



**TOOLS TO MOVE UP
THE RIGHT RESUME**



I . THE RIGHT RESUME

Higher Vision's guide to writing a resume

Your resume is the principal tool a potential employer uses to decide whether or not it is worth their time to interview you. Since it starts by being selected for an interview, your resume should be error free and stand out from the others. The goal of your resume is to beat out the competition in obtaining that first interview. Are you **“Resume Ready?”**

HERE ARE THE TOP 10 DO'S AND DON'TS

DO:

1. Format your resume into recommended categories: Professional Experience, Education & Certifications, and Associations.
2. Utilize a Skills Summary at the top of the resume, not an objective statement.
3. List professional experience for the past 10 years.
4. Include one or two sentences describing the company, industry, size and relevant factors.
5. Create a short paragraph highlighting each position's scope of responsibilities.
6. Use bullet points to highlight accomplishments, not tasks.
7. Clearly identify measurable results and accomplishments: dollars saved, percentage increases or decreases, time it took to accomplish the goals, etc...
8. Use action verbs: initiated, established, analyzed, executed, organized, etc...
9. List Education, Certifications and Associations last, unless you have less than 10 years of experience.
10. Keep your resume to 2 pages and print on white or off-white paper with basic fonts of 10 -12 points.

DO NOT:

1. Add personal information (height, personal descriptions, etc.), hobbies, or taglines (like “References Upon Request”).
2. Advertise negative and unnecessary information: laid off, fired, reasons for leaving, or previous salaries.
3. Write in the first person – “I”, “me”, “my”.
4. Embellish or stretch the truth regarding dates of employment, duties, accomplishments, or experience.
5. Allow spelling mistakes or grammatical errors on your resume, which shows a lack of attention to detail.
6. Use long, in-depth paragraphs to describe experiences.
7. Make your experience read like job descriptions – do not simply list tasks and duties.
8. Use passive language that lacks action.
9. Complicate your resume with overly creative organization and formatting.
10. Use poor or flashy resume paper or MSWord background graphics.



JOHN Q. ABACUS, C.P.A.

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QUALIFICATIONS SUMMARY

Summaries are a highly effective way to highlight.

- Strategic planning, budgeting, and forecasting
- Change and turnaround management
- Sarbanes-Oxley 404 implementation
- Project accounting
- SEC & GAAP reporting
- Process improvement

PROFESSIONAL EXPERIENCE

Start with your Professional Experience if you have 5+ years of on-the-job experience; otherwise, start with your Education.

NUTS & BOLTS TECHNOLOGIES, INC.

A \$400 million publicly traded technology company, leading supplier of wing-dings and do-dads for the world.

Company Description should be one or two sentences, including industry, size, and other relevant factors.

Vice President of Finance

Responsibilities

Expertly managed all financial duties including financial reporting, budgeting and forecasting, general accounting, project accounting, contract management and internal controls oversight. Project managed an in-house staff of over 100 accountants, and efficiently worked with 5 key third party accounting firms.

Focus should be on your title, not the time frame. Note that the dates should be on the right.

Major Achievements

Keep your Achievements concise, and highlight your measurable accomplishments.

Note that all bullet points are only one sentence and are rich in number and recognized acronyms.

- Implemented worldwide Sarbanes-Oxley 404, which was completed 44 days ahead of schedule.
- Developed Strategic Plan at heightened company-wide efficiency to the tune of \$7.5 million over 3 years.
- Consolidated six physical financial processing offices into one centralized office, saving \$800,000 in payroll and processing charges.
- Successful integration of more than 15 acquisitions, smoothly expanding company revenue base by approximately \$35 million.
- Re-engineered accounting management procedures that reduced turnover by 28% in 3 years.
- GAAP report documentation and optimization; third party consultant would have charged \$75,000 for the analysis.
- Seamlessly implemented AMEX program, PeopleSoft Modules, and Taxware, thereby transforming infrastructure of accounting department; error reduction 34% first year alone.

SILICON PEAKS & VALLEYS, INC.

A \$150 million dollar NASDAQ-listed technology company, specializing in thingamajigs and electro-nicknacks for the computer industry.

Director of Finance, Strategic Planning and Administration

Responsibilities

Single-handedly managed all financial and administrative functions; reported directly to the CEO.

Responsibilities should accentuate your specific contributions.

Major Achievements

- Successfully facilitated ISO 9001 certification; new accreditation allowed fresh revenue stream, increasing business by \$5.5 million in first 2 years.
- Developed business model used to restructure and reorganize operations, resulting in an annual cost savings of 35%.
- Developed Five-Year Strategic Plan linking the industry and company value chains to achieve a sustainable competitive advantage, resulting in a dramatic 200+% growth rate.



Finance Manager

Responsibilities

Managed 22 direct reports, smoothly overseeing all functions of accounting department.

1993 – 1995

If you've had more than one title in the company, list additional ones like this. Notice the dates are still on the right.

