

# Preparing: Resume Preparation

**Accomplishments:** What have you contributed to the company/organization?

*Note: May/may not be related to your current field.*

Tell me about your most significant accomplishments?

How would you quantify each accomplishment? What was the result or benefit?

# Resumes

Defined: *A marketing document used to describe one's accomplishments, career progression and employment stability*

Purpose: *to get an interview*

Audience: *HR, hiring manager, department, hiring manager's manager or higher*

Submission Methods: *Paper, Paper/Electronic Scan, Electronic Filing*

## Paper

### Do

- Get and keep the reader's attention
- Keep it short and concise
- Match the tone to the job objective, e.g., marketing use more descriptive language, financial use logical format, precise language
- Spell correctly, use correct grammar
- Leave enough white space
- Write to the level of the position
- Replace informal language, e.g., &, reps
- Use a business font, e.g., Arial, Helvetica, Geneva

### Avoid

- Telling your life story
- Adding unnecessary sections, e.g., References, unless they matter or are known to the reader, e.g., Producers, Directors, Authors, etc.
- Repeating the same information when describing responsibilities

## Paper/Electronic Scan

### Do

- Focus on keywords that match job description
- Write more detailed, longer resume
- Try this: at the end of your resume, type all the keywords you can think of, then make the font color white

### Avoid

Same as above

## Electronic Filing (Company website, Monster.com, etc.)

### Do

- Read instructions
- Download your resume if possible
- Use a business font, e.g., Arial, Helvetica, Geneva
- Review before submitting
- Count words/characters per instructions
- Delete unnecessary words, e.g., "an", "the", etc.

### Avoid

- Long phrases – tend to run together
- Bullets

## Resume Contents

### Do

- State job objective: position sought
- Summarize qualifications: focus on strengths, expertise, transferable skills
- Focus on accomplishments, including awards
- Include internships and volunteer work
- Sequence organization of accomplishments by most to least contribution/significance to the organization
- Write concisely
- Build a case – tie experiences together
- Create interest
- Lead with active verbs
- Describe companies
- Make you unique
- Make multiple versions with emphasis on particular job description
- Write at appropriate level of position
- Ask someone to proofread for spelling and grammar
- Tell the truth
- Leave dates off Education
- Add affiliations (organizations you belong to)
- Add professional publications and presentations

### Avoid

- Wordiness
- Too many accomplishments
- Repetition of examples
- References
- Exaggerating or embellishing when stretching the truth
- Terms, abbreviations, acronyms, and jargon that are particular to your field but others may not understand

## Resume Format

### Do

- 12 pt. font
- Use a business font, e.g., Arial, Helvetica, Geneva
- Keep it consistent
- Use bold, italics, and underlying sparingly for emphasis
- Allow enough white space

### Avoid

- Fancy or too unusual, unless reflects your field, e.g., marketing

## Communications

### Do

- Write contact information on each page
- Get your own professional email address
- Use your cell phone number on your resume as your contact phone number

### Avoid

- Naming your resume “resume.doc”
- Cute email addresses, e.g., “sexylady” or “hunk”

## Cover Letter

### Do

- Remember: the purpose of the cover letter is to convince the reader to review your resume
- Identify who should receive your cover letter
- Identify the job title/reference number and cite the source in the first line
- Describe how your skills, interests, and experience/accomplishments match this job announcement, referred to as “T” format

Job Requirements	My Qualifications

- Describe the contribution you can make
- Write a half-page or less

### Avoid

- Writing too much, rambling
- Exaggerating your experience
- Writing a general letter for any job announcement
- Repeating too much of what’s in your resume

Job Requirements

My Qualifications

## **MICK FLEETWOOD**

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### **Objective**

Senior Executive management position, which provides an environment to leverage my management, leadership and information systems experience for increased business results.

### **Summary**

A strong, communicative individual with 20+ years experience in managing and leading information systems and business professionals. Produces business oriented results utilizing sound managerial practices, business knowledge, and leadership skills. Excellent translator of business strategies to IS planning and execution.

### **Professional Experience**

#### **CONSULTING FIRM**

**2004-Present**

##### **Principal Account Executive**

- Currently performing the role of Senior Principal of Healthcare Business Development for the Healthcare vertical for the entire USA.
- Developed and set the go to market strategy for targeted accounts.
- Signed one new provider logo that will generate \$2.5 million per year for the next two years for an Epic Electronic Health Record roll out.
- Signed a new payer logo that has generated \$100, 000 per month in revenue since October and will evolve into a large ADMO deal of \$6 million + in annual revenues.

