# CREATING A STELLAR RESUME OR CV

## BY VAL CERVARICH OF WRITING HELP KC

# Contents

## Resume and CV Solutions

Many people make the mistake of relying on outdated resume or CV guidance, or they just use generic templates. Whether you're just starting a job search or feeling like you're not being seen, this booklet offers solutions for making a stellar resume or CV that will help you get noticed.

This booklet covers the essentials of creating quality resumes or CVs, the value of focusing on details over design, ways to create and organize your content, and how to use compelling language. There are also two resume samples at the end of the booklet.

It's my hope that by the end of this booklet, you feel confident that you can make polished and professional materials that best represent you and your talents! Take the time to be thorough. Use the checklist toward the end of the booklet to do a final review of your application materials. Good luck!

## Before applying

This will come up in different ways throughout the booklet, but you **MUST** tailor each application to the job description and company/institution to which you're applying. It takes thought, time, and effort (and maybe even some tears), but you can do it.

### Master lists

One way to make the resume/CV tailoring easier is to do the following:

➔ Keep a master list of your skills, projects, research, and/or accomplishments.

This master list doesn't have to be formatted like a resume or CV. Instead, you can type out bullet points or notes to yourself organized. Use the following general headings to keep things organized:

- Job responsibilities
- Projects
- Skills
- Research
- Awards
- Scholarships/Grants
- Community service
- Publications
- Professional development
- Miscellaneous

You should update your master list every two to three months to keep everything fresh in your mind. Setting a semi-regular reminder on your calendar will help with your list maintenance.

When the time comes to customize job materials, you'll have a comprehensive reference list for yourself. Then, you can choose what's most relevant to each respective job.

## Sleuthing before writing

You have to tailor each application to the job description and align the content with the organization/institution's bigger goals. That means you must do some sleuthing before applying.

"Why do I have to spend so much time on that?" you ask.

Because if you spend a little bit of time up front to research an organization/institution, you can make informed decisions about what to include or exclude from your application materials. That shows your interest, and it makes you a stronger candidate.

When I work with clients on a resume or CV, I always ask for their target job descriptions or an example of an ideal job. This helps me to provide guidance on what to include in their tailored document.

You can expand upon this sleuthing tactic by looking at the organization/institution's mission and vision. What values are important to them? What are their connections to local and broader communities? All of that information is helpful as you decide what to highlight in your application materials.

**WARNING!** Don't get too sucked into sleuthing. Have a few questions in mind, collect your answers, and incorporate them into your application materials. That'll keep your eyes on the prize of making an excellent first impression. You only get one shot, after all. Make it count!

# Essentials for Quality Resumes and CVs

There are many opinions on what makes a quality resume. But there are essentials for making a polished product.

Good resumes and CVs:

- are organized and have consistent formatting
- don't use text size smaller than a 10-point, legible font
- highlight (and briefly describe) accomplishments
- use powerful verbs and/or descriptions
- are grammatically correct and error-free
- match and/or complement your LinkedIn profile
- have a clear and professional header that is used on all other application materials (cover letter, personal statement, etc.)

## Research before writing or editing

I'll say it again, do your research on the organization/institution that has posted your job of interest. Take a few notes and use that information on your resume or CV.

By matching your skills with the organization/institution's goals, your resume or CV can:

- show alignment with the job description and organization/institution
- include the most relevant experience
- incorporate keywords from the job description

This thoughtful approach will help you to optimize your resume or CV. The customization of each application will differentiate you from other candidates.

## Keyword incorporation

Larger organizations/institutions tend to use a very robust applicant tracking system, or ATS. And an ATS often includes a scanning software that can search for keywords in job application materials. This helps organizations/institutions weed out the applications that are too generic or don't match their expectations, which are defined by set keywords.

Taking the time to incorporate a job description's keywords with your resume can help you make it past that software and hopefully land you on a reviewer's desk.

Highlight or circle repeated keywords in the job description and cross-reference with the lingo that you find on the organization/institution's website. Ask yourself what you think the organization/institution's top three priorities are for that position.

Next, ask yourself what sparked your interest in the position. Make notes of the skills and professional qualities, achievements, and expertise that popped into your mind as you read the job description. Those are your strongest selling points in relation to the job description.

