
- Leverage Strengths & Opportunities!
- Versus Focus On Weaknesses & Threats

4) How We're Wired - Experiences

- Primary: Avoid Bad
- Secondary: Seek Good

Seminar Series #2

QUICK REVIEW

Career Opportunity Research: Exploring Options

Social Networking:

- Create Profile On Facebook, LinkedIn, Twitter

Personal Networking

- Creating Conversations With People You Know, They Know, Etc.
- How Doing? How Help? Exploring _____ (career option). Ask For “Informational Discussion”
- Suggestions?

Lots Of Job Sites

- Shot Gun – About 100 To Get 1 Interview; Send Out 500+
- See List Of Specialty Sites Too

My Favorite Sites:

- A. Edgar... [link](#)
- B. CEO Express... [link](#)
- C. IBIS WORLD... [link](#)
- D. BIXSTATS... [link](#)
- E. CareerOneStop... [link](#)

Seminar Series #3

“Career Branding: Resumes, Cover Letters and Posts...”



Common Mistake: using traditional cover letters and resumes you love – and do not work



Process: discuss that career hiring process from the company view; tailoring your plan to how they hire



Result: more interviews – and more job offers.

Purpose?

What Makes A Good One?

COVER LETTER	RESUME

Resume Purpose?

What It Is....

1. **Not...** to “sell” yourself!
2. **Not...** a “history” of your experience!
3. **Not...** everything you thought you did that was great!
4. **Not...** include impressive industry jargon (unless applying in industry).
5. **Not...** high probability of response; SO WHAT? Shot gun anyway.
6. **Not...** something most people will read.
7. **Not...** a “stand-alone” document.

Resume Purpose?

What It Is....

**Vehicle – To Get To The Next Step In The Process
AN INTERVIEW**

Perspective: Who “READS” Your Stuff – First?

Two Types Primary Gatekeeper:

1. HR Department
2. RECRUITER

Who Are They Gatekeeping For?

- Senior Management

What Started The Gatekeeping Process?

1. Senior Management Came To Them
2. They Solicited Needs From Senior Management

Perspective: How The Gatekeeper Prepares?

QUESTIONS THEY ASK SENIOR MANAGEMENT:

THE QUICK FACTS...? Easy

- 1) What Is The Title?
- 2) Who Does It Report To?
- 3) What Is The Job Description?
- 4) Describe The Responsibilities.

DESCRIBE THE PERSON YOU WANT...? Hard

- 5) *Skills Required?*
- 6) *Personality Type?*

Perspective: **Life Of The Gatekeeper**

- 1) **Insight...** know very little about the “technical aspects”
- 2) **Their Workday?...** stressed; multi-tasking!
- 3) **Influencing Their Next Steps?**
 - “**BAD FIT**” Versus Senior Mgt. Expectations? Career Damaging!
 - “**GOOD FIT**” With Senior Mgt. Expectations? Doing Your Job!
- 4) **Their Motivation?...**
 - **SPEED...** so much to do
 - “**SAFE CHOICE**”... people they screen AND send forward to Sr. Management

Perspective Gatekeeper Math

Rules Of Thumb...

- **SUCCESS:** 1 New Employee Joins Company...
 - Requires 5 Candidates Interviewed By Senior Management
 - Requires 10 Candidates Interviewed By Gatekeeper
 - Requires 50 Candidates Pass Gatekeeper “Quick Review”
 - Requires 150 Resumes Received
-

IMPLICATION!

OBJECTIVE: GET THROUGH THE FIRST SCREEN – QUICKLY!!!

STRATEGY: HELP GATEKEEPER KNOW – “YOU ARE A SAFE CHOICE”

What's The “Therefore?”

Objective: Get The Interview With Senior Management

Requirement:

1. Get Through The Quick Screen
2. Get Through The Gatekeeper Interview Screen
3. Get To The Hiring – Senior Manager

STRATEGY:

1. Synergy... Cover Letter And Resume
2. Screams... You Are Looking For Position – THEY Are Looking To Fill
3. Screams... You Understand The Position – THEY Are Looking To Fill
4. Screams...They Will See YOU ARE A Good - “PERSONALITY FIT”
5. Screams...They Will See YOU ARE A Good - “SKILLS FIT”
6. **EZ TO SUMMARIZE...** Recommendation For Interview: Fits Job; Fits Personality; Fits Skills.
7. **OVERALL...** “TEAM PLAYER” “PROFESSIONAL” “GREAT PERSONALITY & SKILL FIT”

A TYPICAL COVER LETTER?

