

★ Overview

Resume Magic offers proven approaches to writing resumes that get attention.

- **Overcoming common resume issues as gaps** in your employment history, frequent job hopping, and deficiencies in your skill set. Minimizing the chance of getting screened out due to ageism or spotty job history.
- **Saying something compelling** – using more powerful, precise, and concise language to get your point across – avoiding bland, passive, redundant verbiage.
- **Learning how to better present your unique value proposition** – quantify achievements to prove your ability to impact a company’s bottom line.
- **Choosing more powerful language** – attention-grabbing key words and phrases, the right job titles
- **Adding some crisp, modern style to your resume** so that it stand out visually – making it easy for recruiters to read your resume while having a little individual style.
- **Learning how to create alternate file formats** (Word, plain text, PDF) for a variety of uses.

★ Top Resume Myths

1. **MYTH: You have to include every job you’ve ever held.**

Resumes are about putting your best foot forward so that you can get the interview. With that in mind, I routinely recommend deleting older jobs to reduce age discrimination, because at some point, “more” experience just ain’t better, it’s problematic. You’re seen as ‘overqualified’ or ‘more expensive, or ‘not a good fit for the team we have here’ – before you get the chance to talk with anyone.

My advice: Delete older jobs. Delete less relevant jobs. Delete short-term jobs. Delete or edit self-employment experiences so that they’re more relevant to the corporate job you’re pursuing.

Where to end your experience depends. I generally don’t recommend having job titles without dates because it will either immediately turn off the recruiter or result in a quick phone screen to assess how much more experience you have.

2. MYTH: You can't include education or volunteer experience to the same degree as paid experience.
Sure you can! The word to label this section of your resume is "Experience" Doesn't say "employment" nor does it say "Paid". You can also use 'Relevant Experience' and 'Recent experience' sections if you'd like to change the order of presentation, in the case where your older experiences are more relevant to your current career goal.

3. MYTH: You must use your legal name and middle initial.

A resume isn't a legal document, it's a marketing document. I recommend using your informal name and no middle initial, no juniors or IIIs, to make your name shorter, more hip sounding, more memorable, and more approachable. Use the name your co-workers use when referring to you. Who sounds more fun and with it?

Theodore Q. Short, Ph.D. or Ted Short

Samuel R. Workhorse, Jr. or Sam Workhorse

Alissandra W. Hireme or Alie Hireme

4. MYTH: You have to include the year you graduated.

If you are younger than 45, graduated at the traditional age, and had a solid career ever since, by all means, include your year of graduation. Otherwise, you're probably better off leaving it off, especially if you're planning to end your experience section at a reasonable point.

5. MYTH: You have to limit your resume to one page.

If you can be complete and not shrink typeface and margins to extremes, then by all means, create a one-pager. A well written resume for most private sector opportunities can be three pages. Scientific / academic resumes or CVs can be longer.

6. MYTH: You shouldn't be too specific with regard to a career objective, because you'll be "limiting yourself".

If resumes were hand-carved into stone, then I'd agree. But we have the means to create a custom-fitted resume so it's best not to waste other's time and precious braincells with generalities. An effective resume is focused and compelling. It has a theme, even if it's two or three closely related job titles. If your career interests vary broadly, you should probably have a variety of resumes each written to a specific target.

★ *Things that (usually) should not be included in your resume*

1. **Your high school education** – unless you are very young and your high school education is remarkable in some way). Generally speaking, dates of college graduation should be removed if ancient. If you have more than one degree, you need to be consistent with this, unless one degree is ‘in progress’.
2. **Interests and hobbies** – unless they are needed to somehow prove development a particular qualification that you did not get anywhere else
3. **Superfluous headers that make your resume look more like an application. E.g.** Email: (if they don’t know what that funny thing is with the @ sign in it is, then the label isn’t going to help); Phone: Job title: Responsibilities:
4. **Political affiliation** or highly political activities – unless your career is in politics
5. **Professional affiliations** that reveal your ethnicity
6. **Street Address, Zip code, phone number of employer**
7. **References** – use a separate document offered after a successful interview, or when requested
8. **Reasons for leaving a company** – unless they can be woven in as an accomplishment, something like “Retained to manage facility shut down processes upon closure of company”
9. **Hyperlinks and web addresses** can cause your document to have difficulty getting through spam filters
10. **Latin honors** can also cause your resume to get stuck in spam filters
11. **Marital status, date of birth, weight, physical impairments, number of children, color of hair, social security number, pet peeves, astrological sign.**

★ *Make it beautiful in the eyes of multiple beholders*

White Space – Too much makes your resume look light on detail, underdeveloped, as though you are too lazy to write about yourself. Too little white space makes your resume an eyesore that no one wants to read. TIP: add fractional line space horizontally between bulleted items.

