

Offer-Doubling Resume Cheat Sheet

Easy-to-read format
Keeping the format plain helps with ATS optimization.

Don Draper, Marketing Director

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Marketing Strategy Implementation | Program Management | Marketing Department Development

Marketing automation expert who directs brand growth by leading multichannel marketing; refines brand vision, strategizes roadmaps, and nurtures high-performing teams by developing performance management processes tightly tied into financial KPIs. Develops new revenue streams, negotiates win-win agreements, and galvanizes teams to make data-informed marketing decisions. Highly sought-after writer and editor.

Marketing Team Development	Pricing Analytics	Email Marketing
P&L Management	Social Media Strategy	Marketing Automation
Marketing Strategy Management	Influencer Marketing	Competitive Market Analysis
KPI Development	Centralizing Marketing Data	E-Commerce Management

Professional Experience

Director of Marketing, Sterling Advertising Agency

Nov 2015 - Present

Built marketing department from scratch, encompassing 30 employees, four managers, and \$1M budget. Overall, cut ad expenses in half, doubled sales conversions, boosting profitability by 40%.

Context for achievements

Overall Results

If you're interested in a senior management role, boldly show the overall impact of your actions

Marketing Leadership

- Increased lead generation activity from 1000/week to 5000 via several omni-channel campaigns; drove sales by developing sales enablement tools and trailblazing D2C, B2B, B2C, and direct marketing initiatives.
- Improved lead generation across multiple social media platforms by creating a best-practice guide for the business development team on content delivery, engagements, and branding.
- Boosted sales conversion across all platforms to all-time highs after leading a marketing collateral revamp.

Subheadings

Draw readers' eyes to your key hard skills. I've only done this for this experience to illustrate subheadings, but I would either do this throughout the resume or not at all.

Finance Management

- Rolled out two successful price increase plans after assessing market gaps, finances, and team capabilities.
- Created dashboards for content creation, marketing, and sales teams to resolve bottlenecks to revenue.
- Made P&L, balance, and cash flow sheets easily accessible to entire team to improve financial visibility and task ownership. Broke down critical, finance KPIs into department-specific metrics.
- Oversaw implementation of company-wide ERP to enhance marketing metrics accessibility.

Positive Change

Use percentages or before-and-after statements to show the positive changes you have created. I've highlighted all the positive changes in these three bullets.

Content As A Service

- Developed several high-tier content products. Implemented rigorous content development standards, as well as customer success processes, to command high prices, **improve content usability, deliver faster turnarounds**, maintain minimal refund rates, and garner referrals.
- Created a content quality control system, tied in with performance management and incentive plans.
- Built a clerical team to **reduce content creation turnaround by 33%** and **increase content development capacity by 150%**. Consolidated team during recession to **upskill workers, boost salaries, and prevent layoffs**.

Warning!

Your keywords should not just appear in the summary; they should be sprinkled throughout the resume for maximum impact.

Powerful and "Unselfish" Intro

Don't use a career objective. Tailoring this for each job you apply to has a strong impact on your job search. (Don't spend more than 30 seconds on tailoring this!)

Major & Relevant Strengths

Follow your strengths up with proof. Include keywords, which are important for ranking in Applicant Tracking Systems.

Skills Section

Easy-to-edit skills table makes tailoring resumes for different job listings effortless.

Company Description

Describe the company you worked for briefly if this aligns with your career goals. I wouldn't do this if Don was interested in working for Gucci, for example.

Quantified Accomplishments

Give your bullets context by describing the challenge you overcame. If you are changing careers, include only content that is relevant to your new career direction.

Skill Subheadings

If you are having a very hard time "translating" your work on your resume, try using subheadings like this.

Summarize Earlier Achievements

To avoid blatantly aging yourself, summarize earlier positions if they are older than 15 years and not relevant to what you'd like to do next. You can use a skills table, like the one on the first page, to make sure you're not missing any keywords from these experiences

Keyword-Rich School Project

Draw readers' eyes to your key hard skills if you don't have much professional experience.

Managing Director, Wayne Laboratories

04/2012 – 06/2019

Revamped operations and restructured pricing at a **major electronics provider**. Reported to Area Director. Overall, increased profits by 15%/year and sales by 30%.