(example
recommendation
on Google
search)

Focus?
Them or You?

Effort – Know What YOU Want?
High Or Low

Effort To Review?
High Or Low?

Effort To Identify YOUR “FIT”?
High Or Low?

Will Pass “Quick Screen”
Likely NO Or Likely YES

EZ Summarize – Sr. Mgt.
NO Or YES

Likely Get An Offer?
NO Or YES

Account Executive Cover Letter

sales@gmail.com | 123 Your Address, Boston, MA 02101 | (000)-000-0000

Today's Date

Hiring Manager's Name
Company Address
Company Phone Number
hiring.manager@gmail.com

Dear (Manager's Name),

My name is (YOUR NAME), and I am a NASP certified Account Executive with 3 years of experience acquiring clients and managing business partnerships in varying industries, such as radio, TV, and healthcare. Although working at SVC Health has been beneficial to my professional development, I would like to apply for the Account Executive position at (COMPANY NAME). Given its worldwide reputation in retaining business partnerships and workplace culture, I have long aspired to be a part of (COMPANY NAME). Not only is it recognized worldwide as one of the best places to work, its reputation in retaining business partnerships is also well-known in the sales industry.

During my time at SVC Health, I managed overall client satisfaction and worked with four other departments. This required expert negotiation, networking, and customer service skills to ensure the company was meeting the needs of over 500 clients. For a detailed summary of my experience in client acquisition, I've included three accomplishments from my resume below:

- Collaborated with four internal teams such as account management, underwriting, clinical, and operations to bring in 5 new accounts within my first 2 months of work
- Utilized presentation skills to deliver quarterly and annual reports to clients on their drug trends and financial performance, ultimately achieving quarterly revenue goals and surpassing Q4 revenue goals by 150%
- Sought out new business partners in Latin America, which led to a 30% increase in the market within first year at the company

(COMPANY NAME) is leading the way forward in cloud computing software, which is a dynamic and rapidly growing market with incredible potential in sales. In addition, I admire (COMPANY NAME)'s commitment to giving employees ample opportunities for growth. I would be happy to contribute my expertise in overseeing accounts at (COMPANY NAME).

Potentially working at (COMPANY NAME) is exciting, and I am eager to discuss the job details further. Please contact me at [PHONE] or via email at [EMAIL] if you need any other information regarding my application. Thank you for your time and consideration. I look forward to hearing from you.

Sincerely,

[Your Name]

MBA

EFFECTIVE COVER LETTER?

PROACTIVE

Focus?
Them or You?

Effort – Know What Want?
High Or Low

Effort To Review?
High Or Low?

Effort To Identify “FIT”?
High Or Low?

Will Pass “Quick Screen”
Likely NO Or Likely YES

EZ Summarize – Sr. Mgt.
NO Or YES

Likely Get An Offer?
NO Or YES

(Proactive)

NAME

Cell:XXX-3596 Email: XX.com

Date

Name

Title (Ideally, Managing Director)

Company

Address

City, State Zip

Email (if have it)

Senior Corporate Finance Professional

Plans... Analysis... Process... Models... Reports... Consolidations... Closings... Leadership
Complete MBA – December 2020

Dear Name:

Company has an outstanding reputation and extraordinary team recognized for delivering superior value. It would be a sincere privilege to meet with you and learn more about your company's strategic focus, culture and the critical success factors for careers at Company. I am completed my MBA and am relocating to the Raleigh area following graduation. I'm eager for career opportunities quality organization that enhances value and where I would be a good fit.

Are these criteria you look for in attracting aspiring professionals to your team?