Take the keywords that you identified, pair them with the notes about yourself, and turn that information into your bullet points for your resume or CV. Also, change the order of your bullet points based on how the job description prioritized their desired qualifications. That proves you paid attention and are taking time to research that organization/institution instead of submitting a generic resume or CV.

## File saving

You can keep a generic "original" version of your resume or CV that serves as a base copy. As you apply to different jobs, do File > Save As to make new versions. Always include your last name and/or first initial in your File Name, then space or underscore, the organization/institution name, another space or underscore, then Resume or CV.

**Example file name:** CervarichV_DreamCo_Resume

Don't create one resume or CV and send it to 10 different organizations! Generic application materials will likely land you in the reject pile.

## Resume or CV Design

Resumes or CVs provide a lot of the same information to a Human Resources (HR) application reviewer. These two documents are your tool to showcase not only your skills and experience, but also your level of interest. You should customize each application to your respective job descriptions. This demonstrates that you put in the time and energy into researching an organization/institution.

The terms resume and CV are often used interchangeably even though they have different goals. In general, resumes are used for positions within industry or business settings, and CVs are used for positions in academic settings. It's always best to check the requirements of a job description to submit the employer's desired document.

The main differences between the resumes and CVs are length and organization. More details are outlined below.

| | Resume | CV |
|---|---|---|
| Page count | 1 | Unlimited |
| Organization | Experience, Education* | Education then flexible |
| Format | Chronological or functional | Category order based on job description |

\* For undergraduates or other individuals with little work experience, education should go before experience.

### Length

Resumes are limited to **1 page**.

Yikes! This is hard to do. I know you have a lot of excellent experience to fit on only one page. In some cases, two pages are acceptable. Just remember to align your most relevant experience with the job description and prioritize your highlights at the top of your first page. The top portion of the resume is where most of the reviewer's limited time is spent.

CVs can be as many pages as you need to include all of your relevant sections. That said, clear organization is even more critical. More details on content can be found later in this booklet.

### Organization

Businesses requesting your resume will most likely focus on your experience rather than your education. So, you'll put your education or training section at the end of the resume.

When applying to an academic position, your CV should list education first with all other sections following. The section order should mimic the priorities outlined in the job description. For example, if the position is more research-focused, you'll begin your section organization with research, grants,

publications, presentations, etc. If it's teaching-focused, you'll begin your organization with teaching and mentoring experience then move into the other sections.

## Format options

Remember that in a resume you only have one page (in rare cases two pages) to highlight all of your experience and accomplishments. Being prepared and organized will help you maximize the space.

Most of the time when you're applying for a position with a business, they are probably more concerned about your ability to perform the duties rather than your educational background. Sure, job descriptions have minimum levels of education. But each workplace is different, and they want to know what skills and experience you are bringing to the table.

The number one suggestion I have for a resume is to put your experience before education.

For the rest of the organization, you can use one of two approaches:

1. Reverse chronological (a.k.a. chronological)
2. Functional

Reverse chronological order is where you list everything from most recent to furthest in the past. It's probably the most common form.

Functional resumes are organized around two to three categories. For example, if you read a job description that was focused on learning development, grant writing, and communications, you'd categorize projects and/or accomplishments under those headings. This is good for individuals with gaps in their employment history and/or career changes.

For CVs, you'll need to put everything in reverse chronological order within the respective categories.

## General design

You can find decent resume and CV templates in Word and Google Drive. Canva.com also has some nice resume templates. Most of them are free, but just keep in mind that your resume or CV should be well organized.

I often get questions about how crafty you should get with resume and CV design. **Personally, I vote for details over design.** Keep things simple, clean, and organized. Spend more time and energy on high-quality writing that emphasizes your experience and skills.

As for CV templates or design, you can often find examples on a higher education institution's website. Check out the faculty pages from the target department to find sample CVs. That might help with design inspiration.

Here are some general considerations related to design:

- Don't leave too much whitespace on the page. Use 1" margins around the document, but don't make them any smaller 0.5" on any side.

