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Getting Started

Great! You've been persuaded. Let's get started.

This guide is great to use as a work-along.

Remember: If you ever decide this is all too much because resume writing involves a lot of work, reach out today and I'll help you craft the perfect resume.

[Resume Assassin](#)

Step 1: Creating Your Document

Open your word processor (for simplicity, we'll be using Microsoft Word as our example).

Don't let the empty page intimidate you. By the time you are done, you will have created something similar to this:

SAMPLE CLIENT
Senior Marketing & Branding Executive

Austin, TX | 641-351-9492
mary@resumessassin.com
www.resumessassin.com

GROWTH-OBSESSED MARKETING EXECUTIVE: Proven success building, managing, and continually improving marketing strategies that maximize brand awareness, differentiation, positioning, and growth for enterprise companies. Skilled at collaborating with cross-functional teams to uncover insights and developing digital marketing, branding, media, social media, and communication plans to capture new markets. Highly skilled at marketing automation, budget management, and forward planning. Build, coach, and develop top teams inspiring a culture of inclusion and innovation.

MARKETING & BRANDING STRATEGIES | PROGRAM MANAGEMENT | PEOPLE MANAGEMENT | BUDGET MANAGEMENT
DIGITAL MARKETING | SOCIAL MEDIA | B2B MARKETING | CROSS-FUNCTIONAL PROJECTS | CHANGE MANAGEMENT
PRODUCT MARKETING | MARKET INTELLIGENCE | PUBLIC RELATIONS | GO-TO-MARKET (GTM) STRATEGY | ADVERTISING

PROFESSIONAL EXPERIENCE

CHIEF EXECUTIVE OFFICER CHIEF MARKETING OFFICER CO-FOUNDER	2007–Present
YOUR COMPANY Austin, TX	

Envisioned, launched, and direct an agency that delivers strategic marketing and branding strategies positioning diverse B2B enterprise companies for long-term growth. Build, coach, and lead a forward-thinking marketing team to maximize clients' brand awareness and positioning. Manage a client portfolio of established and emerging brands capitalizing on new channels, markets, and opportunities to differentiate and grow client brands across diverse industries.

AGENCY HIGHLIGHTS:

- Achieved 31% YoY net revenue growth and 14% gross revenue growth for five consecutive years.
- Drove 77% retainer client retention for delivering marketing and branding strategies that delivered results.
- Forged strategic partnerships accelerating agency capabilities 30% and capturing additional revenue to optimize digital advertising and corporate communications.

CLIENT SPOTLIGHT:

Sample Client, 2017–Present
Key Impact: Established Fluence as a global leader in controlled environment commercial crop production.

- Facilitated post-acquisition brand identity negotiations enabling a cohesive identity for both brands and led the company to achieve 100% YoY revenue increase post-acquisition.
- Established new brand mission, vision, values, brand pillars, key audience identification, personas, key messages, and new global website by leading a global brand messaging and repositioning workshop with key leaders.
- Designed the global brand GTM strategy which delivered #1 share of voice, 3B impressions, and led the company to #1 leader in the cannabis Horticulture market and entry into a competitive global commercial space.
- Developed new global sales enablement tools and programs for retail, network partners, and direct sales.

Sample Client, 2016–Present
Key Impact: Eliminated brand confusion and maximized market opportunities by combining XYZ and XYZ into a single, new brand identity. Led brand GTM strategy and research.

- Increased brand awareness, share of voice, and revenue 15% YoY following rebrand and new positioning.
- Drove culture change by establishing a unified vision and eliminating "us vs. them" mindset.

Sample Client | 641-351-9492 | 2

Sample Client, 2012–Present
Key Impact: Played a role in maintaining market positioning and supporting the brand through cross-functional efforts.

- Developed brand names, identities, themes, and programs to support corporate initiatives, events, products, merchandising, special ops, and technology. Designed key video assets for cross-functional teams.
- Drove customer demand and new sales opportunities by developing ad creative for nationwide trade publications and paid digital programs. Supported sales by creating pitch strategies and creative presentations.
- Initiated, developed, and managed award-winning magazine design and layout for XYZ Magazine.
- Developed, launched, and managed social media strategy, reputation, and community management program.
- Partnered with leadership team to develop crisis messaging for key reputation and pandemic events.
- Served as consultant on key initiatives such as XYZ, the new XYZ corporate and teammate websites, and Independent Customer Program.
- Maximized website conversions through front-end design, content strategy/development, and capture strategy.