#### **INDEPENDENT CONSULTANT**

**2002-2004**

- Developed the strategic business and marketing plans for an existing total quality education company
- Developed and am executing the plan for the acquisition of “angel” venture capital (\$6 million) or outright purchase for a medical device manufacturer, to secure their go to market strategy.
- Consulted on a major health care company’s contract negotiations with a major West Coast health care delivery system, which consolidated multiple contracts and increased their market position with the customer.
- Merged two companies into a single company comprised of two founders with an initial capital requirement between \$4-\$6 million.
- Currently working with a production company on a “Smartcard” that will hold 165-180 megabytes of data for Healthcare information.

**CONSULTING FIRM****1996-2002****Program Manager Major Health System- CEO (Outsource Agreement)**

- Managed and stabilized the \$30 million P&L and returned the account to pro forma run rate
- Responsible for the core operational services for a \$2.2 billion Health System with 14 hospitals in three states; Annual contract and add on revenue exceeds \$30 million per year
- Manage the efforts of 240+ employees in delivering services to this diverse entity
- Inserted to stabilize an anchor account that was having difficulty in start up
- After stabilizing, improved customer services scores by 40% , improved operating margins by 3.5% and increased top line project work by 58% in the first year and a half full

**Program Manager Major HealthCare Company**

- Responsible for the entire Information Systems department of a \$4.2 billion Healthcare Company, while transitioning to the newly appointed CIO
- Responsible for mentoring the new CIO for his role
- Responsible for business development and running P&L on this account (performed at 10% higher than originally modeled)
- Efficiencies in the claims processing area brought \$12.5 million to the top line in six months

**Director Post Acute Care Market Segment**

- Responsible for the Sales and Delivery of services to the Post Acute market.
- Responsible for the development of a completely new market segment for the Healthcare Industry group.

**CORNING CLINICAL LABORATORIES, Teterboro, NJ****1992 - 1996****Regional Director, Customer Services (Dallas, TX)**

- Responsible for all aspects of customer services for a five state region (Texas, Oklahoma, Arkansas, Louisiana and Mississippi); which includes Client Services and Account Service Representatives.
- Responsible for the specimen processing function and charged with the responsibility of analyzing, recommending and leading the necessary changes required to correct service outages to our customers.
- Direct, manage and provided leadership to a diverse work force of 150+ personnel, which is made up of both hourly and management employees.
- Directed changes that have reduced specimen-processing errors by 85% in three months.
- Reduced lost sales to competitors by 20% in less than six months.
- Improved Client Services response rates by up to as much as 50% to our customers, both internal and external.

**Director, Physician Office Systems**

- Responsible for the strategy, planning and execution of the first Corporate I.S. strategic initiative to all 22 CCL laboratories, which was completed in less than one year.
- Responsible for the direction of the development, marketing, training and support of both a Physician product and Group Practice Management Systems interface for electronic processing of orders and results. This was completed ahead of schedule with the three largest GPMS vendors, with enhancements planned for the next year.
- Developed, staffed and executed the national rollout plan ahead of schedule and under budget by 20%.

### **Director, Client Systems**

- Redirected and focused a strategic product for the Eastern Region which produced over \$25MM in new sales and saved over \$50MM in current business.
- Created and developed a formalized methodology for developing electronic interfaces with strategic Hospital LIS and Group Practice Management companies.
- Developed the sales automation strategy for the Eastern Region.

**THE PROCTER AND GAMBLE COMPANY**, Cincinnati, OH  
**(RICHARDSON VICKS, Inc.)**, Wilson, CT

**1984 - 1991**

**Associate Director, Sales Management Systems**  
**Associate Director, Management Systems Division**  
**Corporate Director, Telecommunications & Office Systems**  
**Richardson Vicks, Inc.**

-Richardson Vicks was acquired by Procter & Gamble Oct. 1985.