Bullets – Should be used judiciously to guide the eye. Too many bullets all in a row is monotonous and doesn’t help guide the eye. Break up long sections of bullets by adding “Key Accomplishments” as a non-bulleted subheader.

Fonts – Be creative, not wacky. Use fresh takes on traditional fonts, like Book Antiqua for a serif font (more conservative) or Lucida Sans for a sans serif font (more modern/technical). No smaller than 9.5 point for main body text, no larger than 11 pt for main body text. Your name can be up to 18 pt for your name, 12 pt bold is good for section headers. Do not use underlining. Do not use all italics. Do not overuse bolding.

Think VIGOROUS, accomplishment-oriented language. This means

- No more “Responsibilities included” and “Responsible for”. “Earned” or won is much more vigorous than “received”
- Don’t use the same action verbs over and over!
- Avoid Passive Voice “Cost savings of 10% were achieved by eliminating redundancies in the process”
Achieved by whom?? – Delivered \$1 million to profitability by streamlining processes.
- Get impacts toward the beginning of the sentence and indicate how you did what you did.
- Examine each sentence and see if you can shorten it by using adjectives and moving a few words around. Avoid the temptation of being overly explain-y. The content in your resume should be more like a menu description and less like an ingredient list. At the end of a sentence, ask yourself “so what?” to make sure it is obvious why that sentence shows you as a winner.

Action Verbs:

A	Authorized	Composed	Decided
Accellerated	Awarded	Computed	Defined
Achieved	B	Conceived	Delegated
Acted	Balanced	Conceptualized	Delivered
Activated	Began	Condensed	Demonstrated
Adapted	Boosted	Conducted	Designated
Addressed	Briefed	Conferred	Designed
Adjusted	Budgeted	Conserved	Detected
Advanced	Built	Consolidated	Determined
Advertised	C	Constructed	Developed
Advised	Calculated	Consulted	Devised
Advocated	Captured	Contacted	Diagnosed
Aided	Cataloged	Continued	Directed
Allocated	Centralized	Contributed	Discovered
Analyzed	Chaired	Controlled	Dispensed
Answered	Charted	Converted	Displayed
Applied	Checked	Conveyed	Dissected
Appraised	Clarified	Convinced	Distributed
Approved	Classified	Coordinated	Diverted
Arbitrated	Coached	Corresponded	Documented
Arranged	Collaborated	Counseled	Drafted
Ascertained	Collected	Created	
Assembled	Combined	Critiqued	E
Assessed	Communicated	Cultivated	Earned
Assigned	Compared	Customized	Edited
Assisted	Compiled		Educated
Attained	Completed	D	Effected
Augmented		Debugged	Eliminated

Emphasized	Headed	Managed	Prioritized
Employed	Heightened	Manipulated	Processed
Encouraged	Helped	Marketed	Produced
Enforced	Hired	Maximized	Programmed
Engineered	Honed	Measured	Projected
Enhanced	Hosted	Mediated	Promoted
Enlarged	Hypothesized	Merged	Proofread
Enlisted		Mobilized	Proposed
Ensured	I	Modified	Protected
Entertained	Identified	Monitored	Proved
Established	Illustrated	Motivated	Provided
Estimated	Imagined		Publicized
Evaluated	Implemented	N	Purchased
Examined	Improved	Navigated	
Executed	Improvised	Negotiated	Q
Expanded	Incorporated	Netted	Qualified
Expedited	Increased		Questioned
Experimented	Indexed	O	
Explained	Influenced	Observed	R
Explored	Informed	Obtained	Raised
Expressed	Initiated	Opened	Ran
Extended	Innovated	Operated	Rated
Extracted	Inspected	Ordered	Reached
	Inspired	Orchestrated	Realized
F	Installed	Organized	Reasoned
Fabricated	Instituted	Originated	Received
Facilitated	Integrated	Outlined	Recommended
Fashioned	Interacted	Overcame	Reconciled
Finalized	Interpreted	Overhauled	Recorded
Fixed	Interviewed	Oversaw	Recruited
Focused	Introduced		Reduced
Forecasted	Invented	P	Referred
Formed	Inventoried	Participated	Regulated
Formulated	Investigated	Performed	Rehabilitated
Fostered	Involved	Persuaded	Related
Found	Issued	Photographed	Remodeled
Fulfilled		Pinpointed	Rendered
Furnished	L	Piloted	Reorganized
	Launched	Pioneered	Repaired
G	Learned	Placed	Replaced
Gained	Lectured	Planned	Reported
Gathered	Led	Played	Represented
Generated	Lifted	Predicted	Researched
Governed	Listened	Prepared	Reshaped
Grossed	Located	Prescribed	Resolved
Guided	Logged	Presented	Responded
		Presided	Restored
H	M	Prevented	Retrieved
Handled	Maintained	Printed	Reviewed