Capability	Can I Provide?	Capability Proof
Analysis & Reports	YES	Responsible for the forecasting, budgeting and presentations of financial results for the leadership team of a \$2 billion multi-national corporation.
Collaborative & Advocate	YES	Project lead for multiple special initiatives that helped improve the quality and timeliness of data collection, enhanced processes that increased organizational efficiencies and supported capabilities for strategic initiatives and ongoing decision making.
Team Leadership & Cross Functional Support	YES	Experienced supervising financial professionals in supporting all levels of management, cross functionally and providing information consolidations for the CEO and Leadership Team.

It would be my honor to meet and learn more about the opportunities at Company. Would you please let me know a convenient meeting a zoom session? If I don't hear within a week, I'll call you to try to set up some time together.

Sincerely,

XXXXXXXXXX

PS: You may find people with more experience for the position of Title, but you likely won't find anybody with more passion and commitment to be an extraordinary professional and member of your team.

MBA

EFFECTIVE COVER LETTER?

REPLY JOB POST

Focus?
Them or You?

Effort – Know What Want?
High Or Low

Effort To Review?
High Or Low?

Effort To Identify “FIT”?
High Or Low?

Will Pass “Quick Screen”
Likely NO Or Likely YES

EZ Summarize – Sr. Mgt.
NO Or YES

Likely Get An Offer?
NO Or YES

(Advertised Positions)

TXXXa CXne

Cell: 859-361-3596 Email: tkcrone@gmail.com

Date

Email

Position #
Position Title

Hiring Team; or Dear Name;

Are you are looking for a collaborative and action-oriented professional? Are you a growing organization that is customer focused and provides superior competitive value? If so, we should talk – maybe there is a mutually beneficial fit!

In just a few more months I am completing a rigorous MBA. I'm now seeking a career opportunity that is more aligned with my capabilities. Maybe it is with your team? You can likely understand why the position of **Position Title** got my attention!

Are these criteria you look for in attracting aspiring professionals to your team?

Capability	Can I Provide?	Capability Proof
Analysis & Reports	YES	Responsible for the forecasting, budgeting and presentations of financial results for the leadership team of a \$2 billion multi-national corporation.
Collaborative & Advocate	YES	Project lead for multiple special initiatives that helped improve the quality and timeliness of data collection, enhanced processes that increased organizational efficiencies and supported capabilities for strategic initiatives and ongoing decision making.
Team Leadership & Cross Functional Support	YES	Experienced supervising financial professionals in supporting all levels of management, cross functionally and providing information consolidations for the CEO and Leadership Team.

It would be a sincere privilege to meet with your team and explore if this is a mutually beneficial long-term relationship. Would you please let me know a convenient meeting time for you – even through zoom?

Sincerely,

XXXXXXXXXXXX

PS: You may find people with more experience for the position of **Title**, but you likely won't find anybody with more passion and commitment to be an extraordinary professional and member of your team.

A TYPICAL RESUME?

“A PERFECT RESUME”

According To A Career
Planning Expert At
Harvard.

Focus?
Their Needs or You?

Effort – Know What Want?
High Or Low

Effort To Review?
High Or Low?

Effort To Identify “FIT”?
High Or Low?

Will Pass “Quick Screen”
Likely NO Or Likely YES

EZ Summarize – Sr. Mgt.
NO Or YES

Likely Get An Offer?
NO Or YES

SAMPLE RESUME

Nadia Smythe

smythe@g.harvard.edu | 444-555-2222

linkedin.com/in/nadiasmythe/

EDUCATION

HARVARD UNIVERSITY EXTENSION SCHOOL

2014 - 2016

Master of Liberal Arts, Management

- Recipient of Dean's List Academic Achievement Award
- Selected for the Venture Incubation Program at Harvard Innovation Lab and winner of Stretch Award 2016

UNIVERSIDAD NACIONAL AUTONOMA DE MEXICO

2001 - 2006

Bachelor of Business Administration in Marketing

- Graduated from Honors Program, Rank 1
- College Student of the year 2006 awarded by Expansion Time Warner Magazine
- Recipient of L'Oréal Excellence Award 2006

