

Index

A

academics. *See* education section
accomplishments, 38, 41
 on checklist, 290
 compiling, 58
 connecting behaviors with, 43
accomplishments profile. *See*
 summary section, resume
action verbs, 87
activities, on resumes, 46
ad language, mirroring, 76
administrative field
 OnTarget resume for, 182–183
 wow verbs for, 88–89
advocacy roles, 129–130
affiliations
 compiling, 58
 gathering, 52
 on resume, 46
age, OnTarget resumes by, 189–225
AI/Machine Learning Team Lead,
 OnTarget resume for, 168–169
alignment in resumes, 70, 96,
 97, 104, 110
Americans with Disabilities Act
 (ADA), 135, 136
analysis jobs, wow verbs for, 91–92
applicant tracking system (ATS), 9,
 10, 13, 42, 76
 clean branding summary, 81–82
 experience section, 112
 in interview-generating
 resume, 70–71
 parsing through, 70–71
 professional resume, 281, 282, 284
areas of expertise, 11. *See also*
 summary section, resume
 chrono-functional resume, 26
 parsing, resume, 69
 reverse-chronological format, 22
articles, in grammar, 272

artificial intelligence (AI), for
 resumes, 7, 79
 fitting with job posting, 81
 key job description content, 80
 results-driven resume, 83–84
 resume myths/hacks, 85–86
 summary statements, 81–82
 traps and mistakes, 84–85
 wow words and, 93
 writing resumes using, 7–9, 79–80
asset statement. *See* summary
 section, resume
ATS. *See* applicant tracking system
Automation and Control Engineer,
 OnTarget resume for, 157–158
Automotive Technician, OnTarget
 resume for, 159
awards
 compiling, 58
 data-mining from college
 experience, 109
 gathering, 52
 on resume, 47
winning creative resumes, 267–268

B

banking field, OnTarget resume
 for, 180–181
Barens, Susan (resume writer),
 155–156, 172–173, 207–208,
 252, 293
Batson, Bridget (resume
 writer), 157–159, 166–167,
 170–171, 293
Beasley, Dustin (resume
 writer), 261, 293
Bennett, Dr. Jeannine (resume
 writer), 174–175, 237–238, 293
Berenson, Laurie (resume writer),
 194–195, 204, 294
Berry, Skye (resume writer), 253–254
big-picture vision, as a strength for
 seasoned workers, 115

blank space, balancing, 97–98
blocky text, 99
bookkeeper, for explaining
 job gaps, 133
bots, parsing resume through, 70–71
Bradford, Mary Elizabeth (resume
 writer), 294
brainstorming, 58–60
branding summary, 11, 64
 artificial intelligence and, 81–82
 chrono-functional resume, 26
 grabbing reader with, 36–38
 lead with, 9
 parsing, resume, 69
 reverse-chronological format, 22
Brotherton, Phaedra (resume
 writer), 257–258, 294
bulleted style, 272
bullets, reverse-chronological
 resume, 22
buzzwords, overusing, 113

C

Cameron, Tamara (resume
 writer), 294
Caraballo, Maria (resume
 writer), 294
Career Change
 from Actor to HR/Recruiting,
 OnTarget resume for, 244
 from Professional Athlete to Sales,
 OnTarget resume for, 246–247
 from Publisher to Non-Profit
 Communications/Advocacy,
 OnTarget resume for, 257–258
 from Self-Employed Association
 Director to Small Business
 Coach, OnTarget resume
 for, 233–234
 from Self-Employed Event
 Manager to Office Manager,
 OnTarget resume for, 248–249
CareerDirectors (website), 108

