

YOUR RESUME/CURRICULUM VITAE (CV)

Elements of a Resume which will set you apart

There are four key elements of a resume:

- Header: Your name, home town and contact information (home phone, cell phone, personal/professional email address) at the top of the first page.
- Professional Experience: We suggest a chronological format, starting with your current/most recent position and working in descending order.
- Education: Be sure to include any relevant training and ongoing education.
- Professional or Industry Associations/Honors/Recognition/Activities: List associations of which you are a member. Include any awards or special recognition you have received.

Compose a resume with every detail written with the reader in mind. Don't attempt to throw together a resume in an hour. Compose your resume over at least a few days' time so you can close the document and view it later with "fresh eyes". Tell an honest story in your resume – don't overstate, stretch the truth, or fabricate even one word.

Accomplishments Detailed for Each Position

After listing your employer, position, and years of service consider having three distinct parts describing the most recent positions on your resume.

The first part is the introduction of the company's facts. For example:

- Stress Free Hideaway is a Mobil Four-Star, AAA Four Diamond resort, employing 400 full-time staff members, located in Green Valley, California. The resort is comprised of 250 rooms, three restaurants, a 26,000 sq. ft. spa with 27 treatment rooms, a spa café, and two swimming pools. Stress Free Hideaway has received accolades from *Travel & Leisure* magazine (2008 Top 100 Resorts), and other magazines as detailed on www.stressfreehideaway.com.

The second part is a description of your responsibilities with factual details. For instance:

- Managed 42 Spa Providers; was responsible for scheduling, training, disciplining, hiring and dismissing.

The third and **most important** part consists of your accomplishments. Examples:

- Created and implemented comprehensive training program which helped to increase guest service scores by 30 points between 2006 and 2007.
- Increased top-line revenue by 18% from 2006 to 2008.

Overall Visually Pleasing Look – Crisp and Clean

The reader spends about one minute scanning your resume and will disconnect from reading it if the eye and brain become bored or, worse, unimpressed. If your resume is too long or too difficult to read easily, chances are it won't be read even for one minute.

Other offenses include using the wrong tense, thereby disconnecting the reader, too many long sentences, being verbose, too many subjective comments, and not enough facts.

Don't use a template. Use your own simple and easy-to-read style. Strive for brevity so that you can keep your resume to two pages or less.

Make certain you carefully proofread your resume for accuracy. Involve trusted and detail oriented friends to review your resume.

Details, Details, and MORE Details

- Provide starting and ending dates (months and years) for each position: "March 2004 to December 2005".
- Don't include a list of core competencies or strengths or subjects mastered. Such a list is subject to criticism, because it is a subjective list of your own creation.
- Show you are informed by knowing how to format the ratings for your employers. State it accurately as Mobil does – "Four-Star" – not "4 star" or "4-Star" or any other incorrect term. The same for AAA – they show their ratings as "Four Diamond" without a hyphen.
- Use a personal (but professional) email address separate from the email address you have at work. Choose an email address you can use for years! An example would be JaneDoe@gmail.com.
- Check spelling of every word including prior employers.
- Spell out all words – January not Jan or Jan.; Avenue not Ave. The only exceptions are the names of states: two capital letters with no period.
- Don't use personal pronouns: I, me or my.
- Don't include your social security number.
- Don't include your photograph (unless you are outside of the United States).
- Be careful about page breaks. Make sure you don't have an extra page at the end that will print blank. Avoid splitting a company or a position onto two pages.
- Use a header to show your name and the page number on each page, with the exception of the first page, of course.
- Name your document with your name, such as "Doe, Jane resume" not "resume second version", or "Resume – StressFreeHideaway" (which also implies multiple versions).
- Use active verbs (manage, create, administer). Use present verb tense for your current position and past verb tense for former positions. For a past position it is better to state "was responsible for" than to say "responsible for".
- Don't include your date of birth or the date of your high school or college graduation.
- Don't include a list of references with a resume. When you are asked for a reference list, provide a description of your working relationship with each individual and the individual's contact information. Provide at least three people you reported to previously.
- If you struggle with your writing skills, don't hesitate to get assistance. There are many websites with great advice, key words, and examples to draw from. And when all else fails, use the services of a professional resume writer.