Revised	Spearheaded	T	United
Revitalized	Specialized	Targeted	Updated
Routed	Specified	Taught	Upgraded
S	Spoke	Terminated	Used
	Sponsored	Tested	Utilized
	Staffed	Tightened	
	Standardized	Totaled	V
	Started	Tracked	Validated
	Streamlined	Traded	Verbalized
	Strengthened	Trained	Verified
	Structured	Transcribed	Vitalized
	Suggested	Transformed	Volunteered
	Summarized	Transmitted	
Supervised	Translated	W	
Supplied	Traveled	Weighed	
Supported	Tutored	Widened	
Surpassed		Won	
Surveyed	U	Worked	
Sustained	Uncovered	Wrote	
Synthesized	Undertook		
Systematized	Unified		

★ *File Formats*

1. Word 97–2003 is still the most commonly used file format.
2. Plain text is good for times when you need to copy and paste
3. Adobe PDF is good to preserve formatting, but it is not preferred. Ask before sending. [www.pdfonline](http://www.pdfonline.com) is a tool you can use to convert from Word to PDF for free, without downloading additional software.

★ *A few words about BUZZWORDS*

We all agree that most resumes end up in a database of some sort: in the resume database of a job board, in an employer's applicant tracking system, or in a recruiter's email inbox.

Regardless of where the resume is stored, use of the "right words" (those used in a search through the database for people meeting a job's requirements) in that resume determine whether or not the resume is selected to appear in the search results. Those right words are typically called "keywords" and appearing in the search results is called "search engine optimization" (or SEO).

So, what are Buzzwords?

Buzzwords are actually “keywords” – the nouns and noun phrases used by HR and recruiters searching through applicant databases and Web job sites for resumes that meet specific job requirements. In the past, we focused on “action verbs” in our resumes * for example: “Managed a P&L...” or “Created and implemented a marketing campaign...” These are still important for explaining how your actions lead to a tangible result. However, these days we write both for the keyword search and to impress the eventual reader of our resume.

A few quick examples now, many more later:

- PMP Certification
- Oracle
- GAAP
- Sarbanes–Oxley

More Ideas for identifying Resume Keywords:

1. Visit the meetings and Web sites of professional associations in your field to look and listen for current buzzwords.
2. Research job ads on Indeed.com and highlight all terms that strike you as “special” or that would not be used in everyday speech by a high school student. Look for ways the same concepts are presented using different words or phrases.
3. Ask a recruiter or HR person to share the types of keywords they use when searching for candidates with your background.
4. Research and incorporate into your keywords the company culture and values and mission of employers you are targeting.
5. Dissect the company's mission statement and look for ways to quote it in your resume and/or cover letter.
6. Get the scoop – read news stories in trade magazines relevant to your work.
7. Join online discussion groups on LinkedIn that relate to your field and study the jargon being used in discussions.
8. Consult online dictionaries and encyclopedias and Babylon.com. Has a words used in specific industries, such as arts, business, computers, education, entertainment, health, science, social science and recreation.
9. Think hard about your qualifications to date, and even harder about the qualifications for the job you want. Compile and brainstorm the nouns and noun phrases used in the job descriptions.

Developing Your Keywords

When developing your list of job–related keywords, be creative and appropriate. Make a list of the following:

- **The job title** of the job that you want next. **Standard job titles** that are used for your current and previous jobs, particularly if current (or former) employer(s) used non–standard titles. I do ‘translation’ of inaccurate and unhelpful job titles all the time in my resume work with clients.