- Career Directors International (website), 135, 138, 284, 293
- career field, OnTarget resumes by, 151–187
- career gaps. *See* job gaps
- career milestones, dividing job into, 139–140
- CareerOneStop's Reentry Program Finder (website), 134
- CareerOneStop's Reentry Resources (website), 138
- career profile. *See* summary section, resume
- career reentry, support for, 138
- career roadblocks, 131
 - demotion, 143–145
 - disabilities, 135–137
 - ex-offenders, 137–138
 - experience dilemmas, 139–141
 - family business
 - background, 147–148
 - home-management strengths, 134
 - job gaps, 131–133
 - job-hopping, 146–147
 - mergers and acquisitions, 142
 - multiple layoffs, 141–142
 - red-flag circumstances, 142–148
 - reentering workforce, 133–135
 - self-employment
 - background, 147–148
- career summary. *See* summary section, resume
- Career Transition
 - from Athlete to Programmer, OnTarget resume for, 240–241
 - from Fishing-Fleet Owner to Corporate Supply Chain and Logistics Executive, OnTarget resume for, 265–266
 - from Ordained Minister to Fundraiser, OnTarget resume for, 250–251
 - from Sales and Banking Management to VP role of people, OnTarget resume for, 262–263
 - from Self-Employed Technical/Manager with numerous position to Licensed Insurance Adjuster, OnTarget resume for, 245
- caregiving
 - reentering workforce after, 133–135
 - wow verbs for, 92
- CAR stories. *See* challenges, actions, and results (CAR) stories
- certifications, on resume, 22, 26, 38, 45, 52
- certified professionals, for resume writing, 284
- challenges, actions, and results (CAR) stories, 38, 41, 54–55, 99, 272, 290
- challenges, resume
 - identifying, 54–56
 - overcoming, 56–57
- Charles, Rhonda Douglas (resume writer), 294
- charts, 102
- checklist, for OnTarget resume, 85
- Christensen, Paula (resume writer), 200, 294
- chrono-functional (CF) resume format, 13, 15, 23
- caution use, 26
- education and training/credentials, 26
- example, 24
- experience themes, 26
- mini-chronology, 26
- for networking, 24, 25, 27
- pitfalls of, 25
- pros of, 25
- “say yes” zone, 26
- structuring, 26–27
- understanding, 23–26
- city of residence, 35
- civilian employment, moving from military work to, 119–126
- civilian markets, writing for, 122
- clarifying your aim, 110
- client agreement, 283
- cloning, 76
- clutter, removing, 274
- Cole, Marlene (resume writer), 246–247
- collaborative nature, as strength for seasoned workers, 115
- common sense, on resume checklist, 291–292
- communications field, wow verbs for, 89
- community involvement, 130
- community organizations, 129–130
- companies websites, 279
- competencies, 42–43
- compiling content, 53–57
 - CAR stories, 54–55
 - challenges identifying, 54–56
 - connecting actions to results, 56–57
 - employment and responsibilities, 53–54
- consistency, in design and style, 104
- consistent, importance of, 278
- consultation
 - for explaining job gaps, 133
 - requesting for resume writers, 282–283
- contact information, 34–35
- content
 - on checklist, 291
 - compiling, 53–57
 - grouping under role, 99–100
 - parsing, 14–15
- coordinator, for explaining job gaps, 133
- COO seeks same position, OnTarget resume for, 220–221
- core resumes, 8, 33
 - artificial intelligence for transforming, 83–84
 - assembling bones of, 127
 - building your brand, 64
 - creating, 60–64
 - emphasizing other experience, 63
 - experience, 62–63
 - older positions, 63
 - omit interview-killer data, 62
 - polishing, 65
 - revise wording from, 73

- summary section, 61, 64
- understanding purpose of, 65
- Corporate Sustainability Advisor, OnTarget resume for, 162–163
- cost, of resume writers, 286–288
- creative resumes, 105
 - award-winning, 267–268
- creativity field, wow verbs for, 89
- credentials, 52
- CRO analyst, OnTarget resume for, 209
- crossover language
 - aligning resume using, 72–76
 - revising job summary with, 73, 76
- crossover wording, 73
- Cruz, Tiffany (resume writer), 162–163, 294
- CTO and Innovation Executive seeks same position, OnTarget resume for, 222–223
- culinary field, OnTarget resume for, 186–187
- cultural and professional awareness, 117
- Cunningham, Tim (resume writer), 294
- customer service field, OnTarget resume for, 204
- cutter costs interviews, 274
- Cybersecurity Senior Manager, OnTarget resume for, 153–154

D

- Dagnall, Robert (resume writer), 259–260, 294
- data, gathering, 51–52
- dates, removing outdated education, 117
- DeCarlo, Laura (resume writer), 153–154, 191–192, 205–206, 229–234, 248–249, 293
- degrees, on resume, 22, 26, 44–45
- DEI Educator transitioning to DEI Administrative role, OnTarget resume for, 164–165
- demotions, addressing, 143–145
- design elements, resume, 98
 - blocky text, 99
 - chart/graph, 102

