

Turning your Resume into a Career History

By Bruce Dingman, Rich Kidd

Every candidate has a story. That story can be short and sweet, or it can be longer and more comprehensive. A resume functions as a marketing document that helps an individual stand out in a crowd; expressing their skills, experience and competencies as a personal brand. In the clutter of online job boards, a typical resume receives fewer than 10 seconds of scrutiny! An employer (or recruiter) typically wants something different—they want an accurate, verifiable career history that fills in all the details and gives an explanation of both accomplishments and transitions. *Here's how to turn your resume into a career history (CH)... we need the details.*

Easy to Read:

Like a resume, a Career History (CH) is simple, easy to read, well laid out for clarity, and simple (no more than two font styles and three font sizes). But in your CH take as many pages as you need. Resumes submitted online to Applicant Tracking systems search for superficial key terms—professional career histories may be scrutinized for hours for fit and flow. Send by email, rather than snail mail or fax. Do not convert the document to a PDF as a search consultant may wish to change the format.

Contact Information:

Include full name, mailing address, phone numbers, and email address. Include a hyperlink to your LinkedIn profile, but ensure that it matches your resume. An out of date profile looks unprofessional.

Specific Dates:

While a resume lists dates for each job, a CH should cover all time frames since receiving the first college degree using both starting month and year and ending month and year. If not employed, please indicate these transition times, even if only job seeking. Transition speaks volumes about you, so include that in the story.

Work Experience:

For each employer mention the organization, city, and position title; give size (revenue and number of employees when you started and when you finished), and scope--the organizational structure (to whom you reported -- title, what titles were your peers, and what management titles reported to you).

For each employer:

- What challenges did you face when you were hired?
- What were your key responsibilities?
- What were your major accomplishments?
- Don't use percentages but rather actual amounts. i.e., revenue grew from \$8 to \$12M rather than revenue grew 50%.
- What has been your most recent overall performance rating in this job? (**Scale:** 5 = "exceeds expectations," 4 = "meets expectations, 3= Neutral 2= Does not meet expectations)
- Consider adding a hyperlink of the company to electronic versions of your resume.

Why you left:

The last thing a candidate wants to announce is WHY they left a position—but it's the first thing an employer will ask. In a resume, candidates attempt cosmetic surgery to conceal defects—in a career history one lays out the story scars and all. Add *in italics* after each position why you left that position, how you got the next job, and why you were motivated to take the position.

Education:

Type of college degree (B.S., MBA, etc.), subject area, name of institution, city and state, date awarded. Consider carefully before listing a degree by an institution that is not certified by a regional accrediting body, as the degree may be viewed as having little merit by employers and recruiters in the know.

Additional Training:

Add any continuing education courses or seminars taken.

Should not include:

Do not include information about family, religion, race, age or any other thing that might be information on which an employer might (or might be accused of) illegally discriminating.



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PROFESSIONAL EXPERIENCE:

Gecko Advertising

Somewhere, NC

www.gecko-ad.org

11/02 - Present

VICE PRESIDENT OF SALES & MARKETING

Report to the company president and peers with the VPs of Finance, Operations and Human Resources. Direct reports include six regional sales managers, a marketing manager and a department secretary.

The company specializes in marketing communications in print, television, and radio advertising, with a major emphasis in network spot film and video production. Responsible for directing all day-to-day sales and related corporate account groups, with five direct reports and a total staff of 32. Grew sales from \$20 million to \$60 million and the profit margin went up 32%. In the last five years company has expanded to the international arena in which I my area expanded grew sales from \$1.3 million to \$14.2 million.

Sauria Hotels, Inc.

Suburban, IL

www.sauria.com

1/94 – 10/02

1/98 – 10/02

DIRECTOR OF MARKETING

Director of Marketing at the corporate office of the Sauria Hotels, Inc. Corporate office oversees 15 hotels throughout the United States and England. Directed all sales, marketing, public relations and advertising activities. In addition was responsible for corporate recruitment and development in the sales area. Initiated and set up a national sales and referral effort which was adopted chain-wide. I supervised 15 Sales and Marketing associates who assisted in the national sales and referral efforts. Reported to the Vice-President of Sales & Marketing. During my sales grew from \$70M to \$962M. *Through an industry friend I discovered the opportunity at Gecko and saw it as an opportunity to expand my marketing and sales experience outside of the hospitality industry.*

1/94 – 1/98

DIRECTOR OF SALES AND MARKETING

Director of Sales and Marketing for the 465 room Renaissance Hotel in Naperville, IL. Reporting to the General Manager, I had reporting to me three Sales Managers, a Convention Services Coordinator, Catering

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Manager and department secretary. The Renaissance-Naperville was the largest hotel in the Company at the time. Also responsible for all public relations, promotional, and advertising activities. Hotel sales increased 32% in two years to \$12M and average room rate rose 21% to \$121. I initiated an e-commerce program for re-booking past guests that increased repeat business by corporate clients by 22%, and raised the ADR by 15%. Also, mentored two Sales Managers who were promoted to other hotels as Director of Sales. This hotel is one of 15 hotels associated with the Sauria Hotels, Inc. *Corporate office offered me larger position with a salary increase, a career growth opportunity that I wanted.*

Sheldon Hotels Corp.
Riverside, CA
www.sheldonhotel.com
5/92 – 12/93

DIRECTOR OF SALES

Director of Sales for Riverside's second largest hotel property with 250 rooms. Reporting to the General Manager, I was responsible for the performance of 2 staff members, one Sales Director and one Catering Manager. I also achieved sales top producer status for this company of eight hotels from 1984-1986. *Left because of the opportunity to return to my home state and to advance to a higher position for a larger organization.*

Pennysaver Hotel Corp.
Sun Valley, CA
1/92 – 5/92

SALES ASSOCIATE (INTERN)

For this 120-room, limited service hotel, the top performing hotel in the Pennysaver Hotels company (16 hotels), I served as a sales intern reporting to the Director of Sales and Marketing. Responsibilities included researching the success and failures of previous sales programs. *After receiving in-the-field training, pursued opening at Sheldon Hotels Corp. Job expanded my qualifications and provided opportunity for future advancement.*

EDUCATIONAL BACKGROUND

June, 1990	Graduate Studies	University of Phoenix 24 credit hours towards an MBA
May, 1988	BS, Hotel & Restaurant Management	Cal Poly-Pomona Pomona, CA

COMMUNITY/PROFESSIONAL

1994-1998 Naperville Rotary Club
1994-2002 Urban League-Chicago Chapter
Certified Hotel Sales Executive (CHSE), American Hotel Lodging Educational Institute