Major Achievements

- Implemented processes to improve cash flow and lower DSO, freeing an estimated \$2.5 million in capital per quarter.
- Revamped SEC 10-K, 10Q, 10K, and other filings and drafted new MD&A functions and financial schedules; saved \$145,000 in third party auditing fees.
- Facilitated new management procedures that reduced turnover by 21% and enabled recruiting of best-in-class Senior Accountants to fill top positions.

Note how each bullet begins with an *action verb*.

AUDITS R US, LLC

A “Big Four” CPA firm, specializing in major technology industry clients.

Senior Auditor

KNEE DEEP, INC.

A major lending company, serving the Pacific Northwestern United States.

List your Experiences going back further than a decade this way. Note that details are not necessary. Provide a very brief company description, job

1991-1993

General Accounting Manager

1989 – 1991

THE PIGGY BANK

A regional banking company, serving the West Coast and Hawaii.

Financial Analyst / Accountant

1987 – 1989

CERTIFICATIONS AND AFFILIATIONS

Certified Public Accountant, *State of Certification*
American Institute of Certified Public Accountants

EDUCATION

For Education, list your degree first, then your academic institution, unless the school is noteworthy, such as Harvard, Stanford, or any Ivy League college.

Master of Business Administration
F & A University

1989

The year you graduated is important.

Bachelor of Business Administration in Accounting
Figures College

1987



Jane Doe

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SUMMARY

Certified Public Accountant, MBA in Finance with 16 years of diversified experience in financial and operational management seeking executive or top senior level position. Specific responsibilities have included successful:

- Financial Planning & Analysis
- Accounting Management
- SEC Reporting
- Budgeting & Forecasting
- Treasurer Responsibility
- Legal Consulting
- Customer Service
- Customer Training
- Web Operations
- Investor Relations
- IT Implementation
- Office Management

Proven accomplishments include:

- Cost savings of more than \$2.7 million
- Chief financial advisor on M&As totaling more than \$1.8 billion
- Reduced expenses by an average of 11%, headcount by 17%
- Created relationships with investment banking firms, raising more than \$200 million in capital

PROFESSIONAL EXPERIENCE

Kazoo! Corporation (a Fortune 500 media company)

2002 – Present

Vice President of Finance

Responsible for directing all financial and IT functions including oversight of budgeting, planning, and financial policy administration. Work directly with the CEO on strategic planning and corporate direction. Significant accomplishments include:

- 14% reduction in S, G & A expenses
- 17% reduction in headcount
- Implementation of Sarbanes-Oxley with no identified weaknesses
- Development of automated software revenue recognition system

Note exact tasks.

Don't Do, Teach Company (an educational content company)

2000 – 2002

Corporate Controller

Responsible for directing all financial and IT functions including oversight of budgeting, planning and analysis, and financial policy administration. Work directly with the CEO on strategic planning and corporate direction. Significant accomplishments include:

- Increased profitability of the customer training function by 1000%
- Developed strategic plan for sale of business, including long-range forecast
- Negotiated sale of the business (formerly known as Alphabet Company) to S&P small cap 600 company
- Created relationships with tier I and tier II investment banking firms
- Raised over \$200 million capital from several tier I venture capital firms
- Establishing multiple lines of credit through nationwide commercial banks

Note exact figures and percentages.



Sarbanes Costly (a Big Four CPA firm) 1998 – 2000

Senior Audit Manager

Responsible for managing audit and business advisory services to clients in the software, e-business, and other high-tech industries. Recognized clients included XYZ Software Inc., ABC Corp, Any Company Inc., and AAA International, Inc.

Significant accomplishments include:

- Assisted companies with public offerings and spin-offs
- Consulted on mergers & acquisitions strategies
- Public speaking on revenue recognition, the SEC, and the process of going-public
- Board presentations on audit and technical accounting issues

Knee Deep, Inc. (a nationwide mortgage banking company) 1994 – 1998

Controller

Responsible for directing accounting, finance, treasury, tax compliance and cost accounting functions. Significant accomplishments include:

- Increased profitability of the customer training function by 1000%
- Developed strategic plan for sale of business, including long-range forecast
- Negotiated sale of the business (formerly known as Alphabet Company) to S&P small cap 600 company
- Created relationships with tier I and tier II investment banking firms
- Raised over \$200 million capital from several tier I venture capital firms
- Establishing multiple lines of credit through nationwide commercial banks

Audits R Us, LLC (a Big Four CPA firm) 1990 – 1994

Audit Manager

EDUCATION

- **Masters in Business Administration with emphasis in Finance**, San Quentin University.
Graduated first in class. 1996
- **Bachelor of Science in Business Administration with Distinction in Accounting**, Milquetoast College. 1990

AFFILIATIONS/CERTIFICATIONS

- **Certified Public Accountant**, State of California
- **American Institute of Certified Public Accountants**
- **California Society of Certified Public Accountants**

Try to keep everything under 2 pages