Sample Client, 2018–Present
Key Impact: Repositioned the Nation's Vacation brand to fit within the XYZ family of brands.

- Developed a new nationally facing website with new content strategy and improved UI/UX.
- Increased brand awareness and property bookings by developing a national advertising strategy.
- Drove the largest volume of qualified traffic in site history (415K engaged actions) through paid search efforts.
- Increased revenue and time on site, established a clear brand architecture, reduced customer confusion, streamlined navigation, and improved overall content and organization.

Sample Client, 2015–2020
Key Impact: Developed new brand name, identity, positioning, and messaging for lead program, the Kind Clinic.

- Developed and managed city-wide brand awareness campaign which drove immediate capacity bookings and top ranked share of voice. Served 28K+ patients across five year tenure.
- Increased clinic demand and growth 400% through creative marketing, media, and public relations programs.

Sample Client, 2015–2019
Key Impact: Repositioned brand in marketplace post acquisition resolidifying key business relationships and transforming negative brand sentiment into positive.

- Delivered new brand positioning which captured new business opportunities and enabled the company to achieve profitability for the first time following acquisition.
- Reduced employee turnover from 30% to 2% following three agency-led HR welcome and retention campaigns.
- Within three years, Webber was positioned to begin their own acquisition strategy backed by strong profitability, project bookings, and a repaired reputation.

PREVIOUS EXPERIENCE:

Co-Founder (Sample Company) – Invented and patented a unique high heel shoe accessory (XYZ™).

Founder (Sample Company) – Facilitated tri-city fundraising event and national sponsorship by FIAT. Developed Austin-based wellness program alongside Seton Breast Care Center.

EDUCATION

Bachelor of Science in Marketing | UNIVERSITY OF TEXAS AT AUSTIN

COMMUNITY LEADERSHIP

Board Chair (Organization) | Board Member (Organization) | Chair (Organization)
Member (Organization) | Past Board Member (Organization)

Before we get your resume started, though, let's save the document.

Tips on how to name your file:

1. Name – Title – Resume
Mary – Southern – Entrepreneur – Resume
2. Name – Document
Mary – Southern – Resume
3. Capitalize ONLY the first letter of each word
4. Separate with hyphens or underscores. Without doing so, your name can get jumbled with other characters once it's been uploaded.
Mary%20Southern%20Entrepreneur%20Resume (Doesn't look too great.)
5. Always the first name first, NOT the last name first.
Yes: Mary – Southern – Resume No: Southern – Mary – Resume
6. Add in your middle initial, or name, if you have a common name.
Mary – May – Southern
7. DON'T follow ANY of this advice if the client requests otherwise
Example: Can you please name your resume as follows: Last Name_First Initial. {Title}
This likely won't happen, but anything is possible.

Now you've appropriately named your document, what file type do you save it as?

The most commonly used file types are .doc, .docx, and .pdf. Other file types will jumble your carefully crafted resume.

For now, save your resume as .doc or .docx. Once you are completely finished, then save a version as .pdf. If you do so now, you'll have created a blank .pdf page that you can't use. You can always override what you've saved, but no need to go through that hassle every time you hit save, or ctrl-S.

Let's get your name and contact information at the top of your resume next.

The graphics I have on the sample resume is too detailed to include in this guide.

Tips for your name and contact information:

1. Make your name **BIG**, but not too big. Aim for an 18-22 font size.
2. Make your contact and LinkedIn information **smaller**, but not too small. Depending on the font you choose size 10-12 is ideal.
3. If you have a LinkedIn profile, online portfolio, website, or other links to include, make sure to hyperlink them in your document as well.
4. QUADRUPLE CHECK you've typed the correct contact information.

Phew. There we go! No more blank page staring at you.

I wasn't kidding when I said writing a resume is a lot of work.

Step 2: Setting Up the Bones of Your Resume

All resumes should include these 4 sections: summary, experience, skills, and education.

The resume that you are crafting needs much more. Bare minimum effort is not going to get you results.

