



Class: TY BSc

Subject : Business Communication

Subject Code: PUSASQF 501

Chapter: Placement Preparation

Chapter Name: Resume Building

WHAT IS A RESUME?

A resume is a **documentary representation** about yourself which greatly **assists you** in various arenas of your **professional life**.

WHAT IS A CV?

A CV is a **longer academic diary** that includes all your experience, certificates, and publications.

(though in some countries, it might mean the same for eg: European Countries)

CV

VS

Resume

John Roe
General Sales Manager

johnroe@gmail.com
0843 312 436
http://www.johndoe.com/
www.linkedin.com/johndoe
johnroe

A professional Sales Manager with analytical, great communication and facilitator, always trying to create a safe but ambitious environment with the focus on maximum performance. Very passionate about the drink and energy that only exist in sales, and being able to develop strategy and improve performance by developing skills and competencies.

AREAS OF EXPERTISE

Data Analysis | Sales | Leadership | Negotiation & Persuasion | Planning | Coaching and Mentoring
Business Development | Account Management | Salesforce.com | Competitive Analysis | Tools | Customer Service

PROFESSIONAL EXPERIENCE

General Sales Manager
Paragon Solutions
2007 - Present

Accomplishments

- Developed a project driven organization which implemented multiple different systems like Oracle (customer portal), SAP (ERP), LinkedIn (Sales Navigator) and Nextdoor (phone system).
- Built a successful and scalable global Commercial Operation organization across multiple offices in Western Europe, US and Japan.
- Saved up to \$2 million annually by reducing the fixed spending with 27% and variable overhead spending with 31% through a variety of cost-reduction initiatives and a better utilization of resources.
- Increased a pipeline of over 1000 prospective customers following extensive and rigorous leads generating activities and successfully trained 20 Account Managers in 2015/2016.
- Part of the initial team who raised US\$5M in venture capital.

Contact: Michael Hager - michael@paragon.com

Sales Manager
Ruth & Angel GmbH
2009 - 2014

Accomplishments

- Got product replacement cost by 35% and increased on-time delivery from 74% to 95% using rapid approach to quality issues related in manufacturing.
- Closed the largest B2B sale ever for the company, secured a competitive win-back from a major competitor, which resulted in a 40% increase in the company's stock value.
- Lead the corporate team in driving cost-reduction initiatives that resulted in 100,000 saved over three years through capital reduction and process automation.
- Developed and implemented an indirect selling program together with the customer, which was identified by leading media to the customer feedback.
- Increased sales of the secondary product line from year 2012 to year 2014 with a 30% margin.

Contact: Veronika Lutz - veronika.lutz@ruthangel.de

Regional Sales Manager
Brook Corporation GmbH
2007 - 2009

Accomplishments

- Supervised direct and indirect sales in the Central Europe and increased international revenues from 20% to 30% in the first two years.
- Reached all the objectives demanded by the Management Team 1 month faster than competitor which resulted in a 100% customer satisfaction rate.
- Grew customer base by 20% by implementing a new sales funnel and simplified the processes between the Marketing and Sales team in order to increase efficiency.
- Developed top sales representatives within the sub-market segment which have seen a consistent 20% participation rate and promotion to top Enterprise segment.

Contact: Ole Albrecht - ole.albrecht@brook.de

John Doe
Bar Manager

johndd@gmail.com
0843 312 436
Sydney, Australia
johndd

An experienced and professional bar manager with a strong interest to increase customer satisfaction and at the same time make sure all the operations are being done properly and the staff is happy.

WORK EXPERIENCE

Bar Manager
El Presidente
2007 - 2009

Tasks

- Optimized the payment process by implementing a "pay with a smile" system thereby ensuring that no payments remain pending.
- Managed to be a great team player with the management team by providing original solutions, introducing new concepts, actively negotiating and resolving differences, and employing constructive criticism.
- Increased bar revenue with 20% through introducing featured cocktails from limited exposure and word of mouth strategies.
- Decreased total costs by analyzing team members' strengths, being strict bartender and changing the schedule accordingly to their needs.