- **Names of job-specific, profession-specific, and industry-specific tools** that you use or are qualified to use because of education and/or experience (e.g. MRI images, etc.) **Software and hardware** that you use or have been trained to use, particularly if it's unique to your job, industry, or profession (e.g. Microsoft Project, SAP, etc.)
- **Names of methodologies or techniques** that you have used, or studied.
- **Industry and professional organizations** that you have joined (include committee membership or association officer titles, as appropriate)
- **Professional designations and/or technical acronyms** * the more; the merrier, as long as they are appropriate to your experience and education. Spell them out both ways, long and short.
- **Relevant education** that you have (degrees, majors, **applicable course work**, post-graduate courses, and certifications, etc.). *You can even include self-directed study.*
- **Scrutinize the job ads.** Look for the words that appear **early** in an ad or job description; the first keywords mentioned are likely the most important.
- **Look at several job descriptions for a given target profession,** and **identify patterns of words** that the employers use repeatedly.
- **If you uncover a keyword for which you don't have the experience/expertise,** you can still use it in terms of "interest." Example: Objective: To secure a growth-oriented position as a Senior Financial Analyst with a focus on SEC and 10K reporting."
- **Be creatively inconsistent.** You don't know if the search term will be "M.B.A," "MBA," "Master of Business Administration," so it's best to use all of the above to be safe (assuming you have an MBA).



Let's find the keywords – underline all you feel are likely search terms

Account Director - Advertising Agency

Factory Design Labs is a highly creative advertising agency that boasts a client list most shops only dream of: Audi, The North Face, Oakley, Killington Ski Resort and Aspen Ski Company, to name a few.

Our clients come to us for progressive and award-winning work. The awards on our shelves are not dumb luck as a result of a project we managed to sneak through. It's an expectation on each and every job we begin.

The Account Director is responsible for account management of the assigned Client account(s), building solid Client relationships, strategic and business development, revenue tracking and forecasting, team development and building solid working relationships across all facets of the agency while exemplifying solid marketing expertise within a complex and dynamic agency culture.

Duties and Responsibilities

- Manage all aspects of the assigned Client account(s).
- Lead and drive the Client's businesses on behalf of Factory Design Labs.
- Manage accounts pro-actively, understand the Client's planning cycles and manage all assignments and timelines accordingly.
- Maintain on-going communication with Clients regarding their level of satisfaction and agency performance.
- Has broad and deep understanding of the client's industry and agency business. Contributes to the creative component of projects with responsibility for the quality and completeness of the creative brief/work order.
- Determine strategies and messaging for campaigns.
- Write and/or supervise the creative brief process, forward to Client for approval and brief creative and interactive teams on upcoming assignments.
- Gather and provide Creative, Production, Studio and Interactive Teams with any background information, insights and trends that will assist them with the Project assignment.
- Manage oversight of executional aspects of the account including but not limited to opening jobs, developing and managing production timelines, generating estimates, updating agency production schedule, writing conference reports, updating status reports and the management of the historical account information.
- Management and oversight of project budgets to ensure they are delivered in budget.
- Manage daily and weekly updating of the revenue projections.
- Work with accounting to ensure complete, transparent and accurate billing of projects.
- Manage the oversight of preparing annual competitive analysis for Clients.
- Communicate to Clients recommending a specific course of action with rationale.
- Demonstrate clear and effective communications when dealing with both internal staff and Clients.

Qualifications:

- 7+ years of progressive, related experience in the account services department of an advertising agency.
- Degree in Marketing, Advertising, or related field.
- A commitment to success; The Account Director has a fundamental role in ensuring our historical commitment to delivering every project on time, in budget and maintaining FDL's gross margin targets and profitability.
- Proven ability to effectively manage and motivate a team.
- The ability to multi-task between client responsibilities, management responsibilities and partner agency responsibilities is paramount.
- The ability to create a seamless communication environment between Finance, Operations, Marketing Services, Account Services, Creative Services and Interactive Services.
- The ability to drive a creative centric environment and produce measurable results for the company and client is paramount.
- An intrinsic understanding of the casual or performance sports apparel industry is highly desirable.
- The ability to transition new projects into existing job timelines and human resource schedules is paramount.
- Ability to develop insightful POV's and drive client business forward.
- Ability to travel (up to 20%)

To Apply: send resume and cover letter to careers@factorylabs.com

Account Director - Advertising Agency



Factory Design Labs is a highly **creative advertising agency** that boasts a client list most shops only dream of: Audi, The North Face, Oakley, Killington Ski Resort and Aspen Ski Company, to name a few.