Your resume is going to show the potential client how much pride you have in your business, how meticulous you are, and how thorough you are. Just by glancing at your resume, your client will see those 3 highly desirable traits.

Comprehensive List of Sections for Your Resume

Personal Brand Statement and Executive Summary



GROWTH-OBSESSED MARKETING EXECUTIVE: Proven success building, managing, and continually improving marketing strategies that maximize brand awareness, differentiation, positioning, and growth for enterprise companies. Skilled at collaborating with cross-functional teams to uncover insights and developing digital marketing, branding, media, social media, and communication plans to capture new markets. Highly skilled at marketing automation, budget management, and forward planning. Build, coach, and develop top teams inspiring a culture of inclusion and innovation.

Why: The personal brand statement and executive summary provides an overall, big picture look at what makes you the best choice. This is where you are going to hook your client and make them want to read more about your accomplishments. Which, in turn, will illuminate their light bulb as to how you will best serve them.

Skills/Competencies/Expertise

MARKETING & BRANDING STRATEGIES | PROGRAM MANAGEMENT | PEOPLE MANAGEMENT | BUDGET MANAGEMENT
DIGITAL MARKETING | SOCIAL MEDIA | B2B MARKETING | CROSS-FUNCTIONAL PROJECTS | CHANGE MANAGEMENT
PRODUCT MARKETING | MARKET INTELLIGENCE | PUBLIC RELATIONS | GO-TO-MARKET (GTM) STRATEGY | ADVERTISING

Why: As an entrepreneur, you are lucky. The skills area of your resume is not keyword dependent as you aren't trying to get through ATS. In this section, you have the opportunity to list out exactly what you offer with very few words. This section often stands out to people reviewing your resume. Another chance for you to *wow* that potential 7- to 8-figure client.

How are you doing? Are you still hanging in there with me? Don't worry. We'll go through each of these sections in more detail later on so you can write your own resume. *In case you've decided you don't have time for all of this, here's my email.* mary@resumeassassin.com

Company and Client Highlights

PROFESSIONAL EXPERIENCE

CHIEF EXECUTIVE OFFICER | CHIEF MARKETING OFFICER | CO-FOUNDER 2007–Present
YOUR COMPANY | Austin, TX

Envisioned, launched, and direct an agency that delivers strategic marketing and branding strategies positioning diverse B2B enterprise companies for long-term growth. Build, coach, and lead a forward-thinking marketing team to maximize clients' brand awareness and positioning. Manage a client portfolio of established and emerging brands capitalizing on new channels, markets, and opportunities to differentiate and grow client brands across diverse industries.

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Sample Client, 2017-Present

Key Impact: Established Fluence as a global leader in controlled environment commercial crop production.

- ♦ Facilitated **post-acquisition brand identity** negotiations enabling a cohesive identity for both brands and led the company to achieve **100% YoY revenue increase** post-acquisition.
- ♦ Established new brand mission, vision, values, brand pillars, key audience identification, personas, key messages, and new global website by leading a **global brand messaging and repositioning workshop with key leaders**.
- ♦ Designed the global brand GTM strategy which delivered **#1 share of voice, 3B impressions**, and led the company to **#1 leader** in the cannabis Horticulture market and entry into a competitive global commercial space.
- ♦ Developed new **global sales enablement tools and programs** for retail, network partners, and direct sales.

Sample Client, 2016-Present

Key Impact: Eliminated brand confusion and maximized market opportunities by combining XYZ and XYZ into a single, new brand identity. Led brand GTM strategy and relaunch.

Why: A regular, old resume will list all previous experience in this section. That's NOT what you're going to do. You are going to highlight how amazing your company is. Some of your greatest achievements as an entrepreneur. Then you'll go on to further impress by saying, "Look how I helped this person. I could do the same for you!"

Previous Experience

PREVIOUS EXPERIENCE:

Co-Founder (Sample Company) – Invented and patented a unique **high heel** shoe accessory (XYZ™).

Founder (Sample Company) – Facilitated tri-city fundraising event and national sponsorship by FIAT. Developed Austin-based wellness program alongside Seton Breast Care Center.