PROFESSIONAL EXPERIENCE

AGENDA28

September 2012 - Present

CO-FOUNDER/ DESIGN STRATEGY DIRECTOR

- Founded design studio specialized in social impact that develops integral design strategies to increase effectiveness of social initiatives and empowers young designers from underserved communities in Mexico
- Led 20 design projects for nonprofits and social enterprises in the U.S., Mexico, India, Zambia, Australia, Switzerland
- Won Most Innovative Idea at Educational Innovation and Social Entrepreneurship Conference at Harvard - May 2015

ENTERPRISE DE MEXICO

November 2008 – January 2014

MARKETING & SALES DIRECTOR

- Led the Marketing and Sales teams achieving a company growth of 163% in 5 years
- Reinforced the brand by redesigning the corporate identity and executing online marketing campaigns
- Improved the customer service by implementing a new Sales Methodology, a CRM and a Loyalty Program
- Developed a new Corporate Strategic Planning methodology and coordinated all related activities
- Expanded operations to 9 new countries in Latin America

OPTICIANE MEXICO

January 2008 – October 2008

PR & MEDIA EXECUTIVE

- Managed the PR activities for 16 eyewear brands
- Planned events for Tiffany, Chanel, and Ralph Lauren winning best congress planner 2008 (Convenciones Mag.)
- Coordinated media campaigns for RayBan, Vogue and Prada
- Accomplished \$1,300,000 USD in Clipping (free advertisement)

CLAIROLE MEXICO

March 2006 – December 2007

PREFERENCE BRAND MANAGER

- Performed the marketing activities including forecasts, new products launch, advertisement and promotions
- Led the Casting Crème Gloss and Color Rays market research
- Achieved 15% in annual growth vs 0.5% budgeted

TRAINEE: Managed the Mexico City's point of sales team

INTERNSHIP: Supported Paris' hair color brands with sales forecasts, design of promotions and PR events

VOLUNTEER EXPERIENCE

- **INCUBATEC**- Mexico City (January 2005 – May 2006): Coordinator of entrepreneurs program
- **ARTE NAJEL**- Chiapas, Mexico (July 2005 – March 2006): Marketing advisor for fair trade project
- **POLE**- Nairobi, Kenya (August 2012): Assistance to Mercy Community School to develop business plan

A TYPICAL MBA “BEFORE” RESUME

Focus?
Their Needs or You?

Effort – Know What Want?
High Or Low

Effort To Review?
High Or Low?

Effort To Identify “FIT”?
High Or Low?

Will Pass “Quick Screen”
Likely NO Or Likely YES

EZ Summarize – Sr. Mgt.
NO Or YES

Likely Get An Offer?
NO Or YES

NAME

(xxx) 591-0605
ryan.axxxx@gmail.com
www.linkedin.com/in/ryan-smith0415

Adaptable team player with strong leadership, communication, and project management skills. Ability to develop and maintain business relationships, manage multiple projects and systems, and implement strategic solutions for organizational development in fast-paced environments.

- Workday
- SharePoint/Salesforce
- E-Verify/I-9
- Pivot Tables/V-Lookup
- Ceridian/Kronos
- MS Office Programs
- Training and Development
- Health and Life Insurance License

EDUCATION

Masters of Business Administration (Graduation Date: May 2020)
Northern Kentucky University, Highland Heights, KY

Relevant Coursework: Info Systems, Operations Management, Corporate Finance, Marketing Management, Business Law, Business Analytics, Managerial Accounting.

Bachelors of Science in Organizational Development, Minor in Business Management 2013
Wright State University, Dayton, OH

PROFESSIONAL EXPERIENCE

USI Insurance, Cincinnati, OH 2018 - Present
Benefit Analyst
Provide management planning and control information by collecting, analyzing, and summarizing employee benefit data and trends for over 60 small groups in Midwest.

- Ensured and manage that project deliverables are completed in a timely and accurate manner to meet client's needs.
- Serve as primary contact with insurance carriers for negotiating and marketing coverage for new business quotes and renewals.
- Participate in client meetings, communicate claims analysis, and provide strategic solutions for clients to meet their financial target while minimizing care disruptions.
- Write client facing Executive Summaries independently that provide observations, conclusions, recommendations, and next steps.
- Execute rate, funding projections and modeling reports.

Veritiv, Fairfield, OH 2014 - 2017
HR Analyst (2016 – 2017)
Led and provided senior lead teams with business processes and workflow analysis using data capture for internal labor and compensation auditing.

