

# Craft a Résumé

An effective career plan goes beyond searching job openings. Create a target list of companies where you would like to work after you have researched the market, industries, and the community.

There are other reasons to do a little research early in your job process because:

- Research will help you tailor your résumé and cover letter.
- Employers expect that you have some knowledge of their firm and industry prior to the interview.
- Advance research will help with salary and benefits evaluation and help determine growth opportunities.

## What do you need to research?

### **Research Occupational Fields**

Occupational research can help you determine if you need to change career fields, as opposed to simply changing employers. Such research can help you discover interest areas and jobs you may not know about, as well as help find entry-points. Occupational research will reveal details about advancement opportunities.

### **Research the Job Market**

Research the job market to determine which companies and industries are hiring now. You might also determine and compare salary ranges for the geographic markets you are considering.

### **Research Individual Companies**

Your research should ultimately lead you to a target list of 15-20 companies. Learn about the company's leadership team, look at its financial statements (if available), and evaluate the benefits (both tangible and intangible) of working for each firm.

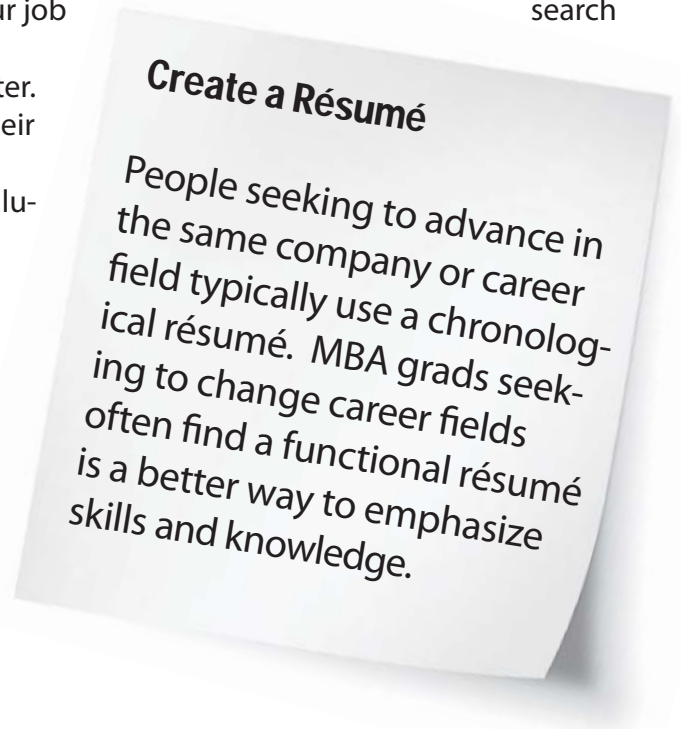
## What do you need to know about your target companies?

- Products and/or services sold/produced.
- Ownership (publicly or privately owned), financial stability, whether the company is a subsidiary or a division of a national/international firm, location of firm's headquarters.
- Number of employees locally and corporate culture.
- Industry and company trends.
- The firm's major customers, competitors, and market position.

## Where can you find this information?

- Online databases: Career Beam, Hoover's Online
- Print media: Fortune, BusinessWeek, American Business Journals, local newspapers
- Social media: Twitter, message boards
- Career resources: Industry guides
- Company websites: Annual reports, investor sites

search



**Rocky D. Bull**

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**Professional Profile**

- Achievement-oriented quick learner with advanced skills in database design and management
- Three years project management experience in the information technology industry, focusing on end-user results
- Productive team member with ability to work independently with minimal supervision
- Proven leader with ability to manage and facilitate change, and work effectively with diverse personalities and interests
- Track record of setting goals and reaching them in a timely and effective manner

**Education**

Masters in Business Administration Expected 2011  
University of South Florida  
Specializations: Management Information Systems, Management, International Business

Bachelor of Science in Business Administration 2004 - 2009  
Major: Management Information Systems  
University of South Florida

**Experience**

Database Analyst, XYZ Corporation May 2001 - August 2008

- Developed and implemented an innovative solution for managing all database workstations for maximum data transfer efficiency
- Analyzed technology utilization reports and made recommendations to senior management
- Assembled, tested, and led troubleshooting projects for various new software programs
- Worked in teams of 5 - 6 people to develop new information technology plans

Sales Associate, ABC Retail Establishment May 2000 - April 2001

- Honed interpersonal skills while assisting customers with selections
- Performed daily cash and credit transactions

**Computer Skills**

<u>Operating Systems &amp; Hardware</u>	<u>Software</u>	<u>Programming Languages</u>
Windows 95/98/NT/2000	Microsoft Office Suite	Oracle, SQL
Mac OS	MS Access	Visual Basic
Linux/Unix/Ethernet	MS PowerPoint	HTML

References available upon request

### **Rocky D. Bull**

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### **Objective**

Experienced professional with excellent skills in communications, coaching, and research seeking a position in the marketing field with a progressive, growing company.

### **Skills Summary**

- Data Analysis
- Competitive Analysis
- Coaching
- Consumer Research
- Public Speaking
- Problem-solving

### **Professional Experience**

#### Leadership & Coaching

- Results-driven team member who motivated others to achieve company objectives.
- Coached and mentored children and teens with behavioral issues.
- Routinely dealt with individuals at varying levels of professionalism.
- Taught classes of up to 50 students and provided out-of-classroom academic coaching.

#### Interpersonal Communications

- Routinely handled customer complaints with high level of satisfaction and resolution.
- Managed accounts for Fortune 500 financial services companies, specifically focused on debt collection and customer management.
- Developed strong relationship-building techniques to maintain client satisfaction.

#### Research & Marketing

- Worked with team of six students in the development of a market research project designed to measure the effects of advertising campaigns on teenagers.
- Conducted extensive research regarding human behavior analysis.
- Developed and implemented tracking system for case study management.

### **Employment History**

Account Manager, LMN Corporation, Tampa, FL, January 2002 - July 2008

Case Worker, ABC County Health Services, Brandon, FL, June 1998 - December 2001

Teaching Assistant, Universal Psychology Department, Tampa, FL, May 1997 - May 1998

### **Education**

Master of Business Administration, University of South Florida, Tampa, FL  
August 2009

Bachelor of Science in Psychology, XYZ University, St. Louis, Missouri  
December 1991

### **Computer Skills**

Microsoft office suite with extensive knowledge of Excel and Access  
SPSS Statistical software program