PERFECT FIT

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PROFESSIONAL EXPERIENCE

EXCELLENCE RESORT & SPA, Wine Country, CA

July 2008 to Present

Excellence Resort & Spa is an independently owned and managed Mobil Four-Star, AAA Four Diamond, Preferred Resort in Northern California. The resort has 300 rooms and a 30,000 square foot spa including 25 treatment rooms and 125 staff members.

ASSISTANT SPA DIRECTOR

- Recruited as part of the management team to re-open and operate a renovated spa.
- Assisted the Spa Director in developing an innovative spa vision with an associated program of over 20 hours of fitness classes and special offerings per week.
- Instrumental in obtaining Mobil Four-Star Award and maintaining luxury spa experience standards.
- Responsible for increasing the treatment staff from 70 to 80 therapists.
- Manage all aspects of selection, training, operational standards, and performance expectations.
- Since re-opening, spa is on pace for 30,000 visits and doubling of spa services in year one.
- Coordinate Excellence Resort & Spa media visits for industry journalists, resulting in national recognition.

SYNERGY SANCTUARY RESORT, CLUB, & SPA, Sanctuary, AZ

June 2006 to July 2008

Synergy Sanctuary Resort, Club, & Spa is a tranquil destination spa with over 75 treatments and offerings. The resort has 175 suites and a private membership club with 2,000 members.

SPA MANAGER

- Was responsible for daily operations of 15,000 square foot spa including marketing, budgeting, payroll, scheduling, training and profit/loss.
- Acted as Manager-on-Duty in absence of Director.
- Developed and maintained Standards of Operations.
- Increased spa services 80% over two years while improving guest comment scores from 60% of guests “extremely satisfied” to 85% in the same category.
- Maintained high staff satisfaction, resulting in reduced employee turnover and workers’ compensation claims. From June 2006 to July 2008 staff satisfaction improved from 6.0 to 8.0 on a scale of 1-10.
- Built local relationships and concierge referral programs. Increased local client sales 50% over six months.

PERFECT FIT

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WARM & INVITING INN, Wine Country, CA

January 2004 to June 2006

An historic ultra-exclusive 50 room inn and award-winning spa located on a private estate in the Wine Country. Property is a member of Small Luxury Hotels of the World.

SPA & SALES MANAGER

- Developed a program to reposition the spa within the local community and the spa industry. Efforts contributed to increased visibility and recognition from leading travel and lifestyle publications such as *Condé Nast Traveler*, *Travel and Leisure Magazine*, *Spa Magazine*, *Spa Finder*, *Harper's Hideaways Report* and numerous other national and regional magazines and newspapers.
- Managed frequent visits for high-profile guests, assuring the highest level of service and confidentiality.
- Coordinated vendor sales and product training for 40 service providers and 15 front desk staff.

EVERGREEN ZEN RETREAT SPA, Wine Country, CA

September 2001 to December 2003

Evergreen was a newly opened Wine Country Retreat Spa with a holistic approach to wellness. This company is now closed.

TREATMENT MANAGER

- Was responsible for interviewing, hiring and managing over 15 massage therapists and estheticians. Trained all staff on new protocols.
- Assisted with the creation and design of the new spa menu.
- Developed comprehensive policies and procedures manual.

PROFESSIONAL ASSOCIATIONS/ACTIVITIES

- International Spa Association, 2003 to Present
- Member, Wine Country Spa Managers, 2004 to Present
- Member, Marketing Task Force ISPA 2003 to 2006
- Member, Speaker Selection Task Force, ISPA 2007 to 2008

EDUCATION

- Bachelor of Science Degree in Hospitality Management, University of California
- Certified Spa Supervisor Program, International Spa Association, completed 2005
- Retail Management for Spas, International Spa Association, completed 2008