Why: You will be stepping out of regular resume writing again in this section. For your previous experience section, you'll be showing your client that you are not a one-trick pony. Whether it be other businesses you started or established positions you took on, let's get them written down!

Education/Certifications/Training/or Other Credentials

EDUCATION

Bachelor of Science in Marketing | UNIVERSITY OF TEXAS AT AUSTIN

Why: You spent a lot of time and money on your education. Including this information on your resume will give you client some insight on your background, what kind of value you'd bring, and how you fit their expectations.

Community Leadership/Awards/Recognition/Conference Attendance/Books/Etc.

COMMUNITY LEADERSHIP

Board Chair (Organization) | **Board Member** (Organization) | **Chair** (Organization)
Member (Organization) | **Past Board Member** (Organization)

Why: People like working with people. Your client wants to know how else you contribute to the industry and how you continue to learn and grow. Being a part of conferences, having publications, or even a bit of personal information is excellent to include on your resume. If you know that your client is a HUGE football fan, and you were a D1 quarterback in college, drop some knowledge in this section.

That's it! Now you know every section you'll want to include in your resume.

Get your document back out. You know. The one where you carefully named the file and extra cautiously checked your contact information.

We're heading into the nitty-gritty of your resume now.

It's okay if you're over it and just want someone else to do it for you. [Click here](#) and I'll help you out.

Step 3: Brainstorming Projects and Achievements

To get some great content on your resume, we need to highlight major wins and achievements.

Before we get too ahead of ourselves, though, we'll start at your current company. Focus in on only the great things your current business has done.

Imagine you're on a date with the love of your life and they are genuinely interested in what you do. They want to know EVERYTHING. Are you going to give them an incredibly detailed report starting from the day you decided to launch? Or are you going to impress them with what in your work has made you the proudest? I hope it's the latter.

What are 3 to 10 things you would say to your date to evoke admiration?

Now that you've got these huge accomplishments listed, we're going to write about them in a way that showcases the impact and outcome of what you've done, not just the project itself.

The C.A.R. Method

A great way to do this is by using the C.A.R. Method. There are tons of different acronyms for writing highly effective statements on your resume. I personally use the C.A.R. approach as it's based on the well-known approach to behavioral interviewing, S.T.A.R. This makes C.A.R. established and proven.

It's probably been a while since you interviewed. Behavioral interviewing are the questions about how you'd respond in certain situations.

C.A.R. stands for; Challenge, Action, Results.

Challenge: What challenges did you face or are you currently facing?

Action: What actions did you take to overcome the challenge?

Results: What was the result of those actions?

Example:

Challenge: I wanted to work for myself.

Action: I started a business.

Results: Created a company that helps other businesses explode with growth

Put it all together. There is no rule out there that says you MUST write your statement in this order. In fact, I believe it's best to lead with the results.

Envisioned, launched, and direct an agency that delivers strategic marketing and branding strategies positioning diverse B2B enterprise companies for long-term growth.

CAR

Challenge

Action

Results

After you've completed writing out 3-10 C.A.R. statements highlighting your most impressive achievements, it'll be time to move on to your client spotlight.

Choose your highest performing and/or easily recognized clients. Also aim to include clients that are similar to the one you're working on booking.

Using the same method, write out 3-10 challenges, actions, and results for each client you'll include on your resume. You'll want a minimum of 2 bullet points per client and a maximum of 8. But don't go overboard here.

If you find you're listing the same information over and over, your potential client is going to get bored and either not finish reading your resume or will assume you can only do one thing for businesses.

It is not fascinating to read "Created a new brand for company XYZ" five times.

Carefully read through the example provided:

Sample Client, 2018-Present

Key Impact: Repositioned the Nation's Vacation brand to fit within the XYZ family of brands.

- ♦ Developed a **new nationally facing website** with new content strategy and improved UI/UX.
- ♦ Increased brand awareness and property bookings by developing a **national advertising strategy**.
- ♦ Drove the **largest volume of qualified traffic in site history** (418K engaged actions) through paid search efforts.
- ♦ **Increased revenue** and time on site, established a **clear brand architecture**, reduced customer confusion, streamlined navigation, and improved overall content and organization.

Sample Client, 2015-2020

Key Impact: Developed new brand name, identity, positioning, and messaging for lead program, the Kind Clinic.