- Responsibilities included sales information, technology development, worldwide computer security, telecommunications, shelf technology and support for PPG's worldwide sales force. Budgets exceeded \$7.5MM with staffs ranging in size from 28 to 115 employees.
- Established systems development methodology and process, which enabled the business partners to participate, prioritize and defer projects as required.
- Directed the relocation of the Richardson Vicks data center (IBM 3081K, 26 Gigabytes DASD, 10,000 tapes and networking) from Ft. Washington, PA to Cincinnati, OH five months ahead of schedule, with no service interruption, saving an additional \$500,000.
- Established and directed a worldwide communications and computing security program for P&G. The Audit Committee of the Board of Directors approved this plan.
- Recommended the technology required for the Health and Beauty Care Sales restructure (\$6.0B).
- Responsible for redirecting the Sales Technology effort from a proprietary to open architecture, which reduced roll out time by 50%.
- Reduced Richardson Vicks telecommunications expense by \$1.0MM on an overall domestic budget of \$8.0MM.
- Recommended, received approval and implemented an account service management program designed to improve customer service and to integrate business/systems planning.
- Established corporate worldwide direction for in store shelf technology.

**BORDEN, INC.**, Columbus, OH

**1977 - 1984**

**Manager, Communications & Office Systems**  
**Telecommunications Project Manager**  
**Telecommunications Analyst**

- Managed and directed the installation of the first Centrex based Electronic Tandem Network, which served 7,500 clients and saved over \$800M per year.
- Directed the implementation of the Borden Foods Order Entry System over voice grade facilities saving over \$1MM per year.
- Maintained and enhanced state of the art data communications technical centers, which improved service levels by 40%.
- Created a five-year worldwide communication and office systems plan.

### **EDUCATION**

B.S. Education, Bowling Green State University  
Bowling Green, OH

# ***Lindsey Buckingham***

## **MANAGEMENT / MARKETING COMMUNICATIONS**

Global Corporate Communications Management, Strategic Counsel

Dynamic technology, entertainment and consumer products communications executive with experience leading campaigns for top global brands and franchises. Utilizes networking skills to create partnerships; analyzes business needs and industry trends; negotiates to exceed target goals; implements tactics across multiple functions; and provides counsel within creative, financial and strategic parameters.

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Team Leadership • Strategic Communications • Brand Management • Organizational Development • Negotiating • Procurement & Purchasing • Event Management

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## **PROFESSIONAL EXPERIENCE**

### **Disney Interactive Studios, The Walt Disney Company, Burbank, California, 2005-present**

A global media and entertainment company with more than 137,000 employees, reaching consumers through core businesses including broadcast, online, film, consumer products and theme parks. Disney Interactive Studios, the video games division, has 1,200 employees worldwide and five development studios.

#### **Senior Manager, Public Relations (2007-present)**

#### **Manager, Public Relations (2005-2007)**

Drive global communications strategy for brands based on priority corporate franchises and new intellectual property. Devised strategies based on more than \$0.5 million annual budget. Champion communications strategies across global territories. Maximize product features and leverage cross-corporate resources to exceed goals. Lead programs that prepare executives to interact as company spokespeople among media, for cross-company presentations and speeches. Manage relationships and represent strategy plans internally and externally, forming partnerships that enable goals to be exceeded.

#### **Key Accomplishments:**

- Surpassed target goals leading to products eclipsing sales forecasts, selling in more than 1 million units worldwide and top 10 sales rankings
- Devised and supervised the global communications strategy for major product launch, "Turok" from Vancouver studio
- Led the communications strategy for the company's first intellectual property, "Spectrobes," establishing a new global franchise with opportunities to extend to other Disney divisions
- Overcame genre challenges to establish company's reputation for delivering quality products based on major film franchises (including "Pirates of the Caribbean" and "The Chronicles of Narnia")
- Represented internal development studios and managed internal communications for 150-person development studios in Vancouver and Brighton, England

***Edelman Public Relations, Los Angeles, California, 2000-2004***

The largest privately held public relations firm with 47 offices and more than 2,700 employees, representing major international corporations.

**Senior Account Executive (2002-2004), Microsoft/Starbucks Accounts  
Account Executive (2000-2002), Microsoft Account**

Led programs for Microsoft client to launch and establish global brands. Devised strategic communications plans and implemented analyst and media relations for clients. Utilized leadership in the acquisition and management of new accounts.

**Key Accomplishments:**

- Defined products, including Xbox and Xbox LIVE, within industry, which established client among the forefront of a new industry and created a global brand
- Drove communications strategies domestically for best-selling software products, including action, sports and racing products
- Escalated revenues by securing and integrating creative strategies for new business accounts
- Consulted on Starbucks Entertainment's efforts to launch new business venture, Hear Music Media Bars

**Warner Bros., Burbank, California, 1997-2000**

Multi-faceted entertainment company and part of Time Warner with more than 100,000 employees.

