

Michael Smith

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CONTACT INFORMATION

Have you included your webfolio and LinkedIn profiles URL's ?

Operations Executive

Process Improvement
Innovation

HEADLINE POSITIONING & BRANDING

Do you have: 2-4 clear lines on the who, what and why?
Career positioning goals? Industry sector targeting?

Safety



CORE COMPETENCIES

A results-driven US Navy veteran with extensive experience and skills in

CORE COMPETENCIES & EXECUTIVE SUMMARY

Do you have a competency mix? Which ones did you include and why? Which ones are most important: Functional? Behavioral? Technical? Hard business skills? Have you indicated industry options, geographical targets, and transferable skills? Can you support each of these during your interviews and present a case strong enough to negotiate a significantly larger financial package?

PROFESSIONAL EXPERIENCE

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Does your work history?... integrate both results and how you achieved them... Properly lay out your SHARE stories... Contain "tone" succinct sentences strong enough to warrant a telephone call from the company... Just show bullet points telling what you did... support your Core Competencies and key words you loaded into your executive summary... contain facts and powerful achievement statements. ATS systems eliminate 75% of all candidates who submit their resume online. Is your resume saturated with the right key-words?

LIABILITIES

Single industry career -- too long at one company -- age issue -- lack of education -- unemployed too long -- short-stays at companies -- "consultant" trying to return to the mainstream -- limited geographical preferences, and many more... they all show up so properly presenting them is critical.

OTHER

Readers take 6-seconds to scan, not read, your resume. Why are you more valuable than your competition? Have you shown what you can do for them? Can you articulate your value in a 20 second elevator speech? Is your "Brand" clear? Have you demonstrated you can deliver multiples of your cost basis. Will your resume get the phone ringing? There is a big difference between resume writers that sit on every corner, using the same boiler plate for everyone...vs....a certified marketing expert who creates documents to get the the phone to ring!

SAFETY DIRECTOR / OFFICE MANAGER

ARE YOU PACKAGED TO COMPETE?

Is your resume in the right verticals & channels?

