**Name**

Anytown, Anywhere 000.000.0000

first.lastname@email.com [www.linkedin.com/in/firstlastname](http://www.linkedin.com/in/firstlastname)

# Branding Title | Professional or Functional Title or Level

## Industries (Optional) & Value | Contribution

## *(Note: for what you’re known; how you impact organizations)*

State your case. Explain and back up your branding statement. Include additional information that would be important for the reader to know. Naturally he/she would want to know your expertise in your field / function, your **Hard Skills**. Again, this is your specific expertise / knowledge in your field / function. *(****NOTE****: Information noted in this area MUST be supported in your Professional Experience to prove your brand statements.)*

Remember to address your **Soft Skills** – any additional strengths, experience & attributes that make you successful in the type of role you are targeting. Use short, digestible paragraphs and keep your summary to 6 lines or less.

|  |  |
| --- | --- |
| * List Key Competencies
* This Format Is Great For
 | * Here In This Section
* Even-Numbered Lists
 |

# Professional Experience

**NAME OF COMPANY**[,](http://www.righteverywhere.com/) Anyplace, Anywhere 20XX to 20XX

**Title 20XX to 20XX**

A Job Scope Statement is optional, but it can be valuable in positioning and differentiating you from others with similar titles. A job title’s ‘meaning’ and scope is different across companies and industries; employers review a Job Scope Statement to determine where you may fit in their organization (level, position, title).

* Bullets should focus on ACCOMPLISHMENTS, how you contributed to the company’s success. They have 2 parts, Action(s) (what you did) and Result(s). Start with the Action or start with the Result.
* Think about goals and metrics used in job; what did you meet and / or exceed?
* What are you proud of?
* Start accomplishment statements with active verbs that tell readers what you did (e.g., analyzed, created, identified, accounted for, reconciled, resolved, etc.). Include metrics – $, %, #, etc. – when you have them.

**Title 20XX to 20XX**

A Job Scope Statement is optional, but it can be valuable in positioning and differentiating you from others with similar titles. They are 3 to a maximum of 4 lines of text.

* The guideline is to include 1 accomplishment per year in position, especially for the last 5 to 10 years.
* Your more recent jobs should generally have more bullets than older ones. Most Accomplishments are 2 lines of text; the absolute maximum is 3 lines.
* The resume is built for speed, a glance, so it needs to be visually appealing. Dense text isn’t inviting; neither are long lists of bullets.

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**NAME OF COMPANY**[,](http://www.righteverywhere.com/) Anyplace, Anywhere 20XX to 20XX

**Title 20XX to 20XX**

Your Job Scope Statement instructions are noted in job 1 above (the level and scope of your position).

* Eye motion studies show that hiring authorities quickly assess resumes to decide if the candidate stays in the ‘A’ pile or gets relegated to the other piles.
* Use sub-bullets to break up long lists of bullets:
	+ If you have bullets that are related.
	+ Or if the results can be broken out to increase the likelihood they’ll be read.
* Bullets should be funneled in the resume. In other words, more recent jobs should have more bullets and older roles should have fewer – appearing as though they’re being funneled.

**Additional Relevant (Or Prior) Experience**

**NAME OF COMPANY**(Formerly Name of Company), **Title** (20XX to 20XX unless ageless; then delete)

One option under Additional Relevant Experience is to provide a Scope Statement to position and differentiate you for the type of role you are targeting. Keep this section to no more than 3 or 4 lines maximum so it’s easily read.
**If NOT RELEVANT to target position, only the company name and title are needed**. No further explanation may be necessary.

**NAME OF COMPANY, Title** (20XX to 20XX unless ageless; then delete)

In the Additional Relevant Experience section, you can consider leaving the dates off the positions if this experience is 15+ years back.

**NAME OF COMPANY, Title** (19XX to 19XX unless ageless; then delete)

Another option is to allow the job title to tell your story and leave off the Job Scope Statement.

**Education**

**Degree (abbreviation)**, School of Study, Educational Institution, Anyplace, Anywhere

**Degree (abbreviation)**, Major, Educational Institution, Anyplace, Anywhere