- Oversaw, analyzed and implemented systems for time and attendance policies to reduce time and money errors for payroll.

First Last Name

ryxxn.axxxx90@gmail.com

Page 2

- Provided technical systems support to Human Resources on systems and projects of moderate complexity.
- Administered assigned functions, such as writing HR policies, classification review, on-boarding, compensation studies, employment analysis, compliance leave and benefits administration.
- Proven experience in defining and documenting testing that needed to be performed to ensure that all business requirements were met.
- Educated and mentored over 200 employees on HR practices and policies for improving training and development processes.
- Proficient with Human Resource Management systems including Workday, Kronos, Ceridian, SHRM, SharePoint, I-9 and E-Verify.

Strategic Account Manager/Training and Development Mentor (2014 – 2016)
Managed inside sales market on over 40 key customer accounts regionally within the packaging industry while training new hires

- Drove effective account planning & management process by leading the development and implementation of account plan with a cross functional team approach.
- Helped company reach over \$2.5M in sales and \$402K in Gross Profit on inside sales attaining over 40 corporate accounts in packaging strategic team.
- Provided effective leadership and took appropriate action where projects and assessments were needed.
- Consistently met and exceeded executive satisfaction levels by increasing revenue efficiently and effectively.
- Mentored and trained over 20 new hires with a proven track record to develop work performance solutions and generate productivity within customer service department.
- Assured continual account satisfaction through maximum responsiveness, superior service levels and personalized customer care.
- Excellent client relation skills with a strong work ethic to build client business relationships.

Army Reserve, Dayton, OH 2010 - 2016
Motor Transport Operator, Logistics
Transported cargo and personnel across U.S. states to meet mobile deadlines for unit deployments.

- Supervised and operated vehicle logistics to support personnel and cargo.
- Led successful convoy operations under stressful conditions.
- Logistics support
- Awarded Army Achievement Medal after being recognized for outstanding performance during active contract.

“AFTER” RESUME (SAME PERSON)

Focus?
Their Needs or You?

Effort – Know What Want?
High Or Low

Effort To Review?
High Or Low?

Effort To Identify “FIT”?
High Or Low?

Will Pass “Quick Screen”
Likely NO Or Likely YES

EZ Summarize – Sr. Mgt.
NO Or YES

Likely Get An Offer?
NO Or YES

Rxxn Sxxth

Cell: xx0.591.0XXX - Email: -----

Seek Opportunity To Lead – Plan – Implement

Experienced... Proven Results... Action Oriented
Army Veteran

How Others Describe Me	Dedicated & Disciplined	Analytical & Technical Oriented	Helpful & Diplomatic
	Enthusiastic & Engaged	Trustworthy & Reliable	Problem Solver & Facilitator
Proven Capabilities	Budgeting & Forecasting	Coaching & Training	Risk & Reward Analysis
	Planning & Measuring	Presentations & Documentation	Problem ID & Process Improvement
Computer Utilization Skills	Salesforce	Microsoft Suite	
	SharePoint	Workday	
Specific Examples	Mentor/Train	Recognized by Fortune 500 company CEO for mentorship excellence with new employees.	
	Project Mgt.	Military squad leader successfully planning, coordinating and managing large convoy operations.	
	Service	Successfully developed relationships that satisfied and retained over 40 key accounts.	
	Analysis	Found root causes in payroll and benefits systems, developed training and improved processes.	

