


How To Write a Killer Professional Resume

*It's time to take action! You can
change the trajectory of your life,
starting today!*



'He's really just about the best in the business' -  **Dun & Bradstreet**

Resume creation is the process that forces you to think
about your past,
your current marketability
and
career trajectory moving forward

- When your resume works, you work
- When your resume doesn't work, you don't

A troubled job search or stalled career is often
rooted in a non-functional resume and the thinking
that created it



Connect
with me on
LinkedIn

"One of the most admired authors in the career space."



Connect
with me on
LinkedIn

- A half-century work life
- Job change approximately every four years
- Three or more distinct careers
- Recessions every 7-10 years
- $50 \times 4 \times 3 + (7/10) =$ Change is constant
- Have you been taught to navigate these changes?

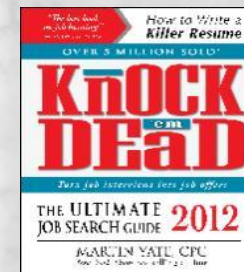
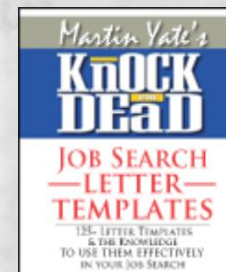
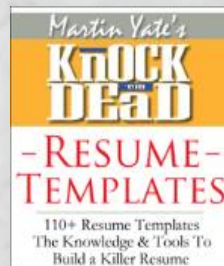
Seize today and tomorrow
is in your hands. You must
take action today to control
tomorrow's destiny

In a world of constant change

Learning to manage the twists and turns of a half century work-life must become a dominant professional survival skill.

Learn to manage your career. These are your most important survival skills:

Resume, networking, job search, interview and career management skills



Bookstore
my.knockemdead.com

Generic resumes don't work,
it's a
database world
with
fierce competition

How to make a resume that works?
Get inside your customer's head:

***When & under what circumstances
is your resume read?***



Connect
with me on

Linked 

...create a resume that

- #1, gets pulled from resume databases
- #2, grabs the attention of distracted recruiters and hiring managers
- #3, positions your candidacy for interview
- #4, prepares you for interview questions
- #5, acts as cheerleader at decision time
- #6, helps you get promotions

Take action,
commit to change

***would you take a day of your
life to make it happen?***



Connect

with me at Knock em Dead Secrets & Strategies Group on 

"Some great advice can be found in Martin Yate's Knock 'em Dead..."



Determine a target job, it's all about
credentials not potential

- A job you can make an argument for on paper
- A job you can make an argument for at the interview
- A job where you can succeed

"The first, middle, and last word for job seekers..."

ScienceDaily
Your source for the latest research news



Connect with me on

LinkedIn

Target Job Deconstruction

- Requires a target job
- 6 job postings
- Prioritize
- Capture (key) words used
- The problems central to each responsibility
 - illustrations of you dealing with these problems
- (Best & worst behaviors)

Change happens,
managing that change
is the key to your life's
success

Bookstore

my.knockemdead.com



Connect
with me on

Linked  ⁱⁿ

- Seven Steps For Target Job Deconstruction
- Resume information gathering questionnaire
- Competitive Difference questionnaire

*“Today, not tomorrow, I am going to
fully engage and make change happen.”*

"Classic..."



Address	Name Telephone	Email address
---------	-------------------	---------------

Target Job Title

A target job title, perhaps followed by an *optional* brand statement, as in the following example, helps database visibility and gives focus to the reader. The brief optional brand statement delivers value proposition you bring to the job, example:

Pharmaceutical Sales

Poised to outperform in pharmaceutical software sales repeating records of achievement with major pharmaceutical companies

Performance Profile

Max five lines of text can be followed by a 2nd Para or list of bullets. What goes here? Take the most common requirements from your Target Job Deconstruction (TJD) and re-write as Performance Profile. Helps database visibility and creates immediate resonance with reader's eyes.

Core Competencies

A list of all the skills you identified in TJD. Repeat each skill listed here in context of the jobs where it was applied. This increases database visibility and gives reader immediate focus, "Oh s/he can talk about all of these things..." Example:

4-Handed Dentistry	Infection Control	Preventative Care
Oral Surgery/Extraction	Casts/Impressions	Emergency Treatment
Root Canals	Diagnostic X-Rays	Instrument Sterilization
Prosthetics/Restorations	Teeth Whitening	Radiology

Technical Competencies

Optional category depending on professional relevance.

Performance Highlights

Optional category depending on your experience.

Professional Experience

Employer's name The companies focus Job Title	Dates
--	-------

If you are going to bold/caps anything, draw attention to what is most important: your job title.

We get one life,
no do-overs, let's
make it shine!!!!

Martin Yate's

KNOCK EM DEAD

Resume: the roadmap to your capabilities

"Comprehensive, fast-paced, upbeat style"

BusinessWeek



Connect
with me on

LinkedIn

- Contact info
- Target job title
- Headlines
- Performance Summary
- Professional Skills
- The first half page
- Keyword repetition in context of each job
- Density & length

*"I can do this. I will
commit to change, I
will take action
today."*



Connect
with me on



SAMUEL HARRINGTON, Ph.D.

