

## RESUME WRITING TIPS TO HELP LAND YOUR NEXT INTERVIEW

### GRAB THEIR ATTENTION:

Instead of opening with an objective about how you want to expand your career and knowledge, start with a catchy headline describing who you are. Scrap the objective that says: “A full-time position to apply my knowledge and skills as a Statistical Analyst or SAS Programmer.” Try this statement instead: “Talented SAS Programmer with experience in statistical analysis in the credit card, marketing, and consumer goods industries.”

Use the headline to immediately let the reader know who you are and what you do. Be clear and concise so hiring managers don't have to read through your resume to figure it out.

### LEAVE OUT THE FLUFF:

Many people tend to list items that anyone who is applying for a particular job would be expected to have, such as: team player, well organized, flexible, and ability to learn new skills quickly. Set yourself apart from the rest by including a summary of your skills and accomplishments immediately following the attention-grabbing opener.

You should also target your skills, background, and industries, letting the hiring manager know what you have specifically accomplished in the field. Some hardcore skills and industry experience examples include:

- Eight years of programming experience in SAS (Base, Macros, SQL, and Data Steps) in Unix and Windows environments
- Proficient expertise in data analysis, mining, and modeling, including customer segmentation, predictive behavior analysis, CHAID, CART, and CRM
- Three years expertise in credit scoring, risk management, and time series forecasting.

Remember that this is a great place to customize your resume based on the essentials of the job for which you're applying, focusing on the specific needs of the position and the organization.

## MAKE EVERY WORD COUNT:

Although you shouldn't get hung up on creating the one-page resume if your significant experience warrants more, make sure you aren't being redundant or verbose.

## BE YOUR OWN MARKETING POWERHOUSE:

Create a one-page marketing piece that touts your skills and experience. A simple, two-column Microsoft Word table listing your eye-catching headline, summary of accomplishments, education, technical skills, industries, and roles can provide a quick 360-degree view for hiring managers. The following resume provides a strong example of this:

**Talented Statistical Analyst with strong SAS programming expertise in credit card, marketing, and consumer goods industries:**

### STATISTICS

- Retention / Acquisition Modeling
- Customer Behavior
- CHAID, CART
- Time Series Forecasting

### INDUSTRY KNOWLEDGE

- Marketing
- Risk Management

### EDUCATION

- Master of Science in Statistics, University of Central Florida (1994), GPA 3.7
- Bachelor of Science in Computer Science, University of Texas (1991), w/ Honors

### CERTIFICATIONS / ASSOCIATIONS

- tSAS Base Programmer (2003)

### EXECUTIVE SUMMARY

- Eight years of programming experience in SAS (Base, Macros, SQL, Data Steps) in Unix and Windows environments
- Proficient expertise in data analysis, mining, and modeling, including customer segmentation, predictive behavior analysis, CHAID, CART, and CRM
- Three years expertise in credit scoring, risk management, and time series forecasting

### COMPUTER TECHNICAL SKILLS

#### SAS SKILLS

Base, Macros, STAT, SQL, ODS, AF, SCL

#### SOFTWARE SKILLS

SQL, PL / SQL, C, C++, Visual Basic, VBA, Java, Business Objects, Crystal Reports

#### PLATFORMS

Unix, Windows, MVS

#### DATABASES

Oracle, Teradata