- ♦ Developed and managed city-wide brand awareness campaign which drove immediate capacity bookings and top ranked share of voice. Served 28K+ patients across five year tenure.
- ♦ **Increased clinic demand and growth 400%** through creative marketing, media, and public relations programs.

Sample Client, 2015-2019

Key Impact: Repositioned brand in marketplace post acquisition resolidifying key business relationships and transforming negative brand sentiment into positive.

- ♦ Delivered new brand positioning which **captured new business opportunities** and enabled the company to achieve profitability for the first time following acquisition.
- ♦ **Reduced employee turnover** from 30% to 2% following three agency-led HR welcome and retention campaigns.
- ♦ Within three years, Webber was positioned to begin their own acquisition strategy backed by strong profitability, project bookings, and a repaired reputation.

Do you see how many different ways I was able to explain how this person's marketing business created new brands for each client without repeating word for word? You might have to get a little creative.

Now, you could be saying to yourself, 'Wait a minute. The sample resume starts with personal branding and an executive summary. Why am I writing these C.A.R. statements first?'

The bulk of your content is in **this section** of your resume, and it's the hardest part to write. It is much easier to craft a personal brand and executive summary once you have something to summarize.

Step 4: Writing Your Executive Summary

The executive summary can be a shortened version of your executive profile. (I'm referring to the profile that is on your businesses webpage.)

This section needs to be short, maybe only 1 to 2 sentences, and impactful.

Clients are a lot like recruiters and hiring managers. They will take approximately 6 seconds to review your resume.

What is going to make them slow down and consider it more carefully?

Your executive summary.



Austin, TX | 641-351-9492
mary@resumeassassin.com
www.resumeassassin.com

Senior Marketing & Branding Executive

GROWTH-OBSESSED MARKETING EXECUTIVE: Proven success building, managing, and continually improving marketing strategies that maximize brand awareness, differentiation, positioning, and growth for enterprise companies. Skilled at collaborating with cross-functional teams to uncover insights and developing digital marketing, branding, media, social media, and communication plans to capture new markets. Highly skilled at marketing automation, budget management, and forward planning. Build, coach, and develop top teams inspiring a culture of inclusion and innovation.

A hook for a story is provocative and memorable. It involves intriguing context. Simply put, it makes the reader want more. An executive summary should do the same.

After all that work you just did building your bullet statements, you definitely want that client to keep reading.

Use this area to give a little hint at what you will bring to the table. What is it you do? What are some skills you have that will really show your talents? Use the content you just created to tease out a summary of how your work will benefit the client.

It gets easier from here. I promise.

But, have you discovered writing isn't your forte? It happens to be what I do best. [Book a spot on my calendar](#) and we can discuss how I can write your resume for you.

Step 5: Including Previous Experience

Google isn't going to help you write a winning resume when you're an entrepreneur. Even Entrepreneur.com doesn't have a lot of information on how to write your resume. What you'll find between the two is a lot of generic advice that tells you to add your previous experience section just like everyone else.

But you aren't like everyone else.

You're not even a freelancer, gig-worker, or side-hustler.

You're an entrepreneur who started a business empire.

Your previous experience (prior to starting your own business) is worth noting if it brings value to your current role and target client.

For example, you might have worked for a small- to medium business and/or Enterprise company, so you bring a breadth of knowledge and expertise in that space as well.

Maybe you have built a huge network within your industry, starting at the position you held prior to branching out on your own.

It's possible you have experience working on a similar project for a competitor or someone in the prospective client's space.

This section gives you the chance to show how you are the expert and the perfect fit for this opportunity.

PREVIOUS EXPERIENCE:

Co-Founder (Sample Company) – Invented and patented a unique high heel shoe accessory (XYZ™).

Founder (Sample Company) – Facilitated tri-city fundraising event and national sponsorship by FIAT. Developed Austin-based wellness program alongside Seton Breast Care Center.

You'll still need to create 1 to 2 sentences using the C.A.R. approach, highlighting the absolute highest achievement from each prior position, but you should be a pro at that by now.

Step 6: Education, Certifications, Training, or Other Credentials

It is best practice to include your post-secondary education, starting with the highest level completed, on your resume.