- Avoid "fun" fonts because they tend to be difficult to read. Choose simple fonts like Arial, Calibri, Tahoma, or Times New Roman. You can differentiate your name with a complementary font.
- Don't include pictures unless requested. They create extra opportunities for bias.
- Keep your headers clear and consistent.
- Your header from your resume, cover letter, teaching philosophy, etc. should be consistent across all documents.

## File formatting

PDF format is a better file format than Word when you have the option. Just make sure you check if the PDF converts well. Also, it wouldn't hurt to run the PDF file by a friend who has the opposite operating system (PC versus Mac). Sometimes the operating systems won't convert unique bullets or other formatting. I'm sure a few minor bullet point design changes wouldn't be an issue, but you don't want your content to be compromised.

## Content Categories and Order

Although there are common categories across a resume and CV, the order can vary. The supporting information within each category should mimic the prioritization of desired skills and qualifications that are listed in the job description.

### Resume categories and order

Here is a list of the categories of information that you'll include on a resume:

- Header
    - Name, professional email, phone number
    - Remove address and include LinkedIn profile link*
- Professional summary*
- Experience/Qualifications
    - Include keywords from the job description!
- Education
- Skills and abilities
- Leadership/Volunteer experience*
- Awards

\* Optional

If you're an undergraduate or don't have much work experience, you'll list your education before experience. Here is the recommended category order:

- Header
    - Name, professional email, phone number
    - Remove address and include LinkedIn profile link*
- Education
- Experience/Qualifications
    - Include keywords from the job description!
- Skills and abilities
- Leadership/Volunteer experience*
- Awards*

\* Optional

### Header

You need to include your name, a professional email, and your phone number in the header. Professional email addresses don't include cutesy or inappropriate words or phrases. Gmail is free, so set up a general email address with your name and/or a combination of your initials and name.

And about removing the physical addresses from your header…do you really think the person who might hire you will be sending you mail? The answer is most likely no. It's also a potential point of bias when a company might think about relocation costs. Plus, you can use that space for your LinkedIn profile, which can have more comprehensive information about your experience.

## Professional summary

The professional summary is for applicants who have work experience. It is also known as executive summary. The goal is to highlight your qualifications. The professional summary has replaced the old school resume objective because reviewers know why you're applying for a job. Use that space to write a convincing paragraph about you as a candidate.

Reviewers can spend as little as 10 seconds to review your resume or CV. And the majority of their attention will be at the top of the page. A quality professional summary will pique a reviewer's curiosity and prompt them to continue reviewing your application.

This summary should not be more than four to five lines in length. Include the keywords from your research on the organization/institution as naturally as possible.

Here is an example of a professional summary based on a job description for an occupational health specialist:

> Bilingual occupational health professional with a background as a clinical supervisor in corporate office and laboratory environments. Talented in developing and implementing programs focused on health and safety. Adept and motivated researcher and trainer who effectively collaborates with health and safety executive leadership.

## Content

Each job that you include on the resume should have three to five bullet points explaining your responsibilities and accomplishments. Start each bullet point with a strong verb (see the later section for language tips). Each bullet point should be descriptive in showing a problem, action, and result. Use details and numbers when you can! Just remember that one bullet point shouldn't exceed three lines.

Review the job descriptions and identify the top priorities. Then, reference your master list for inspiration on what is most relevant and/or what most closely matches the job description. The order of your bullet points should mimic the priorities of the job description. As I mentioned before, job descriptions tend to order their bullet points or desired qualifications in order or highest to lowest priority.

### PRO TIP

Do not put "References available upon request" on your resume or CV. If someone wants to hire you, they'll ask for references.

## CV categories and order

The master list of your responsibilities, projects, awards, etc. will be a time-saver when it comes time to create or update your CV. Your CV will continue to grow the longer you're in academia. Just use consistency throughout the document.

Here is a list of the categories of information that you'll include on a CV:

- Header
- Education
- Research Experience/Interests
- Awards and Grants
- Teaching Experience
- Leadership Experience
- Mentoring Experience
- University/Community Service
- Professional Affiliations
- Presentations/Invited Talks
- Publications
- Professional Meetings Attended

Thankfully, CVs are fairly flexible in terms of organization. Just be sure to put education first. Use the same formatting for all of your headers. And use the same style guide formatting (APA, Chicago, etc.) for your list of publications and presentations.