Contact: Mike Barker - mike@elpresidente.com

Bartender
The NoMad Meeting Point
2009 - 2012

Tasks

- Introduced a unique mix of new cocktails on the menu which gained immense popularity and increased the sales by 25% in the first 3 months.
- Improved customer base by engaging in friendly chat with customers which ensured a base of recurring patrons.
- Served 140 customers in a busy hour with absolute accuracy and attention to details for which a bonus was offered.
- Reorganized the bar stations which resulted in 30% increase in overall efficiency.
- Provided a new drink named Diamondback which brought in a profit of \$1000 in one night.

Contact: Jackson Harris - jackson@nomad.com

Barback
Brisbane Irish Rover
2007 - 2008

Tasks

- Successful stocking the bar so we never run out of any drinks, increasing the customer satisfaction.
- Kept all the bartenders to better organize the bar stations which increased the efficiency by 20%.
- Developed a new plan of opening and closing the bar which saved us 1 hour per day.

Contact: Brian D. Skaggs - Brian@brisbanerover.com

SKILLS & COMPETENCES

Project Management

Working Under Pressure

Teamwork

Time Management

Emotional Intelligence

Public Speaking

Leadership

Critical Thinking

Storytelling

CERTIFICATES

Foundation Leadership Program Certificate (2016)
By IAGG (IAGG Education Institute)

European Bartender School (02/2009 - 05/2009)
Completed in London, UK

SEO Training (06/2015)
A.S.S.

EDUCATION

Service Management
Brisbane University
2008 - 2009

LANGUAGES

English: Native

Spanish: Excellent

Portuguese: Upper intermediate

French: Intermediate

INTERESTS

Stonemasonry | Psychology | Philosophy
Chess | Surfing | Marketing

WHY THIS SESSION?

In a CV you have the luxury of going on and on about yourself, highlighting the smallest aspects of your professional life.

That is not the case with resume.

Infact, there is no one 'correct' way to write a resume.

Having no standardization leaves the gap of resume going hey wire. Since it is candidates own understanding and imagination, it is highly personalised and can speak volumes about individual.

DON'T PUT INFORMATION FOR THE HECK OF IT...

I am aspiring for a career that puts me in a challenging position in this fast-paced environment where I can develop both hard skills and soft skills and also contribute to the organisation from the dynamic skills I possess....

Make sure to atleast know the meaning of words or phrases that you use.

- Avoid the usage of fancy words or vocabulary just for the heck
- Put details that help you stand out from the crowd and not behind them
- Avoid irrelevant information or false information because believe me, the recruiters are way smarter than you think you are
- Try to mention or highlight traits about your personality, the way you actually are. Eg. Fearless, bold, confident, extrovert, hardworking, etc.
- It should reflect that you are willing to put in or contribute your best.

IMPORTANT TIPS FOR FRESHERS

- ☐ Don't be intimidated by the competition, you have the talent, you have what it takes to be successful, be confident.
- ☐ Try mentioning about the aspects that reflect your strengths. Eg. Trainings, sports, volunteer-ships, competitions, events, etc.
- ☐ Your resume should reflect your enthusiasm and eagerness to work and learn. Corporates love young and energetic people.
- ☐ Most importantly, when applying for a company, take a minute and ask yourself 'why are you applying here'. Avoid going behind peers and take a moment to reflect upon your choices too.

IMPORTANT TIPS- DO's & DON'Ts OF RESUME MAKING

DO'S

Be very clear on the OBJECTIVE of resume else, it might appear unfocussed.

Enlist your features, your benefits, what shall the organisation gain if they on-board you as an employee.

Remember this is to get you an interview and NOT a job.
Be clear, crisp and concise while writing.

Resumes are generally scanned and not read in detail. Highlighted and well presented details and information will be easy and pleasing on the eye.

DON'TS

Avoid usage of colourful or glossy paper and flashy fonts. As mentioned earlier.

Never ever by mistake or otherwise mention 'Resume or CV' as a heading. Person reading it knows already.

Add photograph only if asked.

Try and replace the usage of 'I' with 'we'. Don't use 'I' until necessary as it makes you appear self centred and not a team player.

IMPORTANT TIPS- DO's & DON'Ts OF RESUME MAKING

DO'S

Check and read the job description and specification carefully. Try and incorporate those key words in your resume to match the requirement.