Our clients come to us for **progressive** and **award-winning** work. The awards on our shelves are not dumb luck as a result of a project we managed to sneak through. It's an expectation on each and every job we begin.

The **Account Director** is responsible for **account management** of the assigned Client account(s), building solid **Client relationships**, **strategic** and **business development**, **revenue tracking** and **forecasting**, **team development** and building solid working relationships across all facets of the agency while exemplifying solid marketing expertise within a complex and dynamic agency culture.

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- Manage all aspects of the assigned Client account(s).
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- Maintain on-going communication with Clients regarding their level of satisfaction and agency performance.
- Has broad and deep understanding of the client's industry and agency business. Contributes to the **creative** component of projects with responsibility for the quality and completeness of the creative brief/work order.
- Determine **strategies** and **messaging** for campaigns.
- Write and/or supervise the creative brief process, forward to Client for approval and brief creative and interactive teams on upcoming assignments.
- Gather and provide **Creative, Production, Studio** and **Interactive Teams** with any background information, insights and trends that will assist them with the Project assignment.
- Manage oversight of executional aspects of the account including but not limited to opening jobs, developing and managing **production timelines**, generating **estimates**, updating **agency production schedule**, writing **conference reports**, updating **status reports** and the management of the **historical account information**.
- Management and oversight of **project budgets** to ensure they are delivered in budget.
- Manage daily and weekly updating of the **revenue projections**.
- Work with accounting to ensure **complete, transparent and accurate billing of projects**.
- Manage the oversight of preparing **annual competitive analysis** for Clients.
- Communicate to Clients recommending a specific course of action with rationale.
- Demonstrate clear and effective communications when dealing with both internal staff and Clients.

Qualifications:

- 7+ years of progressive, related experience in the account services department of an advertising agency.
- Degree in **Marketing, Advertising**, or related field.
- A **commitment to success**; The Account Director has a fundamental role in ensuring our historical commitment to delivering every project on time, in budget and maintaining FDL's **gross margin targets** and **profitability**.
- Proven ability to effectively **manage and motivate a team**.
- The ability to multi-task between client responsibilities, management responsibilities and partner **agency** responsibilities is paramount.
- The ability to create a **seamless communication** environment between **Finance, Operations, Marketing Services, Account Services, Creative Services** and **Interactive Services**.
- The ability to drive a **creative** centric environment and produce measurable results for the company and client is paramount.
- An intrinsic understanding of the casual or performance **sports apparel industry** is highly desirable.
- The ability to transition new projects into existing job timelines and human resource schedules is paramount.
- Ability to develop insightful **POV's** and drive client business forward.
- Ability to **travel** (up to 20%)

570 words total – **90 unique buzzwords**



Here's that list of words to feature in the resume and the cover letter.

Account Director - Advertising Agency

creative ad agency, award-winning
Account Director, account management, Client relationships,
strategic business development, revenue tracking forecasting, team development
creative strategies messaging campaigns.
Creative, Production, Studio Interactive Teams
production timelines, estimates,
conference reports, status reports historical account information.
project budgets revenue projections.
Project billing
competitive analysis
Marketing, Advertising degree
gross margin targets profitability.
Finance, Operations, Marketing Services, Account Services, Creative Services, Interactive Services.
sports apparel industry
POV's
Travel

Now we have them, Let's Integrate the Keywords

Integrate the keywords into the resume and cover letter wherever they apply. The more matchy matchy you can make your resume and cover letter, the more likely you will be to get interviews.

Example Summary

ACCOUNT DIRECTOR | ACCOUNT MANAGER

- Goal-oriented Advertising professional with relevant agency experience serving Fortune 500 accounts.
- Outstanding ability to lead collaboration across Creative, Production, and Studio Interactive teams, meeting project budgets and production deadlines.

Experience section – use their words as you describe the work you have done in the past and the results you have achieved.

- For key sports apparel client, increased market share by 33% through clear definition and execution of tactics, activities and resources.

Education section – use keywords in the course descriptions even if that means “translating” a few terms.

- Bachelor of Communications (Marketing Degree). Colorado State University
- Technical training in Interactive Services 2.0

Example Resumes Follow – Please Be Inspired, But Do Not Plagiarize...