Professional Experience

USI Insurance , Cincinnati, OH	April 2018 – Present
Benefits Analyst. This is one of the largest brokerage firms providing commercial clients in the medical and property and casualty segments. Responsible for over 60 clients throughout Illinois, Michigan and Missouri regions. Responsibilities include: <ul style="list-style-type: none"> Client Recommendations – Affordable Solutions... collaborate with Account Executives and provide gathering and analyze client requirements, provider capabilities and facilitating negotiations that results in growth of revenues and profitability. Implementing – Client Services... assure accuracy, completeness and timeliness or of required documentation to achieve successful servicing of clients. Data Analysis – Reporting... monitor ongoing claims, identify issues, evaluate the financial impacts and develop creative options to help assure continuing quality overage at the lowest expense for clients. 	
Veritiv (Formerly International Paper), Fairfield, OH	November 2014 – November 2017 (massive layoff)
Training & Development/Strategic Accounts This national distribution company providing packaging and industrial supplies for manufacturers. Responsible for various activities related to both Human Resources and Account Servicing for this 300+ distribution facility. Responsibilities included: <ul style="list-style-type: none"> Training... managers and employees understood the comprehensive payroll and benefits system. Problem Resolutions... identified root causes, problem resolutions and problem prevention. Problem Improvements... modified software and processes to for continuous improvements. Customer Service... effective relationships with over 40 key accounts to assure ongoing business. 	
United State Army , Dayton Ohio	October 2010 – October 2016
Logistics – Army Reserve. Responsible for supervision, planning and providing transportation of cargo and personnel across the US to meet mobile deadlines for unit deployments related to national disasters.	

Education

Northern Kentucky University , Highland Heights, KY	May 2020 Anticipate Graduation
MBA – GPA: 3.6	
Wright State University , Dayton, OH	December 2013
BS – Organizational Development & Business Management	

Willing to Relocate – References with Request

Wrote For A
Good Student
Of Mine

Undergrad.
Student

EFFECTIVE
RESUME?

Wrote For A Good
Friend

Who Was A Favorite
Employee & Teammate

Focus?
Their Needs or You?

Effort – Know What Want?
High Or Low

Effort To Review?
High Or Low?

Effort To Identify “FIT”?
High Or Low?

Will Pass “Quick Screen”
Likely NO Or Likely YES

EZ Summarize – Sr. Mgt.
NO Or YES

Likely Get An Offer?
NO Or YES

Sanjiv Brubaker
13 West Henry Dr. Cincinnati, OH 45211
Cell: 513-633-1308 sanjivbrubaker@gmail.com

Senior Marketing & Project Management Professional

How Others Describe Me	<ul style="list-style-type: none">• Leader• Strategic• Fair	<ul style="list-style-type: none">• Analytical• Creative• Accountable	<ul style="list-style-type: none">• Collaborative• Hard Working• Resilient		
Exceptional Recognition	<ul style="list-style-type: none">• Industry... “40 Under 40 - Top National Direct Marketing Professionals” (Direct Marketing News - 2014)• Employee... “MVP” – Chosen From Over 2,500 Employees – (Champion - 2012)• Student... “John and Joan Streater Scholar” – Excellence <u>In</u> Audio Production (University of Cincinnati - 2000)				
Special Skills	<ul style="list-style-type: none">• Statistics• Media Buying	<ul style="list-style-type: none">• SEO• Market Planning	<ul style="list-style-type: none">• SEM• Sales Forecasts	<ul style="list-style-type: none">• CRM• Problem Solving	<ul style="list-style-type: none">• Budgeting• Process Development

Summary Of Achievements	<p>Strategic... initiated analytics and recommendations leading to 35+% increase in marketing investment productivity</p> <p>Collaborative... led efforts to create more effective compensation system for 500 sales and management employees</p> <p>Resilient... built team, processes and implemented efforts that resurrected company from technical bankruptcy</p> <p>Analytical... developed system to track, share information and improve results leading to \$30 million sales growth</p> <p>Leadership... hired, trained and managed 10+ marketing planning and analytical team</p> <p>Accountable... responsible seven specialized advertising agencies and marketing vendors with over \$40 investments</p>
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Industry Experience	<ul style="list-style-type: none">• Home Improvement• B2C• Broadcast Media	<ul style="list-style-type: none">• Manufacturing• Retail• Light Construction	<ul style="list-style-type: none">• Entertainment• Communications• Digital
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Employment (Comprehensive Details Available Upon Request)		
Champion Home Improvement – Manufacturing And Retail, Cincinnati, OH		8/2010 - current
<ul style="list-style-type: none">• Marketing Director• Marketing Manager• Marketing Analyst		
Hyatt Gaming Management Inc. – Grand Victoria Rising Sun, IN		8/2008-7/2010
<ul style="list-style-type: none">• Marketing Analyst		
Penn National Gaming – Argosy, Lawrenceburg, IN		5/2004 – 7/2008
<ul style="list-style-type: none">• Supervisor, Marketing & Communications		
Clear Channel Communications - Cincinnati, Ohio		3/2000 – 4/2004
<ul style="list-style-type: none">• Radio Promotions and Production		