Use action words like managed, performed, volunteered, organised, etc. to sound task oriented.

Try to place yourself in recruiters shoes to understand would you want to hire yourself. Believe me this works.

Use an appropriate font style and size like calibri, times new roman, etc. instead of going fancy.

DON'TS

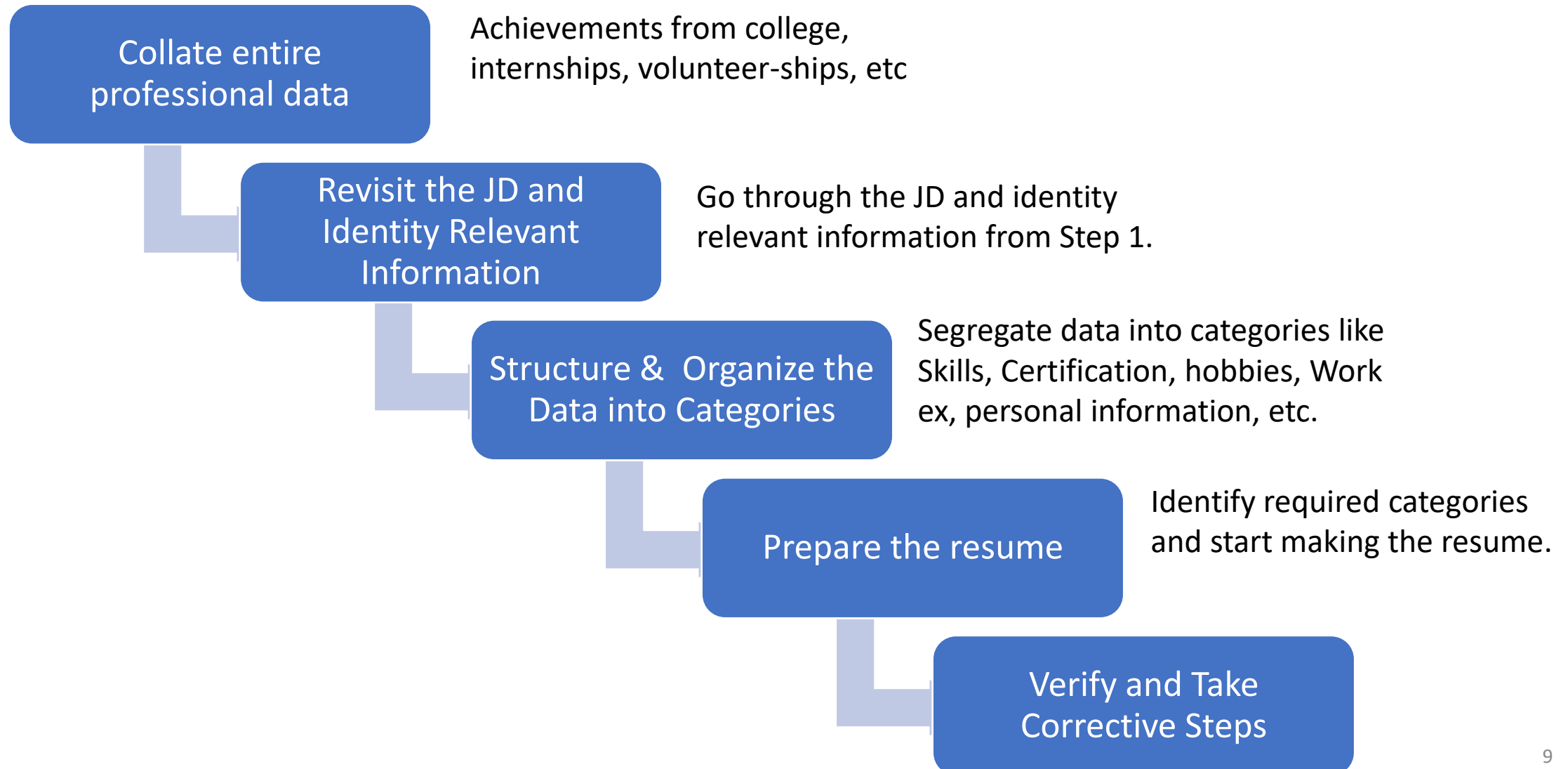
Avoid any spelling mistakes or grammatical errors as they create a negative impression. If required, seek professional help for proof-reading the resume.