In addition to the header information from the previous section, I would add that your header should be consistent across all documents that you submit for your application. Academic positions often ask for a cover letter, teaching philosophy, personal statement, etc. You can create your "brand" by making the header consistent.

And if you're concerned about the order of the other categories, reference the job description. Is it a position more focused on research? If so, prioritize that information above the Teaching, Leadership, and Mentoring Experience. It's not that your other experience is not important, you just want to align to the description as closely as possible.

## Language Tips

Strong and accurate language use is critical to making a good first impression. Just remember that lying on a resume or CV is unacceptable.

No matter where we work, we all develop skills. That proves another point of value for maintaining your master list. Your list can remind you of the things you accomplished over a period of time. Reflecting on that list will help you identify your skills and abilities!

Let's say you look at your master list and compare it to your target job description. You may wonder how your skills are transferable. Given the following language suggestions, it can be tempting to make things sound better than they are or were. But you must avoid being dishonest!

When you're stuck, reflect on why you are drawn toward a certain job description. What made you excited when you read the job description? That spark of excitement is your connection to the job. And it most likely means you have skills or willingness to learn for that given area.

Have confidence that you do have valuable skills and experience. That mindset is a large part of the battle. You can deliver a creative message about your experience without being dishonest.

The following language tips will help you to create a consistent and compelling message.

### Avoiding jargon

We all get used to use our office lingo or abbreviations, which often becomes jargon when it's carried over into our resume or CV. Remember that the reader of your application materials is unfamiliar with that jargon. You need to explain things in plain language and without acronyms (unless they are standardized by industry).

If using plain language proves challenging, think about how you would explain things to your grandmother. There will always be nuances that won't get conveyed. But you can strengthen your explanations with strong verb choices and compelling language that demonstrates your accomplishments.

### Verb tenses

Let's talk about verb tenses. You should start all bullet points on your resume with a verb. **This shows action.** There should not be any exceptions to this rule. Otherwise, you'll create inconsistency and confusion.

Bullet points on a CV can be a little more flexible, but I still recommend starting with a verb as it conveys a sense of accomplishment or activity. Starting with a noun or other part of speech is fine. I would remind you that if you deviate from starting with verbs, consistency is key.

English has many verb forms. For a resume or CV, you only need to use two:

1. The base form of the verb for current positions

2. The past tense of a verb for past positions

Here is an example of a bullet point for a current position:

- Supervise student leadership in planning a research forum featuring 150+ presentations across two days

**Supervise** is the verb in that sentence. It shows action and is the base form of the verb. Just write each bullet point like you're saying, "I direct…" or "I develop…" but drop the "I."

Notice the verb does not have an -s on the end to make it a singular verb. Adding an -s to the end of a verb is a common mistake for a resume or CV. PLEASE don't do that!

- <u>Supervises</u> student leadership in planning a research forum feature 150+ presentations across two days

In the example above, it sounds like you are talking about yourself in third person. Think about what happens when you do that in real life. People think you're odd. Avoid it on your resume or CV.

For past positions, use the past tense of the verbs.

If I needed to add the previous example as a bullet point for a past position, it would be:

- Supervised student leadership in planning a research forum featuring 150+ presentations across two days

The general rule is to add -d or -ed to the end of a verb, but English has many irregular verbs. Make sure to double check the verb form if you're in doubt.

Mixing verb tenses is allowed if you're listing current responsibilities and a specific one that occurred once or twice, but still within your current position.

Here's an example of mixed verb tenses for a current position.

- Perform training session for 60+ environmental health specialists from 5 institutions
- Liaise with Community Outreach office to mentor 3 undergraduate students in the lab
- Coordinated a departmental conference on workplace safety featuring 8 speakers from 2 local organizations

## Show, don't tell

Our brains are hardwired for storytelling, and it's a persuasive form of communication. Did you know that you can do some storytelling in a resume or CV?

There is a concept in creative writing called "show, don't tell." The idea is that you are leaving some things up to the imagination of the reader rather than spelling out the details in a boring way. Think about when you read fiction or creative nonfiction and feel transported to another place just because

of a vivid description. Micro storytelling is the approach that you should use to incorporate responsibilities and achievements into your resume or CV.