Just like the rest of your resume, you'll want to be selective on what you include here.

The more relevant the certificate, training, or other credentials, the better.

You have leeway in personal information in this section as well. As mentioned earlier, if you know that your client is a HUGE football fan, and you were a D1 quarterback in college, drop some knowledge in this section.

EDUCATION

Bachelor of Science in Marketing | UNIVERSITY OF TEXAS AT AUSTIN

Step 7: Awards, Recognition, Conference Attendance, Thought Leadership, Keynote Speaker, Books, Publications, etc.

If you've got it, flaunt it.

Again, keep this extraneous information relevant.

If you choose to add information such as this in your resume, but you find you're into 5 pages, this is the first place to cut down.

Step 8: Volunteer Experience

A great way to differentiate your brand is by highlighting a cause that you are truly passionate about.

Include information on some things you have done to make a difference in the world.

COMMUNITY LEADERSHIP

Board Chair (Organization) | Board Member (Organization) | Chair (Organization)
Member (Organization) | Past Board Member (Organization)

Remember the statistic about millennials on the very first page? How they're the largest living adult population now?

Guess what. According to a Cone Communications study, 76% of millennials consider a company's social and environmental commitments before choosing.

Show your target client that you are committed to making the world a better place.

YOU NAILED IT!

If done correctly, your resume is a powerful tool to connect you with your clients on a deeper level.

You can show them your major wins, projects, and clients.

You can show them a bit about your professional background, which can provide significant additional value and insights into expertise and experience. And why you are in the position you are today as an entrepreneur and thought leader.

It also provides a small snapshot into your passions and the impact you leave on the world around you.

[Drop me a line](#) with your finished product. I'd love to see how you did.

In the event you decided you're better at launching a business than you are at writing a resume, I'll help you out.

Visit my website to get started: www.resumeassassin.com

Schedule a call: <https://calendly.com/resumeassassin/meet>

Email: mary@resumeassassin.com

Connect on LinkedIn: www.linkedin.com/in/mary-southern

TOP SECRET TIPS

Everyone deserves a treat after hard work. I thought I'd treat you to some top secret tips.

Tip Number 1: Get Creative

Creating stand out headings to break up your resume is very simple.