DO NOT LIE. If caught, you may be forever detained from applying.

Avoid using abbreviations or jargons that only you can understand. Recruiter might trash your CV if it is difficult to understand.

Refrain from mentioning your salary expectations in the CV. Discuss it later if you crack the interview.

PROCESS OF RESUME MAKING



Personal Information

DOB: 10th May, 2000
 +91 [REDACTED]
 RM2021-sneha.epilli@welingkar.org
 snehaepilli486@gmail.com

www.linkedin.com [REDACTED]

ADDRESS [REDACTED]

ACADEMIC PROFILE

Present	PGD.M Retail Management [REDACTED]
2020	7.1/10 B.Sc – Microbiology & Biochemistry [REDACTED]
2017	60.77 % HSC [REDACTED]
2015	82.20 % SSC [REDACTED]

SKILLS

Google Analytics (Basic)
 MS Excel (Advanced)
 Public Relations

CERTIFICATIONS

Digital Marketing by Internshala
 (2020)
 Advanced Excel by Internshala
 (2020)
 Fundamentals of Digital Marketing by
 Google
 (2021)
 Advanced Google Analytics by Google
 (2020)
 Brand Management by Coursera
 (2020)

LANGUAGES

English, Hindi, Marathi, Telugu, Oriya

HOBBIES AND INTERESTS

Freestyle Choreographer
 Social media engagement by dance
 videos
 Reading novels (All genres)
 Writing

PGDM 2021-2023**Internship**

Pharmeasy (2 months) Oct-Dec 2020 OTC Marketing Intern

- Allied over 1000 products to increase sales.
- Monitored sales report for 5 cities (Mumbai, Kolkata, Delhi, Bengaluru, Ahmedabad)
- Examined sales report
 - To analyze the most & the least selling products of each category in order to strategize marketing plan & execute.
 - To get an idea about the products to be stocked, restocked or removed
 - To monitor customer search results on website & analyze as well as work on the gap between the existing & desired products.
- Analyzed competition, majorly on the basis of offer & discounts provided.

This internship gave me a better outlook on how e-commerce works and what all goes into making an e-commerce work smoothly. It helped me understand customer acquisition & all how sales can be driven by turning user-friendly. It also helped me at enhancing excel skills like v-lookup & pivot table. A major learning was also how to work efficiently in a fast-paced company

Laughguru (2 months) Oct-Dec 2020 Sales & Marketing Intern

Laughguru is an e-learning website that teaches English Grammar, Math & Science to school students using humor.

- Pitched the product to 100+ stakeholders (parents, siblings, guardians) in order to create awareness.
- Onboarded the interested customers and handled sales & negotiations for the same
- Acted as a POC between the stakeholders and the management to settle the gaps and handle the grievances
- Managed monthly financial installments for smooth customer experience.

PR Core Team Member 2018-2020 SIES College

- Interviewed over 100+ students & handled recruitment process for desired candidates
- Recognized the strengths of each selected candidate and allotted the responsibilities accordingly
- Lead the team for building relationships with the CLS of other colleges all over Mumbai in order to obtain substantial footfall at the event
- Organized PR events with the CLS for creating effective connections
- Acted as a mediator between the programming team & the CLs to manage the interested attendees
- Co-ordinated with attendees regularly to update them with event information for smooth registration process on the day of event
- Arranged promotional activities or events like flash mobs, gaming zones, talk shows, etc.
- Handled social media activities majorly through fb & YouTube videos, majorly coordinated with influencers to create buzz about the event.

Here, I learnt people management more than event management. I learnt how important it is to work beyond egos in order to achieve the desired results.

Achievements

- Served the community service portfolio of the Rotaract club of S.J.E.S & represented zone 3141 at various events- 2018
- Chaired a successful Rotaract flagship dream event from the scratch. Dream event description- An open stage for specially-abled kids all over Mumbai to showcase their skills and to create an environment helpful for them to escalate their network- 201

SUMMARY

A passionate finance student, in the final year of bachelor's degree, open to learning and looking forward to expanding knowledge in finance and technology.

