

RESUME WORKSHEET



THE BILLBOARD

The Billboard Section (top 1/3 of your resume) is comparable to a Billboard on a highway. A company advertising via Billboard has 30-45 seconds to grab your attention and effectively “sell” their product. YOUR Billboard also must grab the attention of the hiring manager and “SELL YOU”. Your Billboard should include:

1. Your Name & PGA Logo
2. Contact Information (city, state, phone, LinkedIn)
3. Headline (Director of Golf, Head Professional, Lead Assistant, Associate, Level I, II, III, Other)
4. Your Impact Statement – “What *VALUE* do you bring to the employer or results can you produce?”
5. Differential Message – “What sets you apart from 29,000 other PGA Professionals?”

EXAMPLE



PETER S. SAMPSON

Auburn, AL 36830 • Mobile (239) 555-4340 • Home (334) 555-1077
psampson@comcast.net • www.linkedin.com/in/sampson

SENIOR EXECUTIVE / BUSINESS ANALYST

Analyze and Evaluate Operational Efficiencies to Surge Corporate Revenues

MBA, Harvard Business School / Licensed Real Estate Broker

CONTACT INFORMATION

Name _____

City _____ State _____ Zip _____

LinkedIn _____

PGA Status _____

Headline (your current title / or Seeking position as:



Impact Statement



Differential Message (s)



CORE COMPETENCIES/STRENGTHS

Please list 8 skills/strengths that you possess that would interest the hiring manager. (hint: what skills are important to the employer that you possess?)

1.	2.
3.	4.
5.	6.
7.	8.

PROFESSIONAL SUMMARY STATEMENT – aka Elevator Speech

A Professional Summary Statement is a clear, brief message or “commercial” about you. It communicates who you are, what you're looking for and how you can benefit a company or organization. It's typically about 30 seconds, the time it takes people to ride from the top to the bottom of a building in an elevator (aka Elevator speech)

EMPLOYMENT HISTORY

For each position that will appear on your résumé –please replicate and complete the employment section as shown below.

Today – the employment section must be READER-FRIENDLY – divided into 2 sections:

- 1) Detailed job description and
- 2) Bulleted “Key Contributions” or “Accomplishment Statements”

I provided a sample employment section below. Please pay close attention to the red highlighted areas (Obviously, they WON'T be RED on your résumé; I used this to point out the “details / specific results” required today on most resumes).

Bullet points need to reflect “MEASURABLE RESULTS”. Use your **SOAR Stories** to build these specifics. SOAR stories refer to Situations, Obstacles, Actions & Measurable Results that you encounter and solve as PGA Professionals for your employer!



SAMPLE EMPLOYMENT SECTION
(Please notice the detail to numbers and the specifics)

GREAT SCOTT! UNIFORM COMPANY, Boston, Massachusetts
General Sales & Operations Manager

2010 to Current

Directed and orchestrated the successful start-up of a niche market law enforcement uniform company specializing in private security and in-house security organizations. Company generates **\$1.6 million** in annual revenues serving clients **nationwide**. Created a **new market segment – ‘wholesale’** – not previously available to this target audience. **Divide time equally between sales and operations** and built one of the most successful enterprises in the nation over a five-year period. Presently direct **11 employees** including warehouse manager, alterations manager, sales coordinator, and office manager.

Direct both sales and operations activities to ensure outstanding customer service backed by quality workmanship. Fully responsible for a **9,000 sq. ft.** location including a **6,000 sq. ft.** warehouse with **\$350,00 in inventory (600+ different items)**. Coordinate proactive safety and security policies and procedures. Establish key benchmarks to optimize efficiency and production. Develop and manage a **\$1.1 million annual operating budget**, coordinate purchasing and vendor relations, and ensure high customer service standards for more than **175 national accounts**.

Key Contributions:

- Started company in 1992 **with \$1,500 and \$100 a week in sales** to an industry leader with **\$1.6 million** in sales.
- Developed company “brand label” (*Great Scott!*) that **improved market share 18%** and enhanced market dominance.
- Private labeling efforts **increased pant / shirt sales 47%** and **boosted gross profit margins 74%**.
- Achieved **16% net profits** – some **7% above national industry average**.
- Spearheaded high-tech Just-In-Time inventory process that **reduced inventory 21%** while improving service.
- Identified 3 profitable acquisitions, performed due diligence, and negotiated purchase – **adding \$600,000 in sales**.
- **Closed 4 national accounts** (IBM, Wackenhut, Pinkerton, and Raytheon) **generating sales of \$280,000+ annually**.
- **Reduced unnecessary expenses 27%** and **saved the company more than \$92,000 a year**.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

SOAR STORIES

Key Contributions cont -

- 9. _____
- 10. _____
- 11. _____
- 12. _____



EDUCATION

- 1. Formal Education (please include city, state, degree(s) earned, date attended, honors, athletic participation and awards):

- 2. Professional Seminars/Certifications:

- 3. Technology Proficiencies:



MILITARY SERVICE – (Thank You for Your Service!)



AWARDS/ACCOLADES

PLAYING ACCOMPLISHMENTS



LEADERSHIP/AFFILIATIONS

Please list all professional affiliations. Also list any community service or volunteer work – and / or any relevant hobbies, interests, or activities.

OTHER

(author, public speaking engagements, podcasts, etc.)
