

Resume or Curriculum Vitae (CV)

The Resume or Curriculum Vitae (CV) is a very important marketing tool. For most school leavers with little or no work experience perhaps the Chronological Resume is the most suitable format. As you gain experience and skills/competencies use the skill-based resume in preference.

Example – Chronological Resume

Personal Details

Francesco (Frank) Totti

213A Vimiera Road

Eastwood NSW 2122

Phone: 9869 2701

Date of Birth: 20 January 1985

Education:

Secondary

1999-2004

HSC (2004)

Epping Boys' High School

English Advanced 2U

Mathematics Ext 2

Chemistry 2U

Physics 2U

Engineering Science 2U

95.4

UAI:

Tertiary

2005-

Macquarie University

Bachelor of Engineering

(Telecommunications)

Work Experience

2005

Trainee Engineer, XYZ
Engineering

2005

Trainee Engineer, Utility
Company

2004

Part time waiter, Dominoes
Pizzeria

Extra Curricular Activities

Member of Engineering Society

Awarded DesignCo 2005 Scholarship

Contributor to local newspaper, *The Times*

NSW representative in football (soccer)

Additional Skills and Interests

Typing: 40 wpm at 95% accuracy

Cadcam experience

Computer instructor (4 years)

Fluent in Italian, French and Spanish

Driver's Licence

Referees

Dr R Peabody

Head of Telecommunications Engineering

Ph: 888 0000

Mr Joseph Bloggs

Managing Director XYZ Co

Ph: 9999 0000

Example – Skills Based Resume

James Page

54 Led Zep Drive

Bron-y-aur NSW 4444

Phone: 3345 6789

Qualifications

Solid sales and business management experience.

Advanced education and training in sales, marketing and communications.

Excellent interpersonal and analytical skills.

Highly motivated and dependable leader.

Confident in using a variety of computer software packages.

Employment Experience

May 1997-Present

Led Distributing Company, Marketing
Coordinator:

- managed 160 retail accounts with \$5 million in annual sales
- developed key accounts to become the largest volume section in unit
- Introduced 13 new products including six highly successful test market brands
- served as Acting Unit Manager during vacancies
- sold full line distribution, advertising and merchandising on all new item introductions
- managed three merchandisers for new item introductions
- Top Sales Representative awarded 1999-2004.

January 1993-April 1997

Zeppelin International P/L, Manager of Sales and Marketing:

- developed and implemented direct mail and calendar advertising sales programs
- marketed vacation and travel packages
- promoted entertainment events.

Education

1990-1992 Bachelor of business in Marketing

University of Technology, Sydney

Major: Marketing

Sub-major: Business

Administration

Held leadership positions in several campus societies.

Special Interests

Computer applications, graphic design

Toastmasters International

Outdoor recreational activities

Playing guitar

Creative Resumes

If you are applying for a position that requires you to showcase your creativity then a more novel approach may be appropriate. Industries where this may be appropriate include advertising, public relations / event management or design.

The execution of a creative application should be unique, so there is no right or wrong approach. Here are a few guidelines:

- Choose an approach that is appropriate to your audience. Take advertising for example. If you were writing to a creative director your application may be designed and phrased like an ad. However, if you were applying to an Account Director, a marketing proposal would be more appropriate.
- Be single-minded in your execution. Have a strong idea and stick with it.
- Follow up your application and be persistent. These industries are very competitive to get into.
- If somebody offers you a position, take it, even if it isn't exactly what you want. If you are good enough you will be able to move around later.