TALENT ACQUISITION | SENIOR RECRUITER

Customer-focused Recruiter with successful experience in sourcing, interviewing, and evaluation within IT, engineering, executive, sales, management, customer service, and administrative functions.

- **Emphasis on employment branding, PR, and candidate pipelining**, establishing company as an “employer of choice” by building the company reputation internally and externally. **Versed in leveraging professional groups**, employee referrals, job fair and college recruiting social media and advanced internet sourcing techniques.
- **Strategic and tactical approach** to placing top talent in competitive markets, developing recruiting policies, procedures, and plans to build a robust candidate pipeline and expedite the hiring process using traditional recruitment advertising, targeted sourcing, professional networking, social media and creative recruiting methods.
- **Personable, confident communicator** who serves as coach and confidant to hiring managers and candidates alike. Outstanding networking, interviewing, presentation, writing, and negotiation skills.
- **Energetic, focused, and self-motivated**, taking initiative, improving processes, and achieving ambitious goals.

EXPERIENCE

BIZ-MAGIC, INC. | CAREER-MAGIC.COM, Arvada, CO

Contract Recruiter, 2005 to present

Serve as retained and on-site contract recruiter for Boulder- and Denver-area employers. Perform on-site and offsite assignments with average duration of 2-6 months.

- Assist clients with full-lifecycle staffing (sourcing strategy, recruiting process, interviewing, reference checks, background checks, offer letters, I-9s and W-4s), new hire orientation, outplacement, and HR-related services.
- Talent searches encompass engineering, technical, executive, consulting, accounting, sales, customer service, and administrative positions. Perform network searches, internet search, job fair, and college recruiting.

Partial client list:

- CaridianBCT – global healthcare technology company. Instrumental in saving company >\$300K in 4 months through direct sourcing of traditionally outsourced positions.
- SurveyGizmo – web based survey technology firm. Instrumental in this small startup company’s growth by hiring entrepreneurial, highly motivated talent at 15% below market rates.
- inComm – SaaS solution provider to B2C companies distributed through retailers – acquired by FirstData. Hired 8 new staff members in 6 months at a 65% savings as a part-time onsite contractor.
- ServiceSource – Rapidly hired 12 new college grads to outsourced sales of technology maintenance agreements for major technology OEMs
- Catuity – hired 4 new sales professionals in six weeks for startup in financial industry solutions (stored value gift cards and loyalty programs)
- RMC Consulting – hired secured/cleared staff of 12 within 30 days to provide long-term 24x7 contract support to a federal agency in D.C.

Outplacement Consultant | Job Search Coach, 1994 to present

- Initiate, negotiate, and close proposals and contracts for corporate outplacement services, with clients including Boeing, Intermap, The Western Athletic Conference, Audio Adventures, and others.
- Interview and coach candidates of all backgrounds clients in technology, health care, and executive positions.

Marketing, Events, Industry Leadership, 2000 to present

- Build business via advertising, direct mail, social media, Web site, strategic partnerships, and referral programs.
- Develop and manage innovative business-to-business and career networking events.
- Author of and contributor to multiple career publications.

EDUCATION | AFFILIATIONS

METROPOLITAN STATE COLLEGE OF DENVER, **Bachelor of Arts, Psychology**, summa cum laude

Colorado Talent Recruiters Network (CTRN)

Board of Directors, Nominations & Annual Events Committee Chair, Historic Olde Town Arvada Merchant Association



George Washington

appletree@comcast.net | 14 West 1st Drive, Washington, DC 10004 | 000-424-1700

Senior Environmental Compliance Manager | Environmental Program Manager Energy Industry | Oil & Natural Gas Environmental Regulatory Consulting

Client-focused manager and key contributor who achieves program goals through effective collaboration with multidisciplinary clients, colleagues, vendors, and federal, state and local regulatory agencies in ND, WY, CO, MT, NE, KS, TX, NM.

- **Expert management of environmental regulatory and sustainability efforts** as well as environmental due diligence for M&As. Special expertise in **SPCC compliance management** for virtually any client as well as **Phase I Environmental Site Assessments (ESA)**, regulatory reviews of existing and proposed environmental regulations at the state and federal level, internal reviews and regulatory audits.
- **Productive and industrious project manager**, optimizing resources and ensuring achievement of multiple projects with tight deadlines. Excellent planning, delegation, problem solving, and coordination skills. Able to travel to field locations and work non-traditional hours as needed.
- **Strong technical report writing skills**. Key contributor in defining and developing policies and procedures, proposals, and reports. Strong regard for the safety of company assets and employees and the general public.
- **Articulate, respectful, and professional communicator** with solid teamwork, presentation and training skills. Advanced proficiency level in MS Office (Word, Excel, Outlook, PowerPoint, Visio); strong online research.

