



## Writing an Impactful Resume

New York - Boston - London

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## An Impactful Resume

- The person reading it understands what you do and what you can do for them
  - Value and contribution
- Duties versus achievements
  - Duty: what you do
  - Achievements: how well you do them
- Skills - clear, quantifiable and transferable
- Metrics Differentiate
  - Prove it

# The basics

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- Resume length
  - 1 or 2 pages, max but with exception for Addendums, more on that later
- Format / layout is key
  - Font choice, size and color (black) – consistency
    - Times New Roman, Tahoma – make it easy to read
- Name, Email, Phone, no address
- Reverse chronological order (and dates of employment)
  - Don't leave off earliest history; condense it if you run out of room (e.g., company name, date, job title, location)
- Job titles and employers – If Company A is bought by Company B write it as: “Company B (formerly Company A)”
- Match the dates – write the date as “Jan or January 2014”, i.e. Month and Year
- Education, professional qualifications
- Published work / speaking engagements / market engagement (Addendum)
- Languages spoken
- Passports/Visas – where can you work?
- **Consistent font and color**

## More basics

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- A Career Objective or Summary.....NOT!
  - Prime real estate on a resume, don't waste it
  - Instead: bullet points with core competencies/skills: identify your value and potential contribution
- Volunteer Work, Interests and Hobbies if there is room or in an Addendum
  - This shows leadership, project management skills
- No Photo
- PDF it
  - That eliminates the chance your resume will be reformatted
  - Look at it again after you PDF it

# Skills and Competencies

- Start with a List
  - List your responsibilities
  - What have you done that's impactful, made a contribution, gone above/beyond the call of duty, how do you stand out? Did you solve a problem? Save the company money? Find a faster/better way to do something? What makes you really good at what you do?
- Accomplishments & Contributions
  - How can you define your skills
- Word Choice
  - Impactful words
  - “Responsible for” – use sparingly!

## Word Choice

- I am dedicated – to what?
- I am detail oriented – as opposed to what?
- I am driven – prove it!
- I am dynamic – what does that mean?
- I am a people person – this will be evident
- I am a problem solver – be ready to prove it
- I am a team player – who isn't?
- References available upon request – lose that
- Acronyms – The first time you use an acronym, use the long-hand version then put the acronym in parenthesis like this: “Responsible for Anti-Money Laundering (AML) strategy”. Use “AML” after that
- Lose the temptation to use buzz words or technical references – facts are the most compelling instruments of all

# Selection of impactful words

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- Accelerated
- Accomplished
- Activated
- Addressed
- Allocated
- Analysed
- Anticipated
- Applied
- Balanced
- Budgeted
- Captured
- Championed
- Consolidated
- Directed
- Doubled
- Earned
- Effected
- Enforced
- Enhanced
- Engineered
- Enlarged
- Established
- Estimated
- Evaluated
- Exceeded
- Executed
- Expanded
- Facilitated
- Formulated
- Gained
- Generated
- Influenced
- Initiated
- Leveraged
- Maintained
- Managed
- Maximised
- Measured
- Merged
- Mentored
- Mobilized
- Monitored
- Motivated
- Navigated
- Negotiated
- Netted
- Observed
- Obtained
- Opened
- Operated
- Optimised
- Orchestrated
- Re-engineered
- Saved
- Scheduled
- Selected
- Separated
- Served
- Spearheaded
- Standardized
- Streamlined
- Strengthened
- Structured
- Recaptured
- Rendered
- Reviewed
- Targeted
- Validated

## Metrics, better known as proof

- This will distinguish you from the rest
- Add context around your achievements
- Quantify, quantify, quantify!
- Use data to minimise ambiguity and maximize impact
  - % increase, cost savings, goals met, people impacted by what you did
  - Leave off sensitive company information. Discuss the % by which you grew a balance sheet, for example, rather than the figures themselves
- Qualitative benefit
  - To your boss, team, company, clients, process



# Examples

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- Increased sales by 12%...
  - Reversed a 3-year decline in sales and increased sales 12% in the first year
- Recruited to...
  - Hired to establish a new territory and tasked with revenue target of \$5m in the first year; achieved 225% of target
- Manage liquidity...
  - Unlocked liquidity/cash flow resulting in \$, %, #
- Implemented customer centric operating model and lean process improvements for standardization, simplification and automation resulting in \$5m in savings, improved productivity and turn-around time
- Drove talent upgrade initiative for 6 key roles and outsourced 80% of repetitive tasks
- Reorganized and refocused AML approach to include close linkages with other commercial divisions saving the group xx cycle time (or a cost savings)
- Managed all capital raising, asset and liability management, securitization, liquidity, collateral trading, cash management and information systems
  - This is a responsibility. Where is the achievement?
- Restructured and integrated 3 disparate teams (34 employees) into a Center of Excellence to improve service delivery and implement processes to sustain compliance and regulatory controls
  - What is missing here? (hint: metrics)

## Tips

- Understand your Core Competencies
  - Banker: What are they?
  - Practitioner: What are they?
  - Everyone: What are they?
- Bullet points – your value
  - Demonstrate your contribution, metrics
  - Should match a job description if you have one
- References (only when asked)
  - Include relationship to that person, contact information
  - Not to be included on your resume

# Most Important Tips

- Jerry Maguire: “Show me the money”
  - Add context around your achievements
  - Quantify, quantify, quantify!
- Data minimizes ambiguity and maximizes impact
  - Percent increase in sales, market share, or cost savings, goals met, the impact you made
  - Leave off sensitive company information
- Qualitative benefit
  - To your boss, team, company, clients, process

# Resume mistakes

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- Typos (we hope you see the typo here!)
- Bad grammar or poor grammar?
  - Have someone else read your resume, to be sure
- Inconsistent font or punctuation.
- Incomplete sentences or sentences that run on and on and on and on and say nothing
- Too much information
- Too little information
- Nothing to **quantify** your accomplishments
- Trying to fill in the blanks
- Not telling the truth
- Being clever / creative / confusing
- If you had a gap/redundancy....say so. Have a good story