- consistency, 104
- creative resume, 105
- final appearance touches, 104
- fonts/font styles, 103–104
- group content, 99, 100
- section headers, 102–103
- text boxes, 100, 101
- visual callouts, 100–102
- design, resume, 95–96
 - balancing blank space, 97–98
 - basic elements of, 98–105
 - bulleted style, 272
 - on checklist, 290
 - layout arrangement, 96–98
 - measuring margins, 96
 - printed resumes, 105
- Digital Marketing Director, OnTarget resume for, 166–167
- disability, job searching with
 - disclosing disability, 135–136
 - job gaps, 136
 - substance abuse as problem, 136–137
- Docherty, Ken (resume writer), 294
- document type, 273
- dollar amounts, using statements with, 60
- DOL Military-to-Civilian Occupation Translator (website), 122

E

- Early Career Pro seeking
 - Criminal Intelligence Analyst, OnTarget resume for, 202–203
 - Instructional Design Lead, OnTarget resume for, 201
 - Project Manager, OnTarget resume for, 200
 - Senior Customer Service, OnTarget resume for, 204
- education field, OnTarget resume for, 239
- education section
 - certifications, 45
 - compiling data for, 58
 - degree, 44–45
 - licenses, 45–46
 - naming of, 43–44
 - overlooking continuing, 119
 - tips for highlighting, 45
- email address, 35
- employment section, 52–56
- endorsements, on resume, 47–48
- engineering field, OnTarget resume for, 157–159, 168–171, 197–198, 201, 235–236
- Engineer transitioning to role working in renewable energy/clean technology, OnTarget resume for, 235–236
- error-free basics, 70
- evaluating resume writer's samples, 284
- Executive Assistant, OnTarget resume for, 178–179
- Executive Chef, OnTarget resume for, 186–187
- Executive Director seeking CEO in Manufacturing, OnTarget resume for, 216–217
- ex-offenders, job searching for, 137–138
- experience content, 83
- experienced workers, myths about, 115
- experience section, resume, 40
 - accomplishments, 41
 - addressing dilemmas with, 139–141
 - competencies, 42–43
 - core resume, 62–63
 - emphasize, strengths, 273
 - example, 42
 - for new graduates, 40, 112
 - OnTarget resumes by, 189–225
 - professional history, 40
 - target experience, emphasizing, 40–41
- experience themes, chrono-functional resume, 26
- experience work, strategies to help, 115
- appropriate headings, 118
- cultural and professional awareness, 117

experience work, strategies
(*continued*)
demonstrating resilience, 116
focusing resumes, 116
matching job description, 116
removing outdated education
dates, 117
sending resume online, 117
shortening resumes, 116
trimming resume, 117
expressions, on checklist, 291

F

family employment, 147–148
file type, 273
financial field, OnTarget resume
for, 180–181
financial management, wow
verbs for, 93
financial practicality, as a strength
for seasoned workers, 114
Fishberg, Jennifer (resume writer),
193, 210–211, 294
Flamer, Cliff (resume
writer), 244, 294
flexibility, as a strength for seasoned
workers, 114
focus
on checklist, 290
choosing wrong, 119
focus line, 11
chrono-functional resume, 26
reverse-chronological format, 22
fonts
mixing, 103
safe ways to use, 103–104
format, resume, 13, 273, 276–277
based on situation, 16
on checklist, 290
chrono-functional resume format
(*see* chrono-functional (CF)
resume format)
content parsing, 14–15
format breaks, artificial intelligence
traps and, 84
to gain advantage, 14–17

hybrid resume format (*see* hybrid
resume format)
navigating online
application, 14–15
reverse-chronological format (*see*
reverse-chronological (RC)
resume format)
understanding, 15–17
forms, for resume writers, 285
Foster, Pam (resume writer), 294
functional resume, 16
fundraiser
for explaining job gaps, 133
OnTarget resume for, 250–251

G

gap coverage, reverse-chronological
resume format, 20, 21
Gardner, Scott (resume writer), 294
Garver, Louise (resume writer), 294
Gaul, Bill, 123
gender identity, in resume, 127
generalists, as resume
writers, 285–286
generic resumes, 11, 67, 68
in job fairs, 72
for networking/references/
social, 72
for single job focus, 72
turning, into interview-generating
resume, 69–71
Gilmore, Kamee (resume writer), 295
goal, checklist, 291
GPA, data-mining from college
experience, 109
Graduate School New Grad seeking
Clinical Nutrition, OnTarget
resume for, 194–195
graduates, new, resume for,
107–114
aim clarification, 110
avoiding common
mistakes, 113–114
data-mining from college
experience, 109–110
experience section, 112
promoting strengths, 108

recognizing common
missteps, 108–109
selling skills/knowledge/
training, 111
stereotype stand, 109
summary section, 110–111
undervaluing experience, 108
unhelpful information, 112
value as recent graduate, 109
work history, 113
graphically enhanced resumes, 23
graphs, 102
Guarneri, Susan (resume writer), 199