CONTACT

PHONE:
 8078581629

ADDRESS:
 'Rising Star Hostel'
 Crescenzo Residences, V. L 29,
 Vaikunthlal Mehta Rd, JVPD Scheme,
 Vile Parle West,
 Mumbai, Maharashtra 400056

EMAIL:
 vvvaishnavi1205@gmail.com

DATE OF BIRTH

12th May 2002

TECHNICAL SKILLS

- MS Excel
- MS Word
- MS PowerPoint
- R (Programming Language)
- Python (Programming Language)
- VBA (Visual Basics for Applications)
- Power BI

OTHER SKILLS

- Communication skills
- Time management
- Multi-tasking
- Teamwork
- Analytical thinking
- Interpersonal skills
- Problem solving

LANGUAGES

- English
- Hindi
- Malayalam

INTERESTS

- Writing (Poetry)
- Streaming movies

V V VAISHNAVI**EDUCATION**

B.Sc. Actuarial Science & Quantitative Finance
Patkar-Varde College, University of Mumbai
 2021 – Ongoing
 • SGPA – 7.45

Higher Secondary Certificate, Central Board of Secondary Education
Chavara Public School, Pala, Kottayam, Kerala
 2017 - 2019
 • Marks percentage – 95.8 %
 • Marks in mathematics – 95/100

Secondary School Certificate, Central Board of Secondary Education
Chinmaya Vidyalaya, Payyanur, Kannur, Kerala
 2005 – 2017
 • CGPA – 10/10

PROJECTS

- 1) **Quantitative modelling in finance using R**
 - Conducted data cleaning and data exploration
 - Performed logistic regression to create a credit risk model
 - Conducted accuracy and assumptions testing
- 2) **Case study on Metallgesellschaft hedging debacle**
 - Researched on the Metallgesellschaft case
 - Prepared a case study outlining the hedging strategies used and the problems involved

CERTIFICATIONS

- 1) **KPMG Data Analytics Consulting Virtual Internship**
 - Conducted data cleaning
 - Identified data quality issues and strategies to mitigate them
 - Prepared an email to the client
 - Carried out data analysis using MS Excel, including modeling and visualization of data
 - Prepared a presentation for client recommendation
 - Created interactive data dashboard on Power BI to highlight key findings
- 2) **PwC Power BI Virtual Case Experience**
 - Created insightful data dashboards, identifying KPIs from the data provided

CO-CURRICULAR AND EXTRACURRICULAR ACTIVITIES

- 1) **Volunteered with Centre for Research and Development, an NGO**
 - Collaborated with the team in the activities
 - Communicated with various stakeholders

COLOUR THEORY IN RESUME

World moved beyond black and white resumes a long ago.

Who you are as a person?

- Extrovert/ Introvert
- Creative/ Basic
- Confident/ Careful
- Bold/ Status Quo
- Risk Taker/ Safe Person
- Etc.



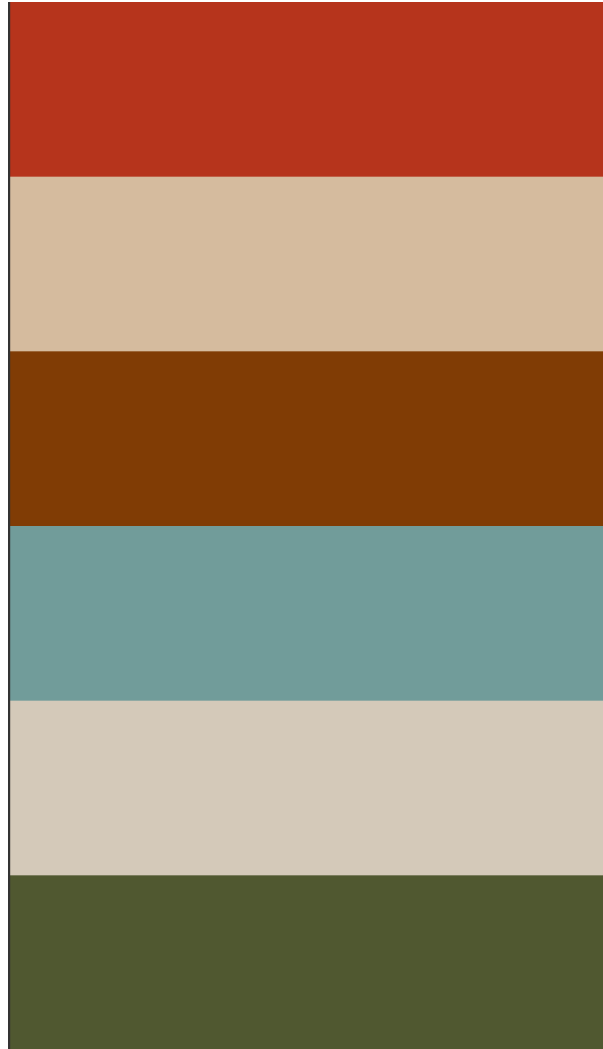
Desired Job Role:

