



## Resource Library

### **The 10 Second Resume**

**Jim Folger**

President, OneSource Technical, Inc.

[www.onesourcetechnical.com](http://www.onesourcetechnical.com)

**NCJS Presentation | July 24, 2017**

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# The 10 Second Resume

Presented by Jim Folger

President, OneSource Technical, Inc.

[www.onesourcetechnical.com](http://www.onesourcetechnical.com)

# In or Out in 10 Seconds...Or Less

- The first 3 Seconds
  - Am I looking at the right resume?
  - Do I see any issues?
- The second 3 Seconds
  - Does it look like a reasonable fit?
- The last 4 seconds
  - Are the details there?

# Am I Looking at the Right Resume?

*View next slide for 3 seconds...*

## Tom Smith

P.O. Box 9272  
Smithwood, MS 38333  
156.777.1234 home  
567.333.5678 cell  
[TomSmith@Hotmail.com](mailto:TomSmith@Hotmail.com)

### Education

Bachelor of Industrial Design  
Minor Business  
Auburn University, AL

Additional studies include: Two years core Mechanical Engineering, Team Based Design, Creative Problem Solving through Communication, and the Franklin Quest Time Management Seminar. PTC related training includes: Pro/Engineer Basic Design, Pro/Engineer Advanced Design, and Pro/Designer Basic Design.

### Experience

**Viking Range Corporation**  
Greenwood, MS  
January 1998 – Present

Senior Industrial Designer for the founder of Ultra-Premium commercial styled kitchen appliances. Work closely with all aspects of the company from R&D to production with special concentration in the areas of initial idea generation, concept development, and product launches. Primary responsibilities include new product line development, maintaining and updating existing product lines, and Design Center model shop supervisor. Major focuses include product design and development of aesthetic aspects for the following Viking products: Built in refrigeration, Designer Series cooktops (3 flavors), Designer Series dishwashers, ventilation hoods, and outdoor grills. Played a key roll in the interview process and the training and mentoring of design interns. Major participant in all corporate trade shows, new product focus groups and photo shoots. Work equally well in individual and team environments.

**Brother International**  
Somerset, NJ  
4<sup>th</sup> Quarter 1998

Consulting Designer for the Product Design and Product Management division of household appliances. Generated sketches and soft models for Blue Sky conceptual household electronic devices.

**Parker Treadmill Company**  
Auburn, AL

Designer and jack of all trades for a high performance treadmill manufacturer serving the rehabilitation and medical markets.



# What did you see?

# Am I Looking at the Right Resume?

*View next slide for 3 seconds...*

# Valerie L. Smith

1234 Mystreet  
Mycity, OH 12345

Phone: (123) 456-7890  
Email: [myemail@aol.com](mailto:myemail@aol.com)

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## Account Management • Retail Sales • Business Development

---

### PROFILE

Knowledgeable and enthusiastic sales professional with years of experience in business development and account management for consumer packaged good companies. Leadership talents include exceeding revenue goals and executing programs both at the account and store level. Possess strong relationship building skills and ability to use creativity to achieve winning results.

Seeking a challenging sales opportunity with a goal oriented company that values people, personal ethics and hard work where I can use my strong sales background and knowledge to achieve success.

### EXPERIENCE

#### Customer Sales Specialist

2004-2005

Acosta Sales & Marketing Co., Cleveland, OH    *Position eliminated due to restructuring*

Responsibilities include territory management within local market

- Provided training for Photo personnel on new Kodak products, software, certification of employees and communication to Kodak management of retail conditions
- Successful in building strong relationships with Store managers and interfacing with District Photo Supervisors to secure support and display placement for Kodak products
- Exceeded objectives in executing speed to shelf and full distribution on all consumer lines including displays resulting in 22% revenue growth





# What did you see?

# Resume Format

- Headliner or banner at top will help to convey what you do quickly.
- Profile section (top 1/3 of page) will quickly convey summary of experiences.
- Start Experience right after the profile.
  - Chronological – Most recent to least recent.
  - Companies – Size, what they do, and what markets they serve.
  - Jobs – What specifically did you do, what markets/industries, quantify results or expertise.
- Education – As a general rule, if you went to a name brand school, have a recent degree, have worked less than 10 years, or are in medicine or academia, education goes before the experience section.
- No pictures or cartoons, made up logos or brands, over use of colors, or weird formats.
- Dates – Just the year is sufficient. Including months is too much detail.