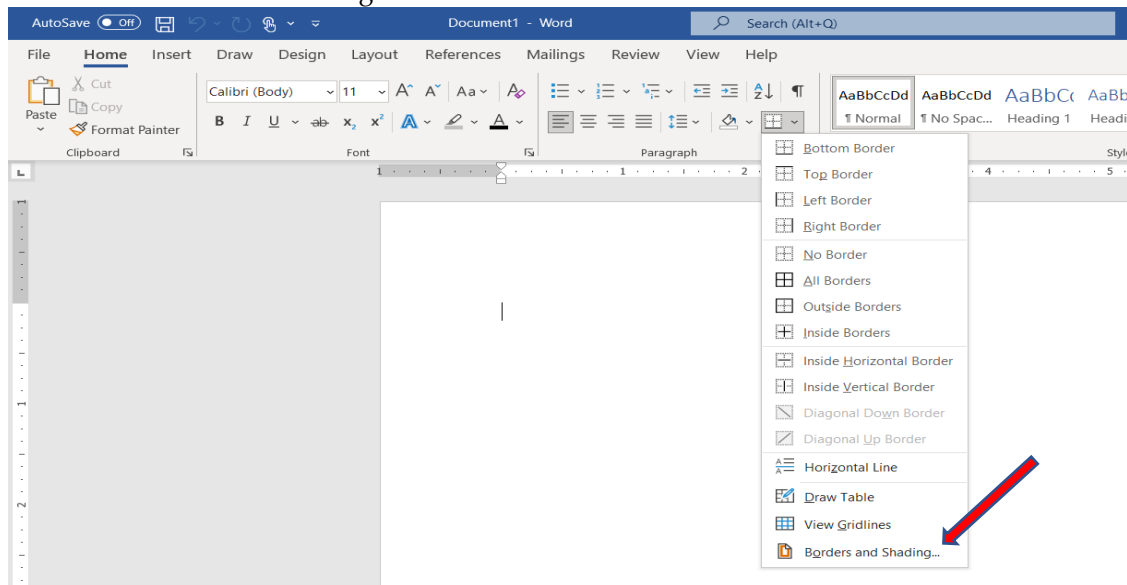
1. Write your Heading

PROFESSIONAL EXPERIENCE

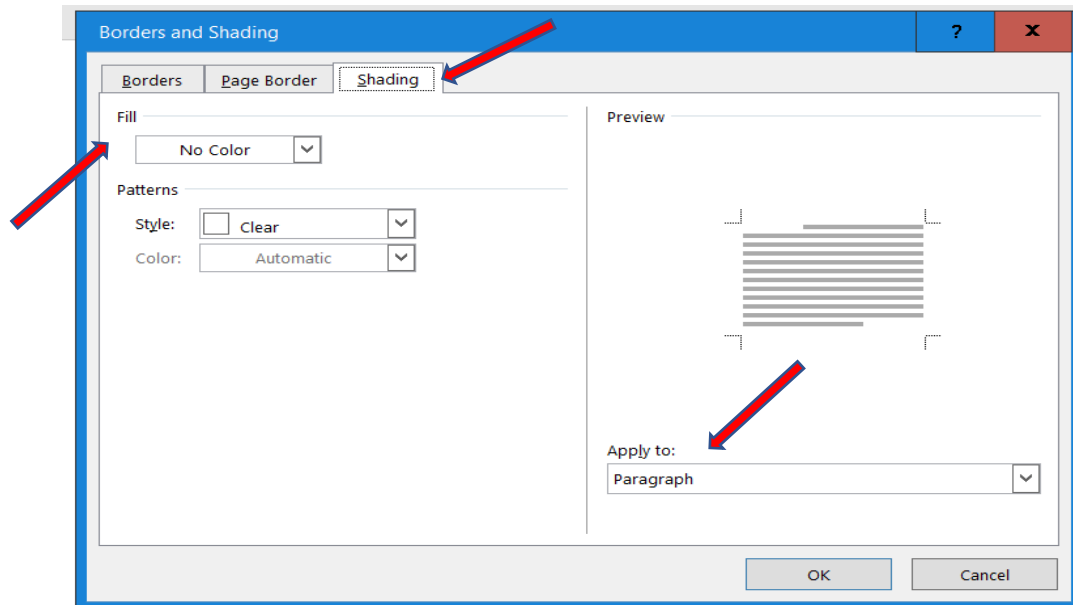
2. Highlight those words

PROFESSIONAL EXPERIENCE

3. Go to "Borders and Shading"



4. Select "Shading" then choose your fill color and apply to the paragraph



5. Depending on what color you choose, it will look like this:

PROFESSIONAL EXPERIENCE

Tip Number 2: Bold the Important Stuff

Help your potential client find the good information in your resume by selectively bolding impressive numbers and skills.

Sample Client, 2015-2020

Key Impact: Developed new brand name, identity, positioning, and messaging for lead program, the Kind Clinic.

- Developed and managed city-wide brand awareness campaign which drove immediate capacity bookings and top ranked share of voice. Served 28K+ patients across five year tenure.
- **Increased clinic demand and growth 400%** through creative marketing, media, and public relations programs.

Tip Number 3: Optimize LinkedIn

1. Choose 5-10 keywords for your industry that you want to target in your profile and sprinkle them throughout your page.
2. Write a killer headline, with the most important words first because the rest gets cut off in search engines.
3. Get a professional headshot photo taken. NO selfies.
4. Put your contact information and logo in your banner.
5. Avoid a wall of text in your "About" section.
6. Ask for recommendations from previous clients. Testimonials are everything.

Tip Number 4: Brag a Little

It is nothing short of amazing to come up with a business plan and bring it to life.

You've earned it.

Go ahead and brag.

Tip Number 5: Don't Get Discouraged

This was a lot of information to digest.

Writing those bullet points of your achievements takes practice, which you'll have plenty of after crafting so many.

Choosing what to include can be difficult.

Formatting can drive a person insane.

Resumes are no easy feat.

You are now armed with the tools to make it happen, though.

Take breaks often and enjoy reminiscing the trajectory of your business, all its' ups and downs, and the people you've helped along the way.