H

hacks, artificial intelligence, 85–86
hallucinated facts, artificial
intelligence traps and, 84
handled monthly close, 272
hard skills, 39
Hardy, Tiffany (resume writer), 295
Hartnell, Laura (resume writer),
178–179, 182–183, 197–198,
240–241, 295
header line, reverse-chronological
format, 22
headers, creating, 102–103
headings, using appropriate, 118
Head of Product seeks same
position, OnTarget resume
for, 224–225
healthcare field, OnTarget resume
for, 160–161, 176–177,
194–195, 218–219
heavy hybrid resume format, 29, 31
Heiner, Troy (resume writer), 295
helping field, wow verbs for, 92
highlights summary. *See* summary
section, resume
High School Grad seeking summer
employment, OnTarget
resume for, 196
hiring trends, 9–10
home-management strengths, 134
honors
data-mining from college
experience, 109
on resume, 47

hook line, 40
Howard, Gayle (resume writer), 295
HR Generalist, OnTarget resume for, 182–183
human resources field, OnTarget resume for, 244
Human Rights Campaign's Corporate Equality Index (website), 130
hybrid resume format, 13, 15, 27
 cons of, 28
 gap bridging without raising flags, 27–28
 heavy hybrid, 29, 31
 light hybrid, 29, 30
 for networking, 32
 pros of, 28
 reasons to choose, 28
 situations to skip, 28
 structuring, 29–32

I
icons, explained, 3
Independent Study, Project Management, for explaining job gaps, 133
industry, OnTarget resumes by, 151–187
information technology (IT) field, OnTarget resume for, 153–156, 184–185, 240–241
Ingemansen, Sandra (resume writer), 295
inside advocate, 278
insurance field, OnTarget resume for, 245
interview-generating resume, 69
 applicant tracking system in, 70–71
 bots in, 70–71
 parsing resume, 69–70
 targeting section on purpose, 71
iRelaunch (website), 134
IT. *See* information technology (IT) field
Iyer, Yuvika (resume writer), 295

J
jargon, industry, 291
Jazvac, Lori A. (resume writer), 180–181, 295
Job Accommodation Network (website), 135, 136
job boards, 279
job descriptions
 matching resume to, 271
 using experience, for matching, 116
job gaps
 bridging, 132–133
 causes of, 131–132
 due to disabilities, 136
 explaining, 132–133
 navigating, 131–133
 reframing, as growth, 132
job-hopping
 contract/agency work, 147
 into value, 146
job posting
 fitting into, 81
 identifying keywords from, 80
job search strategies, 275–279
job seeker
 overqualified for position, 73, 74
 perfectly qualified for position, 73, 75
job titles, 140
Jordan, Billie Parker (resume writer), 296

K
Kelley, Melissa (resume writer), 295
keywords, 11, 23, 61, 72–73.
 See also wow words
 artificial intelligence for extracting, 80–81
 identifying, from job posting, 80
 stuffing, 84
 wow words and, 88
knowledge, selling for new graduates, 111

L
Lane, Marie Plett (resume writer), 218–219, 245, 296
language
 alignment, 70
 on checklist, 291
 for new graduates, 111
 polishing resume, 94
layoffs, addressing multiple, 141–142
layout arrangement, in resumes, 96
 balancing blank space, 97–98
 measuring margins, 96
leadership, data-mining from college experience, 109
legal field, OnTarget resume for, 193, 202–203
length of resume, on checklist, 291–292
Levy, Clair (resume writer), 295
LGBTQ+, 126–127
 affiliation as strength, 128–129
 organization, 127, 128
licenses, on resume, 45–46
life changes, 107. *See also specific life changes*
 military to civilian employment, 119–126
 new graduates, 107–114
 seasoned workers, 114–119
light hybrid resume format, 29, 30
LinkedIn
 jobs, 278–279
 profile, 35
logistics field, OnTarget resume for, 231–232, 259–260, 265–266
long-term job, competitive with, 139
lower-level role, taking, 118