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Phone: (123) 456-7890  
Email: [myemail@aol.com](mailto:myemail@aol.com)

Direction



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# Albert F Smith

1234 Smith Circle NW  
Myltown, Ohio, 44123

Phone: (330) 123-456  
afsmith@yahoo.com

## PROFILE

### Experience Summary

#### **Process Improvement • Six Sigma Black Belt • Sales • Supply Chain Management**

Motivating leader with a broad cross-functional background in both domestic and international Sales and Supply Chain experiences. Develops fact based problem solving teams that develop strategies and set challenging goals that deliver measurable results utilizing Six Sigma methodology.

Proven reputation as a high integrity change leader that works through teams and across organizational boundaries to optimize business processes, implement change, and communicate clear and concise policy throughout the organization.

Seeking a challenging leadership opportunity that will engage my passion for Six Sigma methodologies, experience in Sales, Supply Chain, and Customer Relationships to motivate and lead teams in a progressive company that values its' people, hard work, enthusiasm, and a passion for continuous improvement.

## EXPERIENCE

### **Consulting Services**

2005-present

- Developed and organized a sales organization for an offshore tire manufacturer from India to market their products in North America.
- Developed a market strategy and a sales plan for the same company from India.

The Goodyear Tire and Rubber Company

1974-2005

(The Goodyear Tire and Rubber Company is a global tire manufacturer with 18B in sales revenue and 85,000 associates located in Akron, Ohio.)

### **Six Sigma Black Belt**

Responsibility includes reducing variations and defects resulting in reduced cost and increased profits. (2 years)

- Reduced sales concessions in 2004 by \$1M while increasing sales and maintaining customer satisfaction. Goodyear is currently transferring this program to other product lines and generating the same results.

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Traits you're  
known for

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Short  
description of  
company



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Bold job titles  
and not  
company  
names



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Don't bold  
dates

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Explain  
short  
durations  
or gaps

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Alternate  
date  
format

# Bullet format

- **Action → task → result**
  - Example: Led a cross functional development team in the development of an interface module for Toyota resulting in a 33% improvement in performance, a 10.5% reduction in cost, and was delivered to the customer one month ahead of schedule to save a major account.
- Use numbers where you can.
- Make your whole resume results focused!
- This will also help you be more prepared for a behavioral based interview.

# Addressing Issues

- OUT – SHORT DURATIONS
  - If you've worked for more than 3 companies in the last 10 years you should add explanations.
  - Examples: Company was sold, Company went out of business, Recruited by XYZ Company, Relocated to location, Layoff due to lack of work, Left to broaden experience, Left to return to XYZ industry, etc..
- OUT – LOCATION
  - If you're open to relocation and are applying to positions that are not local it might be helpful to explain.
- OUT – WORK AUTHORIZATION
  - If you don't require sponsoring it might be helpful to list that.
- OUT – CAREER TO HIGH
  - If you've been in higher level positions than what you're applying for it might be helpful to explain.
- OUT – WRONG PATH
  - If you took a wrong turn somewhere it might be helpful to explain.





## Technical Recruiting Specialists

- **Engineering**
- **Management**
- **Sales**

## Why Choose Us

- We specialize in technical recruiting for engineering, management and sales positions in electronics, industrial automation, metal fabrication, plastics, chemicals and general manufacturing.
- We have over two decades of industry experience enabling us to quickly understand job requirements and recruit top talent.
- We have national search capabilities with nearly 1000 affiliated recruiters throughout the United States.
- Our full-time research team has resulted in nearly 90% of the candidates placed being cold recruits from competitors or similar companies to our clients.
- We have expertise in candidate selection methodologies to identify candidates who have the capacity for superior performance in the role.

## Certifications



## Affiliations