Experience

XYZ Corporation, *Engineering Consulting Firm serving clients in Oil & Gas, Transportation, Wastewater, Denver, CO*

Senior Project Scientist

2006 to 2012

Recruited through a referral from a former colleague. Reported to Energy Practice Manager.

- Trained and mentored junior Environmental Scientists and Geologists in due diligence, SPC, and stormwater compliance projects.
- Developed 60 Spill Prevention Countermeasures and Control (SPCC) Plans with each plan impacting multiple sites, as many as 670 per plan. Provided training for up to six staff members for the majority of plans. Managed field work, report preparation, and quality reviews for all projects. Supported plan preparation for >100 additional SPCC plans. Assured client satisfaction and value for plans ranging in price from \$25K- \$270K.
- Completed 10 due diligence projects for well pads, compressor stations, gas plants, and pipelines throughout CO and WY requiring inventorying and documenting condition of processing equipment and tanks, with typical report turnaround of 2 weeks. Asset value of these acquisitions of up to \$300MM.
- Coordinated 12 Storm Water Pollution Prevention Plans (SWPPP) in CO, WY, and MT priced at up to \$40K. Provided plan training to others, and achieved repeat business from 3 of 4 accounts.
- Managed 20 multi-site Phase I ESAs primarily for Oil & Gas clients throughout the Western U.S. priced at up to \$40K. Completed a \$150K Environmental Assessment (EA) for a transportation project
- Prepared UIC Permitting and SARA Title III Tier 2 compliance documents.
- Key contributor to development of numerous successful proposals.
- Served key clients with SPCC and due diligence projects: Chevron, Whiting, SourceGas, Kinder Morgan, Noble Energy, PDC Energy, and others. Company frequently earned repeat projects due to strong working relationships quality work product.

Continued Page 2



George Washington

Page 2 | appletree@comcast.net | 000-424-1700

Experience - Continued

CH2M HILL, INC., *Global leader in Engineering/Construction Management & Operations, New Orleans, LA*

Site Assessment Specialist | Contractor in Support of FEMA Project

2005 to 2006

Supported Gulf Coast Relief Operations after Hurricane Katrina. Reported to Manager of Temporary Housing.

- Conducted site assessments to expedite placement of 200 FEMA trailers, ensuring safety of disaster relief workers and displaced community members by evaluating space and utility requirements.
- Delivered project orientation training to newly assigned Site Assessment Specialists.
- Authored guidance documents and performed quality reviews, substantially improving and standardizing the assessment process.

LMNOP INC., *Environmental Consulting Firm supporting the U.S. DOE, Louisville, CO*

Principal Engineer

2000 to 2005

Delivered environmental compliance and waste management support in the accelerated site closure at Rocky Flats Environmental Technology Site (RFETS). Reported to Program Manager, Sanitary Waste Program.

- Task Lead for field support, transportation, and environmental compliance in a \$15MM program managing 45,000 loads of demolition debris and other solid waste forms as well as recyclable material.
- Directed the work of a team of 8 Field Engineers from six consulting companies.
- Ensured waste identification and characterization of 5000+ radioactive, hazardous, and non-hazardous waste streams for compliance with RCRA, CERCLA, TSCA and other environmental regulations.
- Performed regulatory compliance audits of two major facilities, including state, federal, and OSHA audits.
- Earned commendations for achievement of key program deliverables.

Earlier experience: Colorado Geological Survey, Denver, CO as a Physical Scientist / Researcher (9 years) and Colorado Department of Public Health & Environment as an Environmental Protection Specialist (3 years).