You'll want to use strong verbs and compelling language to create your resume or CV story. **Add specifics or details to help the reader understand your skills instead of simply stating them.** Know that the reviewer is capable of "reading between the lines" and will create a vision of you based on your descriptive bullet points.

If you're looking for inspiration to develop your compelling micro storytelling, I recommend this verb list. This list is one of my favorites because it's organized by category with 10+ verbs in each category. Also, reviewing the verb list could be a good brainstorming tool.

Compelling language and micro storytelling are helpful to make your resume stand out. When you're stuck on how to build out your bullet points, think about how you'd answer the questions of who, what, where, and why. Below are examples of compelling language transformations.

Example 1

Let's say you start with a bullet point like this.

- Provided educational support to improve community health.

When you read that, you probably had some questions like:

- Who did you help?
- What does educational support mean?
- Where did this occur?
- Why did you do this?

Here is the example with more detail and compelling language.

- Created 100 informational booklets about food allergies and distributed during the Liberty Community Resources Fair, supporting the department's patient education initiatives.

Does that create a vision for you? Hopefully yes!

Let's break it down. Here is the key that we'll use:

strong verbs | *data or specifics* | **showing value, connection to mission**

- Created *100 informational booklets* about *food allergies* and distributed during the *Liberty Community Resources Fair*, **supporting the department's patient education initiatives**.

In terms of the 4 W questions, here are the answers:

- **Who?** You're helping Liberty community members.
- **What?** You created and distributed info about food allergies.

- **Where?** At the Liberty Community Resources Fair.
- **Why?** In support of your department's patient education initiatives.

<u>Example 2</u>

Here is another example of language transformation. The starting bullet point is:

- Attend research oversight committee meetings as a student representative.

When you read that, your questions are:

- Who is on the committee?
- What does attending mean here?
- Where did this occur?
- Why did you do this?

Here it is with more detail and compelling language.

- Participate in the University of Idunno Research Oversight Committee meetings to vote on program policies to improve 30+ professional training programs.

That's much more descriptive and compelling! Here's the key for the breakdown:

<u>strong verbs</u> | *data or specifics* | **showing value, connection to mission**

- <u>Participate</u> in the *University of Idunno Research Oversight Committee* meetings to <u>vote</u> on **program policies to improve** *30+ professional training programs*.

In terms of the 4 W questions, here are the answers:

- **Who?** You're on the Research Oversight committee at your institution.
- **What?** You participated in the meetings by voting on program policies.
- **Where?** At the University of Idunno.
- **Why?** To improve program policies.

Remember the 4 W questions and the verb list when you're looking to **show** your reader instead of telling them something. It's a more interesting and convincing read for your reviewer.

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**PRO TIP**

If you get stuck on creating the bullet points, look up behavioral interview questions. An example question is: *Tell me about a time that you managed a challenging situation.*

Practicing your responses to behavioral questions prepares you for your interview and inspires ideas for your resume or CV. You can even record your responses on your phone's voice memo app and listen to the playback.

This tip will help you refine your verbal interview answers and inspire your written bullet points for your resume or CV. It's a great way to double dip!

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## Proofread everything

The last language (and design) point is to proofread everything. And I mean everything!

Don't rely only on Word or a Google doc to catch all of your verbiage or spelling mistakes. To proofread, read your bullet point content out loud. Or print out the resume and read it while pointing to each word on the page with your finger or a pen. Or ask a trusted friend or colleague to look over your materials. Having time between creation and proofreading is also helpful.

Here are questions to guide your proofreading process:

- Is the spelling accurate?
- Is capitalization consistent?
- Are date formats consistent?
- Are hyphen lengths and other characters consistent (i.e. 2002 – present)?
- Are the keywords of the job description included?
- Does each bullet point start with a powerful verb?
    - Are the verbs in the correct tenses?
- Is the language compelling?
- Are section headers consistently formatted?
- Is the formatting of each job consistent (company name, position title, location, etc.)?
- Are all bullet points formatted consistently (periods vs. no periods)?
- Are the date formats consistent (April 2020 vs. 4/2020)?
- Are the margins reasonable?
- Are the email and LinkedIn hyperlinks working?
- Is the file formatting preserved after conversion to a PDF?