M
Maahs, Julie (resume writer), 295
management field
 OnTarget resume for, 178–179, 191–192, 200, 205–206, 210–211, 220–225, 248–249, 262–263
 wow verbs for, 88–89

- manufacturing field, OnTarget resume for, 216–217
- margins, measuring, 96
- marketing
 - field, OnTarget resume for, 166–167, 212–213, 229–230
 - mindset, 11–12
- Marshall, Ferrell (resume writer), 295
- mature workers, myths about, 115
- Maurtua-Neumann, Renzo Luis (resume writer), 184–185, 295
- Mechanical and Electrical Maintenance, OnTarget resume for, 170–171
- mergers and acquisitions, changes from, 142
- Mesa, Julio “Jay” (resume writer), 295
- Mid-Career Senior Data Scientist, OnTarget resume for, 155–156
- Mid-Level Marketing Manager, OnTarget resume for, 212–213
- Mid-Level Pro seeking
 - CRO Analyst, OnTarget resume for, 209
 - Retail Manager, OnTarget resume for, 205–206
 - Senior Product Development Manager, OnTarget resume for, 210–211
 - Technical Sales Executive, OnTarget resume for, 207–208
- Mid-Level Sales Professional, OnTarget resume for, 214–215
- Mil2FedJobs Federal Crosswalk (website), 122
- Military Transition
 - from Explosive Ordnance Disposal, OnTarget resume for, 237–238
 - from Safety/Search & Rescue Leadership to Wildlife Biologist, OnTarget resume for, 242–243
 - to Same Civilian Logistics/Supply Chain, OnTarget resume for, 259–260
- military work, moving from civilian work from, 119–126
 - civilian markets, writing for, 122
 - employer concerns, 120–121
 - military service strengths, 120

- resources, 122–123
 - transition to civilian life, 121–122
- Miller, Jennifer (resume writer), 295
- milspeak, 123–126
- mining, data from college experience, 109–110
- mirroring ad language, 76
- mistakes, avoiding artificial intelligence, 84–85
- Mitchell, Krista (resume writer), 295
- Morris, Krista (resume writer), 296
- Mussallihullah, Zakiyyah (resume writer), 209, 296
- My Next Move for Veterans (website), 122, 124
- myths about mature workers, 115

N

- name in resume, 35
- National Hire Network (website), 138
- National Personnel Records Center (website), 123
- networking
 - chrono-functional resume format for, 24, 25
 - hybrid format for, 32
- New Four-Year Graduate Seeking Legislative Staff Assistant, OnTarget resume for, 193
- Norwood, Tyrone (resume writer), 296
- numbers, using statements with, 58–59

O

- objective header, 35–36, 273
- Occupational Outlook Handbook* (website), 72, 116
- off-brand voice, artificial intelligence traps and, 84
- office support field, wow verbs for, 90–91
- Official Military Personnel File (OMPF) via milConnect (website), 123
- older workers, myths and realities, 115

- one-size-fits-all resume, 40, 41, 73, 74
- O*NET Military Crosswalk (website), 122, 124
- online application, 277–278
 - navigating, 14–15
 - reverse-chronological format for, 17
 - systems, 282
- online, sending resumes, 117
- OnTarget resumes, 8, 11–12, 54, 67, 278
 - artificial intelligence for creating, 79–86
 - checklist for, 85
 - crossover language in resume, 72–76
 - by experience and age, 189–225
 - “good enough” myth, 68–69
 - by industry and career field, 151–187
 - interview-generating resume, 69–72
 - for job seeker, 73, 75
 - mirroring language, 76
 - reverse-chronological resume format, 23
 - for special circumstances, 227–266
 - organizations, on resume, 46
- Orpen-Tuz, Melissa (resume writer), 296
- orphans, fixing, 104
- outdated resume standards, 119
- Out & Equal Workplace Advocates (website), 130
- Overcoming Long Tenure and Same Job with Single Employer, OnTarget resume for, 261

P

- Parker, Billie (resume writer), 122
- parsing, resume
 - areas of expertise, 69
 - bots and, 70–71
 - branding summary, 69
 - error-free basics, 70