- Sales
- Fashion
- Designing
- Numbers
- Marketing
- Analytics, etc

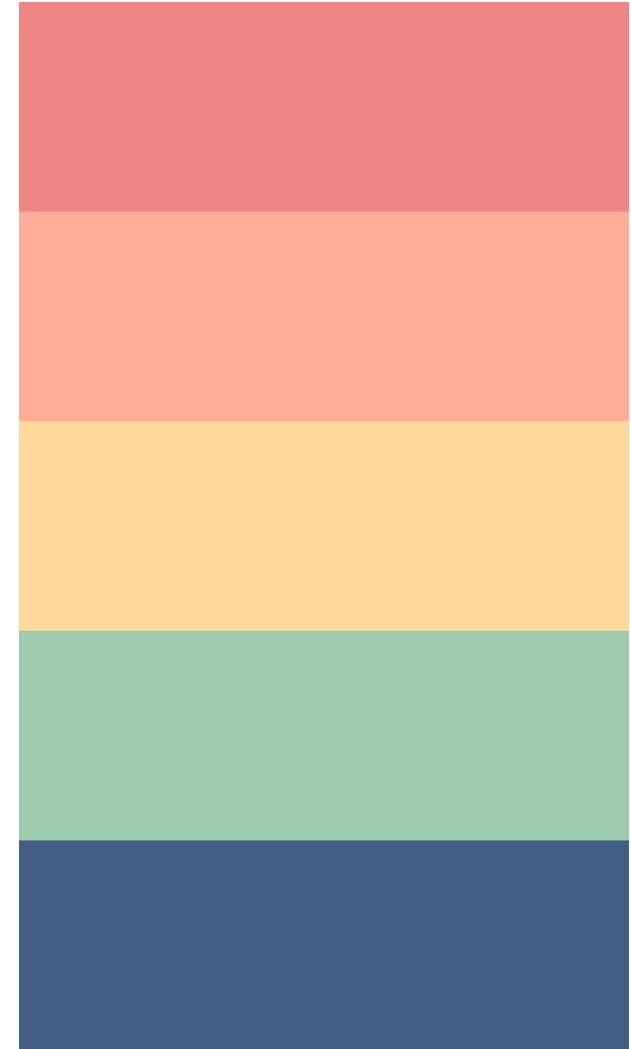
BRIGHT COLOURS



NEUTRAL COLOURS



DULL COLOURS



BRIGHT COLOURS

Highly creative careers like

- Design
- Fashion
- Art and Painting
- Styling, etc.

NEUTRAL COLOURS

Moderately creative careers like

- Sales
- Marketing
- Consulting
- Advertising, etc

DULL COLOURS

Number Crunching careers like

- Analytics
- Accounting
- Finance
- Operations, etc

POINTS TO BE NOTED:

- It is NOT mandatory to add colours to your resume. It is only an add on to make it appear attractive to the eye. Your selection/ rejection doesn't depend on it.
- In addition to colours, you can also use charts/graphs and other visually attractive graphics to make it appear more interesting. Make sure you do not substitute it with actual information.
- The end goal is to give your best to be able to put your foot in the door. Please note that an attractive resume doesn't get you a job, however, it does make your resume noticeable. You can not undermine the value of hardwork and experience.

THANK-YOU