



Phone Number
Email Address
LinkedIn Hyperlink

First Name Last Name

OBJECTIVE

One to two sentences on what you intend to do next and the value you bring.

EMPLOYMENT EXPERIENCE

**Name of Employer, Dates of Employment
Title**

Explanation of company and its products or services.

- Joined after a successful Series A with the mandate to reshape the organization from an engineering lead organization to a PLG.
- Scaled the Product Management team from 2 to 15.
- Created a two year roadmap which included launching a successful update to market and acquired an additional 3 million users.
- Recruited by the Founder/CEO as the company's first sales person with a mandate to develop and win beach-head accounts in the retail banking vertical.
- Closed \$3 Million contract for software and services with Fifth Third Bank.
- Achieved 110% of \$1.5M quota in 2020

ABC Company, 2014 – 2020

ABC COMPANY provides software solutions that allow customers to manage the various IT systems from end to end.

Final Job Title (April 2014 – May 2020)

- Actions items, responsibilities and outputs

Former title (dates in previous title)

- Actions items, responsibilities and outputs

PREVIOUS EXPERIENCE INCLUDES

Title, Company, Dates

Title, Company, Dates

EDUCATION & PROFESSIONAL DEVELOPMENT

School, Degree, year graduated

School, course, year achieved

Outstanding references available upon request.

1

Photos belong on LinkedIn. A mailing address is no longer required.

2

This is a one carefully curated sentence that describes your intent.

3

This is one sentence explaining who your employer is and what software they sell.

4

This first bullet point explains the mandate for which you were hired. Every bullet point after the first tells the story of what you accomplished. Use action words, metrics and the language of your function.

5

Use the language you use in your job. If you're a product person, use words you commonly use (agile, roadmap, iterate, UX etc.) Include a sentence on the product/service you were selling and who are you selling to. For sales, include the territory, deal size, and any big successfully closed deals (i.e. RBC for 5 million). Focus on numbers, stats, any awards achieved and perfect spelling!

6

If you had a long tenure with promotions, outline them like so:

7

For employment that predates 2005, consider curating further by grouping employers together.



Things to avoid on a resume:

- Overuse of colour, graphics, graphs and distracting elements.
- Lots of paragraphs as your resume will be scanned, not read.
- Regurgitating your job description; focus on accomplishments instead.
- Sending in a file format other than PDF or Word Doc.
- Naming your file a generic Resume.doc instead of FirstLastNameResume.PDF

Remember - The only objective of a resume is to get sorted into the "to-call" pile. That's it.



Tips & Tricks

Ineffective use of the page. Whitespace is needed but too much is wasting key real estate. I.e. your name doesn't need to be in 72 point font nor should your employment experience bullets be indented to one-third of the page.

Resumes should be somewhat modern; avoid italics and underlines, as these are common on older style resumes. Play with different sizes of font or different fonts to highlight sections.

A resume should be 1-2 pages in length. No one will read a novel so focus on distilling it to key highlights within your career progression. If there is a lot of whitespace on the last page, this is where you can get creative. Half a blank page looks half finished so either try to shorten it one page or add filler to the end (i.e. charities, side hustles, etc.)