Education	The University of Cincinnati , Cincinnati, OH Bachelor Degree of Arts in Electronic Media Dean's List (Paid 100% of Education – Part Time Work Throughout College)	Graduated 2000
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Personal	Married; 2 children. Willing to relocate for exceptional opportunity. Numerous references available
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Experienced Executive

EFFECTIVE RESUME?

Wrote For A Good Friend

Who Was A Favorite Employee & Teammate

Focus?
Their Needs or You?

Effort – Know What Want?
High Or Low

Effort To Review?
High Or Low?

Effort To Identify “FIT”?
High Or Low?

Will Pass “Quick Screen”
Likely NO Or Likely YES

EZ Summarize – Sr. Mgt.
NO Or YES

Likely Get An Offer?
NO Or YES

107 East [REDACTED] NJ 07834
Cell: 973-590-7910 E-Mail: gdblood@yahoo.com

Apprentice Electrician

How Others Describe Me	• Loyal	• Collaborative	• Disciplined
	• Resilient	• Dependable	• Service Oriented
	• Honest	• Diligent	• Reliable
Proven Skills	• Electrical Principals	• Branch Circuitry	• Customer Service
	• Wiring	• Reading Blueprints	• Troubleshooting
	• EMT/PVC Conduit	• Certified Lift Operations	• Ceiling Fans Install
	• Quality Control	• Time Management	• Construction Math

Education

HoHoKus School of Trade and Technical Sciences, Paterson, NJ Electrician Apprenticeship Program Honored: “Top Student in Class”	Graduate 2013
Farleigh Dickenson University, Teaneck, NJ Master of Administrative Science	Graduate 2009
Farleigh Dickenson University, Teaneck, NJ Bachelor of Arts, Public Administration	Graduate 2008
County College of Morris, Randolph, NJ Associates Degree, Criminal Justice	Graduate 1999

Experience

Carlyon & Gill Home Builders, Denville, NJ Responsibilities: <ul style="list-style-type: none">• Assist... electrician in design, installation, and quality assurance.• Installation... general construction• Client Servicing... representing owner with various customer interactions.	2014-present
HoHokus School of Trade and Technical Sciences, Paterson, NJ Assistant Instructor Responsibilities: <ul style="list-style-type: none">• Supervise... students with hands-on training workshops.• Train... individual students in electrical codes and laws• Prepare... teaching materials and equipment needed for each class.	2014-present
Township of Denville, Denville, NJ Detective/Patrolman	2003-2011
Kinnelon Boro, Kinnelon, NJ Patrolman	2000-2002
United States Army, Fort Carson, CO Sergeant, Infantry	1996-1999

Personal

Family: Married to Dara for 16 Years; Children Cailyn (10) and Mason (8)
References: Numerous Available – Personal and Professional
Objective: Best husband and dad I can be; a career as a professional electrician helps support these life goals

Summary

- 1) Goal: get to the interview with hiring manager.
- 2) Strategy: get past the gatekeeper initial screening process.
- 3) Tactics: demonstrate fit:
 - A. Position They Need = “That’s What I Want”
 - B. Position Insight = “Understand What The Job & Responsibilities Are”
 - C. Position Fit = “I Have Skills and Personality You Want”

Next In The Seminar Series

Hope You Can Make It

When: March 16; 7:10 PM

- Ideally, Us Know You're Coming: www.surveymonkey.com/r/ROTARYCAREER1
- JOIN THE SESSION: <https://nku.zoom.us/j/2934595253>
- dharrisoncmo@gmail.com

#4 (of 5) **“Career Discussions: Interview Success Skills”**

Were We Successful For You... With This Session Today?

Achieved These?

- a. **Insight...** how gatekeepers operate.
- b. **Resume Purpose...** strategy needed
- c. **Cover Letter...** achieving success
- d. **The Basics...** getting interviews

dharrisoncmo@gmail.com