## LinkedIn

Many people ask for advice about their LinkedIn profile. My recommendation is to use your master list of responsibilities, projects, accomplishments, etc. to create or update your profile. When you go to update that master list, update your LinkedIn profile too.

LinkedIn is especially helpful for those with a plethora of experience that can't all be crammed into a one-page resume. The headline field in the profile section is where you can add: **Energetic [ title ] seeking new leadership opportunities in [ field ].** Or something like that. The words used in that field can turn up results for recruiters. I've personally used it to find a candidate for a position. So, it works!

The About field of LinkedIn allows for longer explanations. This is a great place to add your professional/executive summary. Other areas of LinkedIn, such as licensure or certificates, volunteer work, etc. offer the opportunity to share a more well-rounded picture of you as a candidate. Use those other fields to complement the content of your resume or CV.

I think it's okay to copy and paste the information from your resume or CV into your LinkedIn profile. Just don't forget to customize each of your job applications with the keywords from your target job descriptions.

Stay active in connecting with people and perusing the newsfeed on LinkedIn. Follow some influencers or hashtags of interest. Spending time on LinkedIn can be worthwhile for your job search and network building.

# Checklist for Creating a Stellar Resume or CV
## by Val Cervarich of Writing Help KC

This checklist outlines the essentials of a stellar resume or CV, and it includes tips to help you create high-quality content and consistent formatting. Maintain a master list of your skills, projects, accomplishments, and research so it's easier for you to customize each application. You can get the FREE master list template here.

## RESUME ORGANIZATIONAL DESIGNS
➔ Limit it to one page!

### Reverse chronological (a.k.a. chronological)
- List all projects, accomplishments, and responsibilities

### Functional
- Organize bullet points under 2-3 skill areas
- Good for time gaps, career changes

## CATEGORIES AND ORDER
- Header
- Professional summary (not an objective)
- Experience/Qualifications
- Education*
- Skills and abilities
- Awards^
- Leadership/Volunteer experience^

*First if undergraduate or have little experience  |  ^Optional

## OTHER TIPS
- ☐ Incorporate keywords from the job description, tailoring each app.
- ☐ Keep the format simple. Details over design.
- ☐ Use simple, 10-12pt font (Arial, Calibri, etc.).
- ☐ Use past tense for previous jobs/projects and present tense for current jobs/projects.
- ☐ Show, don't tell (be specific, use examples).
- ☐ Use compelling verbs and language.
- ☐ Only include most recent and relevant experience.
- ☐ Match content to your LinkedIn profile.
- ☐ Avoid jargon and be honest.
- ☐ Proofread.

## CV ORGANIZATIONAL DESIGN
➔ There are no page limits, but be concise and organized.

The CV is a flexible, comprehensive overview of research, projects, and accomplishments.

## CATEGORIES
- Header
- Education
- Professional summary (not an objective)
- The following are flexible in terms of order*:
  - Research Experience/Interests
  - Awards and Grants
  - Teaching Experience
  - Mentoring Experience
  - University/Community Service
  - Professional Development
  - Presentations/Invited Talks
  - Publications

* The content order should mimic the priorities outlined in the job description.

## OTHER TIPS
- ☐ Incorporate keywords from the job description, tailoring each app.
- ☐ Keep the format simple. Details over design.
- ☐ Use simple, 10-12pt font (Arial, Calibri, etc.).
- ☐ Use past tense for previous jobs/projects and present tense for current jobs/projects.
- ☐ Show, don't tell (be specific, use examples).
- ☐ Use compelling verbs and language.
- ☐ Highlight accomplishments.
- ☐ Match content to your LinkedIn profile.
- ☐ Avoid jargon and be honest.
- ☐ Proofread.

## Additional Assistance

The following pages include two sample resumes. Because CVs can be lengthy, email me about samples if you have questions.

I provided general resume samples for visual inspiration. Please keep in mind that you still need to customize each of your applications. Also, some categories may need to be added or changed depending on your specific situation and context. Use your target job descriptions and the checklist as your guideposts when in doubt.