**Associate Manager, Corporate Communications (1997-2000)**

Analyzed company and industry coverage for senior executives, including studio co-chairmen, impacting decision making on all levels within company. Responded to company issues, including acquisitions, lawsuits and crises. Managed staff and directed efforts for disseminating information, which led to department success with internal communications.

**Career Note:** Prior experience includes recognized consistently as top **Client Account Representative** at Business Wire (1996-1997) and **Staff Reporter** (1995-1996) at The Signal community newspaper in Valencia, California.

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***EDUCATION & CREDENTIALS***

**MBA, Marketing & Management**

University of Southern California, Los Angeles, California  
(Student Body President, fully employed MBA program)

**BA, Journalism**

University of Arizona, Tucson, Arizona

***Training & Development***

Solution Selling Course • Innovation Workshop • Global Communications Summit

## Steven L. Keleman, Ed.D.

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**OBJECTIVE:** Improve staff, team, and organization performance through training and organization development projects.

**QUALIFICATIONS:** Contributes significantly to the achievement of organization goals. Experienced in healthcare, biotechnology, aerospace, and education. Expertise in training, team development, strategic planning and meeting facilitation with the following accomplishments:

- Established training function for transformed procurement department with \$150K course budget, including designed and managed “university”-style curriculum.
- Led training professionals to identify best practices.
- Developed and managed competency program for 400 manufacturing staff. Granted Manufacturing award.
- Delivered accountability training to 400 IT staff with 86% high ratings. Granted stock option award.
- Facilitated more than 30 planning, process improvement, problem-solving, and employee recognition teams that produced measurable improvements.

## CAREER HISTORY

KELEMAN & ASSOCIATES, Woodland Hills, CA 2003 – Present  
Programs for Performance Improvement: Organizations, Teams & People  
Sample client list: Bankcard Services, Sapphos Environmental, Inc.,  
LA County Department of Public Works (DPW), 1-Stop Translation

INSTITUTE FOR APPLIED MANAGEMENT & LAW (IAML) 2007 – Present  
*Faculty: leadership, HR*

UCLA EXTENSION – Business and Management Program 1992 – Present  
*University Faculty: management theory and practices and strategic planning.*

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AMGEN, Thousand Oaks, CA. Size: 10,000  
World's largest biotechnology company

1995 – 2003

***Manager, Training/Communications, Strategic Sourcing & Procurement***

- Managed curriculum for 70 staff in 5 job functions at 4 sites. Managed communication projects to improve department visibility, including annual communication plan, department road show and web site.

***Manager, Training & Development, Operations Training***

- Managed client services practice, including performance analysis of client departments and management of learning solutions.
- Participated on client teams such as: implementation of Six Sigma training, identification of e-learning requirements and vendors, and development of manager transition process.

***Senior Organization Development Consultant, Human Resources Development***

- Designed and managed team-training curriculum; conducted other training programs: company orientation, performance review, and The Oz Principle Accountability Training™.
- Facilitated team development, strategic planning, and process improvement.

CEDARS-SINAI MEDICAL CENTER, Los Angeles, CA. Size: 6,000  
Major West Los Angeles Medical Center

1993-95

***Quality Improvement Specialist, Organization Development Services***

- Managed implementation of Quality Improvement Initiative, including facilitated Executive Quality Council, facilitated process improvement teams, and designed and delivered quality improvement training.

NORTHROP CORPORATION, Los Angeles, CA. Size: 30,000  
Premier aerospace contractor

1991-93

***Senior Total Quality Specialist, Corporate Quality Operations Administration***

- Designed and led Malcolm Baldrige National Quality Award internal assessment. Granted highest company award.

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BLUE CROSS of CALIFORNIA, Woodland Hills, CA. Size: 3,500  
Leading health insurance provider

1989-91

### ***Senior Training & Development Specialist, Management & Organization Development***

- Designed, delivered, and evaluated management and staff development classes, including Train-the-Trainer.

### **EDUCATION**

- Ed.D., Educational Psychology, Indiana University, Bloomington
- M.A., Education, Northern Arizona University, Flagstaff
- B.A., Psychology, California State University, Northridge

### **CERTIFICATIONS**

- Human Resources Management, UCLA
- Producing Results with Others (TRACOM)
- The Oz Principle Accountability Training (Partners in Leadership)
- SkillScope (Center for Creative Leadership)
- DiSC (Inscape Publishing)

### **PROFESSIONAL AFFILIATIONS**

- American Society for Training and Development-National and Los Angeles