- ◆ Boosted profit by 15% within a year by developing a customer outreach program to identify requirements and reprioritize process goals based on the Voice of the Customer (VoC).
- ◆ Increased sales by 30% and profit by 10% in a slow market by implementing Lean principles.
- ◆ Ensured rapid delivery of pumps to generate power during a hurricane; built an automated reporting tool to track required parts. Leveraged local network to locate resources and pinpoint base of operations.
- ◆ Improved product delivery by **20%** by refocusing efforts on key technical and operational problems. Reorganized workflow to eliminate redundancies and clarified responsibilities.
- ◆ Managed training for 9 new employees, overseeing and reporting their progress to higher management.

Customer Service Representative, at University of Gotham

10/2006 – 06/2009

Hand-selected to perform this role out of more than 300 student applicants. Rolled out several projects that ultimately served more than 10,000 students.

Provided exceptional customer service, ensuring smooth operations.

- ◆ **Integrity:** Handled cash (up to \$3K) while maintaining extra-sensitive customer service at formal events.
- ◆ **Customer Service:** Worked with customers respectfully; made suggestions, maintained customer databases, and handled tough customers politely. Ensured all customers were taken care in a timely fashion.

Earlier Experience: Marketing Lead, Luminex | Customer Service, Dunder Mifflin | Radio Jockey, Star City Radio

Education

Keyword-Rich Courses

If you graduated recently and need to add keywords to your resume, your education is a great place to do it.

MBA with a focus on marketing, Star City Institute of Technology

2020

- ◆ **Courses:** Ethical Negotiations, Executive Leadership for Marketing, Data & Decisions, Organizational Behavior, Managerial Accounting, Taxes & Business Strategy, Compensation Management, Valuation
- ◆ **Measurement & Compensation Project:** Examined controversies surrounding corporate governance and compensation for a Fortune 500 client; delivered recommendations with a focus on PR and long-term growth.
- ◆ **Entrepreneurial Mentorship:** Collaborated with several founders and domain experts to develop strategies for growth for two entrepreneurs; both startups have a current combined valuation of \$8M.

BE Mechanical Engineering, Star City Institute of Technology

2009

- ◆ **Community Involvement:** Won sponsorships for local orphanage by **networking** with local businesses.

Result-Focused "Extracurriculars"

Sometimes, your best work is what you do for yourself or for a non-profit. You can even start your resume with your volunteer work if that's what's most relevant to your readers. If you are a new graduate, this section might span several lines.

Who is "Don"?

Don is loosely built on a few different clients; the first page of this cheat sheet was taken almost entirely from the resume of a client that went on to sharing the following with us. (Her initial offer was just \$80,000/year.)



As we can see from this testimonial, a good resume doesn't JUST get you good jobs. It makes the case for a better offer and makes for a smoother interview because you're not just "good enough" anymore; you're the best.

The second page of "Don's" resume is a mash-up of a few different clients' resumes. This helped make a strong teaching aid.

If you're finding yourself looking at this cheat and wondering how you can articulate your strengths and capabilities in a way that genuinely gets employers excited to speak to you, consider investing in our [resume writing service](#).

If you're like our clients, maybe you're discouraged by getting all the wrong interviews. Maybe you downloaded this cheat sheet because you look at your resume and feel discouraged and frankly embarrassed at how it represents you and have given up on applying. Maybe you just aren't getting any interviews at all.

If this is happening to you, there are one of four possible reasons why your resume is stuck in the job application black hole:

- ✘ It's not optimized for Applicant Tracking Systems (ATS).
- ✘ It highlights “red flags” in your candidacy, like employment gaps or changing industries.
- ✘ It hops from field to field.
- ✘ It shows you as a doer and not as an achiever.



We can fix all of these issues for you.

**We helped “Don” surpass her salary goal and get a
\$160,000 offer.**

Let us tell your story.

All you have to do is speak to us about your experience and we'll rewrite your entire resume from scratch.

Invest in our resume writing service here.

If you'd like to speak to us about your story and see if our services are a good fit for you, you can use this link to schedule a consultation with a career consultant.

Book a consultation call.