Creating a high-quality resume or CV can be overwhelming. If you're still wondering if you've optimized your resume or CV, I'm happy to offer a professional review of your materials for a discounted rate.

You can fill out a quick form here to connect with me about your resume or CV review. I'll send back project pricing details, and we'll be on our way. Make sure to mention that you've already purchased this booklet so you can get a discount.

I look forward to helping you gain more confidence and visibility with a stellar resume or CV. In the meantime, hang in there!


Cheers to your adventure,

*Val Cervarich*

Val Cervarich
Writing Help KC, LLC
www.writinghelpkc.com
writinghelpkc@gmail.com

# REID ENRIGHT

reidenright@email.com | 101-202-3030 | linkedin.com/in/reidenright

## EDUCATION

**Wize University | Fayetteville, AR**                                                                  2014 – 2018

Bachelor of Science Degree, Exercise Science

Education minor

## PROFESSIONAL EXPERIENCE

**Advance20 LLC | Gardner, KS**                                                                        2018 – present

Therapy Support Professional

- Support 6 individuals with physical, intellectual, and developmental disabilities
- Complete medical and communication documentation, improving record compliance frequency
- Administer 10 medicine and treatments daily in collaboration with physicians, dieticians, physical and occupational therapists
- Incorporate 2 new sensory and motor techniques with each individual every month

**Boys and Girls Club of Fayetteville | Fayetteville, AR**                                      2017 – 2018

Youth Developmental Specialist

- Served as role model while leading programs and daily activities for at-risk youth
- Fundraised $1,000 for the annual summer sports program
- Coordinated with public school district for community fairs, distributing 100+ flyers about the club's programs
- Created, planned, and implemented programs and activities to engage participants

**Wize University Exercise Science Club | Fayetteville, AR**                                2014 – 2018

President and Activities Director

- Led volunteer efforts with local Special Olympics, partaking in track and field events
- Collaborated weekly food pantry shifts with Feeding Families, a nonprofit organization supporting those with food insecurity
- Developed a monthly nutritional seminar for a local nursing home, recruiting and supervising volunteers

## SKILLS

Proficient with Starfield Tech EMRs, Microsoft Office suite, and social media management

## AWARDS

| | |
|---|---|
| Rising Star Award | Advance20 LLC | 2019 |
| Outstanding Student Leader Award | Wize University | 2018 |
| Top Fundraiser | Boys and Girls Club of Fayetteville | 2018 |

# CARRIE OAKEY

carrieoakey2020@email.com • 978-654-3210 • linkedin.com/in/carrieoakey

## EXECUTIVE SUMMARY

A driven bilingual (Spanish/English) medical device territory manager focused on relationship building, education/training initiatives, and evidence-based sales pitches. Adept at rapport building to enhance customer confidence and connections while increasing territory sales. Hardworking and detail-oriented individual capable of communicating technical topics to nontechnical audiences. Active curriculum developer for device implementation training.

## PROFESSIONAL EXPERIENCE

### Medical Devices Unlimited, Atlanta, GA                                      2010 – present
*Territory Manager*

- Expand medical device sales by 62% in the southeastern region of the United States
- Advance customer relationships through clear, relatable communication, expanding the client portfolio by 14% from 2015 to present
- Serve as primary liaison for curriculum development related to device implementation in 3 major hospital networks
- Perform train-the-trainer sessions, educating 600+ medical device specialists on effective implementation, integration, and maintenance
- Negotiate contracts that address the clients' needs and align with company revenue and profit goals

### Divine Med Devices, LLC, Norfolk, VA                                        2006 – 2010
*Medical Device Implementation Specialist*

- Provided on-site implementation training to 320+ hospitalists at 6 major hospital networks
- Cultivated strong relationships with physicians, nurses, and other medical staff to improve implementation success rates
- Delivered ahead of implementation schedule on 4 major projects, saving ~$15,000 per project
- Customized medical device implementation and procedures by client to optimize safety, productivity, and device longevity

## EDUCATION

### Cloud University                                                            2012 – 2016
Masters of Business Administration

### Cloud State University                                                      2002 – 2006
Computer Science and Healthcare Administration
Spanish minor

## AWARDS

Top Sales Representative                                                        2015
Educator Recognition Award                                                     2009