Education & Training

Master of Science, Hydrogeology, COLORADO SCHOOL OF MINES, Golden, CO

Key courses: Advanced Groundwater Hydrogeology, Hydrogeological Project Design, Aqueous Geochemistry, Case Histories in Geological Engineering and Hydrogeology, Mathematical Modeling of Groundwater Systems, Geotechnical Aspects of Waste Management

Bachelor of Science, Geology, FORT LEWIS COLLEGE, Durango, CO

Affiliations | Professional Development

National Ground Water Association | The Geological Society of America | CO Hazardous Waste Management Society

Ongoing Professional Development:

OSHA 40-Hour Health and Safety Training 29 CFR 1910.120 (current); Project Management, Environmental Issues, Geological Topics, OSHA Regulations, Proposal Strategies, RCRA Hazardous Waste Characterization



Jane Austen

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Education Program Manager | Sales Education & Development Analyst

Client-focused sales professional with proven ability to successfully sell, deliver, and support technology and consulting solutions, winning client loyalty and building long-term relationships.

- **Exceptional results in channel partner onboarding**, optimizing product knowledge and sell-through.
- **Core strength in identifying, aligning, and delivering business goals** through full-lifecycle program development meeting teacher development and district learning objectives.
- **Engaging, dynamic, articulate presenter** with advanced skills in design, development and delivery of multifaceted, standards-based learning programs (classroom, conference, webinar/eLearning).
- **Proven ability to cultivate relationships with diverse stakeholders** (philanthropic leaders, academic institutions, grantees, policy makers, business executives, and the media).
- **Earned a reputation as a smart, versatile, goal-driven leader** who models initiative, innovation, a sense of urgency, and tenacity to excel in challenging, competitive markets.

Experience

SMARTIE PANTS R US, Vancouver, BC, Canada

2007 to Present

Education Consultant

Recruited into a newly created role to cultivate market share and key account relationships through pre-sales consulting and post-sales support of school districts throughout Colorado. Originally reported to Manager of Education Consulting, Marketing; now report to Manager of Education Solutions, Sales.

- Support strategic development of marketing and sales programs, processes, and tools. Conduct market research and serve as voice of the customer, partnering with the product management team in development of new features and next-generation products.
- Collaborate closely with 9 major education solution resellers to cultivate increased sales channel capacity throughout the 5-state territory.
- Foster relationships with key decision-makers in the top 20 school districts in the long-term professional development needs of K-12 educators. Provide guidance and support for best practice in effective implementation and use including sustainable plans and models of professional development.
- Conduct needs assessments with key decision makers to identify, quantify, and deliver long-term goals. Develop business cases and proposals to demonstrate value proposition of products. Create and deliver proof-of-concept models using best practices for expanding pilots district-wide.
- Deliver onboarding and certification programs and mentor new Education Consultants and Channel Partners to improve sell-through.

Key accomplishments:

- Partnered with education foundations; obtained a total of \$5MM in funding for implementation of SMARTIES Technology solutions in Colorado and \$2MM in Wisconsin.
- Co-created and implemented a 40-hour educational mentor program to ensure customer ROI as well as SMARTIES' revenue stability resulting in an increase in adoption rate of 20% YOY.
- Delivered 50+ presentations at state and national conferences and industry trade shows (ISTE, TCEA, MacWorld, FETC, InfoComm). Traveled to Australia to cultivate relationship with a key distributor.
- Credited with increasing implementation of SMARTIES solutions in 50% of classrooms in Jefferson County School District, CO.
- Instrumental in achievement of ambitious revenue targets of \$15.7M in 2010, \$20.7M in 2011, and \$18.5M in 2012. Achieved revenue growth increase of 32% from 2010-2011.

Experience

RICHMOND HEIGHTS SCHOOL DISTRICT, St. Louis, MO

2002 to 2007

Educator, 4/5th Grades, MRH Elementary

Selected by the school district's technology directory to lead the state's first pilot of an emerging education technologies.

Education | Licensure

UNIVERSITY OF WALLA WALLA, Walla Walla, WA

Bachelor of Arts, Elementary Education, GPA 3.5

2001

Dean's Honor Roll; Kappa Delta Pi Education Honor Society

STATE OF COLORADO

Professional Teaching License, Elementary Education Endorsement

2010 to 2015

Continuing Professional Development:

Online Collaboration and Connected Learning for Administrative Staff (23.5 hours)

Technical Skills

PC and Mac literate. MS Office (Word, Excel, PowerPoint, Outlook); GoogleApps; Web 2.0 platforms including Facebook, Twitter, LinkedIn, Blogs, Skype, Adobe Connect, Evernote, DropBox, GoToWebinar; CRMs such as Pivotal and Salesforce.com; keen ability to learn and utilize learning management systems and other business productivity tools.

Additional skill: American Sign Language. Expertise in research and trends in adult and K-12 education technology and instructional design.

