

BEFORE

Take 10
seconds and
compare these
resumes.

- ① Read Cynthia's objective statement in this resume.
- ② Compare it to the objective and qualifications section in her new resume on the facing page.
- ③ Does this look and sound like an entirely different person?
- ④ This is a very good example of how we all under-market our skills & abilities.
- ⑤ Finish reading both resumes.

Which one gives you a better idea of where Cynthia worked and how she got her experience?

Which is best?

CYNTHIA WILLIAMS
3232 120th Avenue S.E.
Worthington, Texas 98201
(555) 555-5555

OBJECTIVE: Seeking entry level position in accounting with growth opportunities and utilization of my educational background.

EDUCATION: Paraprofessional Certificate in Accounting
Worthington College
Worthington, Texas 98201
(555) 555-5555

**SKILLS &
ABILITIES:**

Accounting

- *Manual and Computerized Accounting
- *Payroll
- *Lotus 123
- *Excel
- *Income tax preparation
- *Word processing
- *Ten key by touch

Office

- *Maintained rental records
- *Collected rent
- *Organized and deposited rent money
- *Operated various office machines

Personal

- *Communication
- *Customer Service
- *Set up appointments
- *Problem Solving

AFTER

CYNTHIA WILLIAMS
3232 120th Avenue S.E.
Worthington, Texas 98201
(555) 555-5555

Seek an Accounting position using the following experience:

- *Managing bookkeeping and office functions for up to 100 accounts.*
- *Overseeing cash accountability and closing operations for staff of 3.*
- *Processing computerized accounts with Excel and MS Word.*
- *Paraprofessional Certificate in Accounting, Worthington College.*

BOOKKEEPING / OFFICE MANAGEMENT

Managed bookkeeping and office functions for 100 accounts, as an Assistant Manager.

- Posted cash receipts & annual deposits in excess of \$1/2 million.
- Oversaw signing and preparation of client lease agreements.
- Reviewed and transmitted credit reports to clients.
- Researched vendor pricing and coordinated scheduling of up to 16 subcontractors on a monthly basis.
- Coordinated maintenance projects, supervising up to 6 personnel per project and assigning workload.

CASH ACCOUNTABILITY / CLOSING OPERATIONS

Oversaw cash accountability for 3 cashiers and closing operations with deposits of up to \$9,000 monthly.

- Communicated with key accounts such as Safeway and Thriftway, taking and receiving orders.
- Worked accurately and efficiently in a fast paced environment.

COMPUTERIZED ACCOUNT PROCESSING

Dealt with up to 100 customers per day, setting up new computerized accounts, verifying account data and balances due.

- Assisted in maintaining an in-house inventory of 2,000 products.
- Tracked inventory by product numbers.
- Handled heavy phone volume and in-store customer service.

10 YEARS EXPERIENCE:

Bookkeeping / Assistant Manager, HL Property Management 1996-97.

Computerized Account Processing, Videoland 1994-96.

Cash Accountability & Team Coordination, Bagel Town/Rax 1990-94.

Cynthia had created a weak resume for several reasons:

- ① She had worked in fast food, retail, been an apartment manager and a housekeeper.

Cynthia's image of the skills gained from these jobs didn't match her image of an accounting position. So she didn't think they were important.

- ② However, she had gained a lot of skills needed in an accounting position.

- ③ Read the headings in the before resume. Then compare them to the headings in this resume. Which headings tell you more about Cynthia's skills in seconds?