- highlight wins, 69
- language alignment, 70
- skimming format, 70
- target focus objective line, 69
- through applicant tracking system, 70–71
- parts of resume, 33
 - activities, 46
 - branding summary, 36–38
 - breaking down, 34
 - contact details, 34–35
 - education, 43–46
 - endorsements, 47–48
 - experience, 40–43
 - honors and awards, 47
 - key skills and job target, 38–39
 - objective header, 35–36
 - order of education/experience, 44
 - organizations and affiliations, 46
 - things to omit, 48–49
- Path Forward (website), 134
- PayScale (website), 48
- percentages, using
 - statements with, 59
- perceptions, about
 - experience, 140–141
- persistence, importance of, 278
- persuasion, wow verbs for, 89–90
- phone number, 35
- Pippin, Don (resume writer), 296
- presentations
 - compiling, 58
 - gathering, 52
- price, professional resume writers, 286
- printed resumes, 105
- privacy, artificial intelligence traps and, 84
- professional history, structuring, 40
- professional resume writer, 282–288
- project details, gathering data on, 52
- prompting
 - fitting job posting, 81
 - identify key job content, 80
 - summary statements, 81–82

- proofreading, 114
 - on checklist, 292
- proof-stories, 40
- “pro” template, resume, 282
- publications
 - compiling, 58
 - gathering, 52

Q

- qualifications, on resume checklist, 289

R

- Raymond, Rachel (resume writer), 296
- recognition, gathering, 52
- recommendations, 52, 56, 110, 285
- Reed, Betsy Shepard (resume writer), 201, 296
- Reentering Workforce
 - after 14-year gap to PK-8 Classroom Support, OnTarget resume for, 239
 - after Multi-Year Gap Raising 5 Children, OnTarget resume for, 264
- The Reentry Employment Opportunities (REO) program (website), 138
- references
 - asking for from resume writers, 285
 - providing, 49
- Registered Nurse, OnTarget resume for, 176–177
- reliability, as a strength for seasoned workers, 114
- Remember icon, 3
- Repetitive Positions in Wellsite Management, OnTarget resume for, 255–256
- research field, wow verbs for, 91–92
- researching companies, 278–279
- research papers/projects,
 - data-mining from college experience, 109
- resilience, demonstrating, 116

- responsibilities list, compiling, 53–54
- results-driven resume, 83–84
- results-focused experience, 11
- results, gathering, 52
- resume brilliance,
 - groundwork for, 51
- accomplishments, 58
- brainstorming, 58–60
- compiling content, 53–57
- creating core resume, 60–64
- gathering data, 51–52
- polishing core resume, 65
- resume funnel, 19
- resume myths, artificial intelligence
 - confidential/personal data, 86
 - hiding white text prompts, 85
 - invent experience, 86
 - keyword stuffing, 85
 - resume layout, 86
 - strategy, believing artificial intelligence replaces, 86
- resumes. *See also specific topics*
 - checklist for, 289–292
 - creative, 105
 - focus on, 116
 - gathering, 51
 - key requirements, 276
 - language, polishing, 94
 - new trends in, 9–10
 - parts of (*see* parts of resume)
 - power of, 291
 - printed, 105
 - professional help, 281–288
 - removing red flags, 277
 - sending online, 117
 - technology screening, 10
 - template, 105, 114, 282
 - tips for improving, 271–274
 - trimming, 117
 - using artificial intelligence in (*see* artificial intelligence, for resumes)
 - vocabulary in, 72–73
 - winning (*see* winning resumes)
 - writing, 8, 79–80

- resume writers, 284, 293–297
- return on investment (ROI), 286
- reverse-chronological (RC) resume format, 13, 15, 138, 290, 292
 - as best choice, 17
 - choosing, 17–23
 - education and training/credentials zone, 22
 - example, 18
 - experience zone, 22
 - gap coverage, 20, 21
 - grouping short-term contract roles, 20, 21
 - handling challenges in, 20
 - as home base, 20
 - for online applications, 17
 - OnTarget version of, 23
 - resume funnel, 19
 - “say yes” zone, 22
 - structuring, 20, 22–23, 282
 - understanding, 17–20
- Riley, Tammeca (resume writer), 164–165, 242–243, 296
- road-tested, as a strength for seasoned workers, 114
- Rock, Deirdre (resume writer), 160–161, 176–177, 186–187, 296
- ROI. *See* return on investment
- Ruth, Eve (resume writer), 222–223, 265–266, 296

S

- Safani, Barbara (resume writer), 296
- Salary (website), 48
- Salary Expert (website), 48
- salary, on resume, 48, 277, 281
- sales field
 - OnTarget resumes for, 172–173, 199, 207–208, 214–215, 246–247
 - wow verbs for, 89–90
- scams, resume writers, 287–288
- Schuster, Deborah L. (resume writer), 220–221, 296
- scope line, reverse-chronological format, 22