Fairfax, VA 22033

Cell: 571-555-5555 Home: 571-555-5555

harringtonsam@aol.com

Chief Science Officer—Executive Director—Program Manager—Senior Scientist/Researcher

Biotechnology Enterprises—Molecular Research & Diagnostics Organizations

PERFORMANCE PROFILE & DISTINCTIONS

- Professional with high-caliber general management qualifications ... strong orientations in finance and technology ... proven leadership talents. Led the startup of three biotechnology R&D organizations and turned-around an existing test / surveillance laboratory.
- Accomplished senior-level scientist and recognized innovator in strategies, principles, methodologies and processes for the biotech industry. Designed and developed numerous scientifically / commercially significant diagnostic reagents and assays.
- Professional experience spanning diverse clinical and technical settings; private biotech firms ... large R&D operations ... public health organizations ... hospitals ... academic facilities ... federally-funded homeland security projects.
- Effective in high-profile scientist executive roles, managing large organizations and overcoming complex business/technical challenges. Adept at communicating complex concepts to technical and non-technical audiences and experienced maintaining impartiality in politically charged environments.
- Confident, assertive, diplomatic and outgoing with exceptional communication, and public speaking skills. Multicultural, bilingual professional—*speaks fluent Arabic and English.*

MANAGEMENT COMPETENCIES

- | | |
|---|--|
| * Entrepreneurial Vision, Strategy & Leadership | * P&L and Operations Management |
| * Financial Planning & Management | * Budget Planning, Analysis & Control |
| * Program & Project Management | * Process Design / Improvement |
| * Training, Development & Supervision | * Investments & Solutions |
| * Team Building, Mentoring & Leadership | * Marketing, Communications & Public Relations |

SCIENCE COMPETENCIES

- | | |
|---|--|
| * Molecular Diagnostics R&D | * Molecular-Based Surveillance |
| * Disease Investigation & Management—Infectious & Genetic | * DNA Fingerprinting & Gene Banking |
| * Laboratory Management | * Regulatory Affairs & Compliance—CLIA, CAP |
| * Quality Improvement & Assurance | * GLP, CQA, CQI |
| * Advanced Laboratory Procedures & Technologies | * Crisis / Emergency Preparedness & Response |
| * Homeland Security Strategies, Policies & Programs | |

PROFESSIONAL EXPERIENCE

State of Virginia, Fairfax, VA

1999 to Present

Department of Health & Human Services, Public Health Laboratories (PHL)

Start the next chapter
of your life today



Connect with
me on
LinkedIn

**With resumes...like all writing,
it's about re-writing.**

*“With a plan of
attack and a
mentor, I can do
this.”*

- Objective evaluation with TJD
- Importance of first half of first page
- Front to back & back to front
- Keyword scatter
- Edit

Connect with me on LinkedIn, or send me an email from the website, and ask for your copy of:

How To Find A Professional Resume Writer

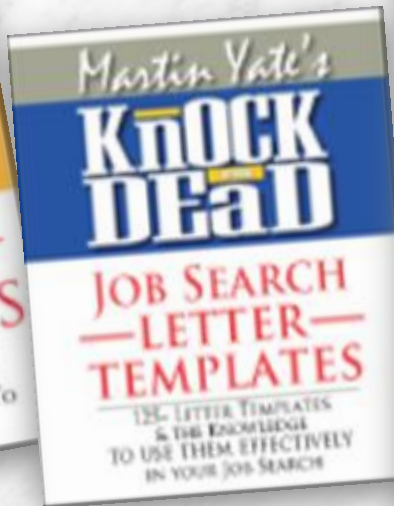
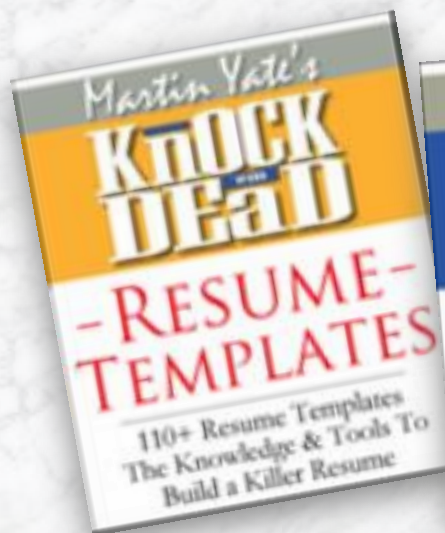
Martin



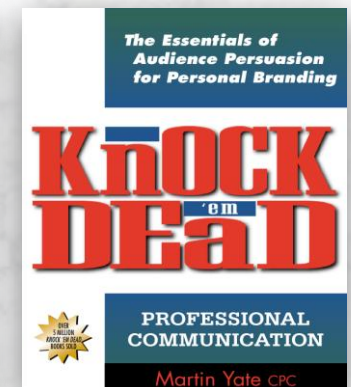
Martin Yate's

KNOCK EM DEAD

Special Online Offer



Plus TWO Bonus eBooks



- Knock em Dead Resume Templates
- Knock em Dead Job Search Letter Templates
- Knock em Dead The Ultimate Job Search Guide 2012
- Knock em Dead Breaking Into Management
- Knock em Dead Professional Communication

Bookstore

my.knockemdead.com

Communication skills, Problem solving skills, Multitasking skills, Time Management skills, Leadership skills, team work skills, creativity.

Behavioral Profiles For Success & Failure:

You can build a behavioral profile for success by carefully thinking through the behaviors of successful people you have seen doing your target job.

And you can avoid failure by building a behavioral profile of the incompetents you have seen doing the same target job.

*Start today, commit
now to a brighter
tomorrow*

Linked in

Knock em Dead Secrets & Strategies