- seasoned workers, 114
 - avoiding common mistakes, 119
 - selling your strengths, 114–115
- section headers, 102–103
- selective, being, 275–276
- self-employment
 - addressing, 147–148
 - OnTarget resume for, 252
- selling yourself, 272
- Senior Director of Healthcare Solutions, OnTarget resume for, 160–161
- Senior Leader seeking VP of Hospital Healthcare Operations, OnTarget resume for, 218–219
- Senior Mortgage Officer, OnTarget resume for, 180–181
- sexual orientation, 127–128
- shortening resumes, 116
- Shoup, Tammy (resume writer), 216–217, 239, 296
- Sisley, Jamie (resume writer), 296
- skills
 - on checklist, 290–291
 - hard, 39
 - as keywords for resume, 38
 - selling for new graduates, 111
 - soft, 39
- skimming format, 70
- social media, on checklist, 292
- soft skills, 39
- software facility, data-mining from college experience, 110
- special circumstances, OnTarget resumes for, 227–266
- spell-check, 94, 104, 292
- sports, data-mining from college experience, 109
- sports field, OnTarget resume for, 174–175
- Sports Physical Therapist, OnTarget resume for, 174–175
- state of residence, 35
- step down strategy, 118
- sticky points, on checklist, 292
- strengths
 - emphasize, experiences, 273
 - home-management, 134

- LGBTQ+ affiliation as, 128–129
- military, 120
- promoting for new graduates, 108
- selling as a seasoned worker, 114–115
- style
 - bulleted, 272
 - on checklist, 290
 - font, 103–104
 - header, 102–103
- substance abuse, 136–137
- summary section, resume, 36
 - building brand in, 64
 - in core resume, 61, 64
 - effective, 36, 37
 - importance of, 119
 - maximizing, 36–37
 - for new graduates, 110–111, 114
 - other names for, 36
 - unique selling proposition, 37–38
- summary statements, prompting, 81–82
- sustainability field, OnTarget resume for, 162–163
- Suttis, Gabrielle (resume writer), 196, 202–203, 297
- Swanson, Michelle (resume writer), 212–213, 297

T

- teaching field, wow verbs for, 91
- technical ability, wow verbs for, 90
- Technical Certificate New Grad seeking Project Manager, OnTarget resumes for, 191–192
- Technical Project Manager, OnTarget resume for, 184–185
- Technical Sales Executive, OnTarget resume for, 172–173
- technical skills, data-mining from college experience, 110
- technology, resume and, 10
- template, resume, 105, 114, 282
- testimonials, asking for from resume writers, 285
- text, blocky, 99
- text boxes, 100–101

thesaurus, 87
 Tip icon, 3
 Title VII of the Civil Rights Act, 128
 Toast of the Resume Industry Awards (TORIs), 267
 Tom, Adrienne (resume writer), 214–215, 224–225, 235–236, 255–256, 262–263, 297
 top third of resume, 14, 22, 26, 29, 68–70, 114
 training, 123, 125, 138
 older workers, 115
 selling for new graduates, 111
 wow verbs for, 91
 Transition
 from high-paid Delivery Driver to Aerospace Logistics, OnTarget resume for, 231–232
 from Incarceration with Career Gaps to Lower-Level Position, OnTarget resume for, 253–254
 from Self-Employment to Employment, OnTarget resume for, 252
 from Self-Employed to in-house employment for Marketing Communications Strategist, OnTarget resume for, 229–230
 Transition Assistance Program (TAP), 120, 121
 tried-and-true reverse chronological format, 18
 2-Year Degree New Grad Seeking Electrical Engineering Technician, OnTarget resume for, 197–198

U

underlining, skip, 104
 unique selling proposition (USP), 37–38, 64

V

value, showing off, 272
 Vargas, Rosa (resume writer), 297
 Varner, Kara (resume writer), 297
 visuals, 100–102

vocabulary, in resume, 70, 72–73
 volunteer, for explaining job gaps, 133

W

Warning icon, 3
 Watt, Amy Britta (resume writer), 168–169, 294
 weaknesses, recognizing for new graduates, 108–109
 websites
 Adrienne Tom (resume writer), 297
 Americans with Disabilities Act, 135
 Amy Britta Watt (resume writer), 294
 Barbara Safani (resume writer), 296
 Betsy Shepard Reed (resume writer), 296
 Billie Parker Jordan (resume writer), 296
 Bridget Batson (resume writer), 293
 CareerDirectors, 108
 Career Directors International, 135, 138
 CareerOneStop's Reentry Program Finder, 134
 CareerOneStop's Reentry Resources, 138
 Clair Levy (resume writer), 295
 Cliff Flamer (resume writer), 294
 for companies, 279
 Deborah L. Schuster (resume writer), 296
 Deirdre Rock (resume writer), 296
 DOL Military-to-Civilian Occupation Translator, 122
 Don Pippin (resume writer), 296
 Dustin Beasley (resume writer), 293
 Eve Ruth (resume writer), 296
 Ferrell Marshall (resume writer), 295
 Gabrielle Suttis (resume writer), 297

Gayle Howard (resume writer), 295
 Human Rights Campaign's Corporate Equality Index, 130
 iRelaunch, 134
 Jamie Sisley (resume writer), 296
 Jeannine Bennett, Dr. (resume writer), 293
 Jennifer Fishberg (resume writer), 294
 Jennifer Miller (resume writer), 295
 Job Accommodation Network, 135, 136
 Julie Maahs (resume writer), 295
 Julio "Jay" Mesa (resume writer), 295
 Kamee Gilmore (resume writer), 295
 Kara Varner (resume writer), 297
 Ken Docherty (resume writer), 294
 Krista Mitchell (resume writer), 295
 Krista Morris (resume writer), 296
 Laura DeCarlo (resume writer), 293
 Laura Hartnell (resume writer), 295
 Laurie Berenson (resume writer), 294
 Lori A. Jazvac (resume writer), 295
 Louise Garver (resume writer), 294
 Maria Caraballo (resume writer), 294
 Marie Plett Lane (resume writer), 296
 Mary Elizabeth Bradford (resume writer), 294
 Melissa Kelley (resume writer), 295
 Melissa Orpen-Tuz (resume writer), 296
 Michelle Swanson (resume writer), 297
 Mil2FedJobs Federal Crosswalk, 122
 My Next Move for Veterans, 122, 124
 National Hire Network, 138
 National Personnel Records Center, 123
Occupational Outlook Handbook, 72, 116

websites (*continued*)

Official Military Personnel File (OMPF) via milConnect, 123
O*NET Military Crosswalk, 122, 124
Out & Equal Workplace Advocates, 130
Pam Foster (resume writer), 294
Path Forward, 134
Paula Christensen (resume writer), 294
PayScale, 48
Phaedra Brotherton (resume writer), 294
Rachel Raymond (resume writer), 296
Rebecca Worthen (resume writer), 297
The Reentry Employment Opportunities (REO) program, 138
Renzo Luis Mautua-Neumann (resume writer), 295
Rhonda Douglas Charles (resume writer), 294
Robert Dagnall (resume writer), 294
Rosa Vargas (resume writer), 297
Salary, 48
Salary Expert, 48
Sandra Ingemansen (resume writer), 295
Scott Gardner (resume writer), 294
Susans Barens (resume writer), 293

Tamara Cameron (resume writer), 294
Tammeca Riley (resume writer), 296
Tammy Shoup (resume writer), 296
Tiffany Cruz (resume writer), 294
Tiffany Hardy (resume writer), 295
Tim Cunningham (resume writer), 294
Transition Assistance Program, 120
Troy Heiner (resume writer), 295
Tyrone Norwood (resume writer), 296
Yuvika Iyer (resume writer), 295
Zakiyyah Mussallihullah (resume writer), 296
widows, fixing, 104
winning resumes, 267–268
 marketing mindset, 11–12
 OnTarget essentials, 11
 treating like brand, 12
 zeroing employers crave, 12
words
 keywords (*see* keywords)
 tips for using, 273
 wow (*see* wow words)
work experience, data-mining from college experience, 109
workforce, reentering, 133–135
work history, 83–84
 unrelated, 113

Worthen, Rebecca (resume writer), 250–251, 264, 297

wow verbs

for administration and management, 88–89
for communications and creativity, 89
for financial management, 93
for helping and caregiving, 92
for office support, 90–91
for research and analysis, 91–92
for sales and persuasion, 89–90
for teaching, 91
for technical ability, 90
for training, 91

wow words

action verbs, 87
artificial intelligence and, 93
keywords, 88
resume language, 94
understanding, 87–88
wow verbs, 88–93

Y

Young Professional Seeking Customer Service/Sales Associate, OnTarget resume for, 199
yourself, selling, 272