

# **Resume Writing to Stand Out**

*Proven strategies to demonstrate your value  
through career documents*

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# What do Employers seek?

## Minimum to apply for job:

- ✓ Education
- ✓ Experience
- ✓ Specific turf experience (optional)
- ✓ Facility type (optional)
- ✓ Geography / climate (optional)

# What do Employers REALLY seek?

## Competencies to get hired:

- ✓ Proven record of RESULTS
- ✓ Leadership qualities
- ✓ Continuing education / cutting edge technology
- ✓ Golfer/member relations
- ✓ Communication with leadership team, golfers, members
- ✓ Top quality course conditions
- ✓ Maximize labor costs in tough economy

# Who is your audience?

- ✓ Knowledge of the game of golf
- ✓ Understanding of superintendent role
- ✓ Scientific / technical familiarity
- ✓ Interest in specific tasks of your work
- ✓ Experience conducting search for employees

# Research and Preparation

- ✓ Gather your career data
- ✓ Extensive research about target audience
- ✓ Ask references to call the prospective facility and provide an unsolicited reference
- ✓ Seek and leverage connections to the facility
- ✓ Consider formats, fonts, design

# Resume Sections

- ✓ Contact Information
- ✓ Objective (*only if strategic*)
- ✓ Qualifications/Summary/Profile/Career Highlights
- ✓ Experience
- ✓ Education
- ✓ Professional Involvement: Leadership / Affiliations / Development
- ✓ Papers Presented/Honors and Awards (*optional*)
- ✓ Technology (*optional*)
- ✓ References (*optional*)

# Contact Information

## Include:

- ✓ Name
- ✓ Address
- ✓ Home phone and/or cell phone
- ✓ E-mail
- ✓ Personal website or blog or LinkedIn site

*Check for professionalism of listings*



# Get Their Attention Section

- ✓ **Summary, Profile, Career Summary, Qualifications, Skills, Career Highlights**
- ✓ Determine what sets you apart from your competition
- ✓ Focus on key skills that directly interest your target
- ✓ Achievements – results





# ...Keep Their Attention

- ✓ Bullet format (3-7 lines)  
or narrative – approx. 5 sentences
- ✓ Strong, objective statements
- ✓ Characterize your career
- ✓ Substantiate in Experience section



# Experience

## Name of facility

- ✓ Location
- ✓ Years employed
- ✓ Title (*including promotions*)

## Course description? Only if strategic\*\*\*

- ✓ Number of holes
- ✓ Private/public
- ✓ Budget
- ✓ Staff
- ✓ Accolades (*ranking or notable tournaments hosted*)

List most recent position first, allowing for more bullets for recent employers

# Activate Your Experience

- ✓ Summary statement
- ✓ Achievements / Results
- ✓ Improvements during your tenure
- ✓ Convey tangible, specific outcomes



# Education

- ✓ List full degree with highest listed first
- ✓ List minors and emphasis
- ✓ Include institution city and state
- ✓ Eliminate date graduated (*unless three years or less*)



# Professional Involvement

- ✓ Leadership, Involvement, Professional Development, Professional Affiliations
- ✓ Additional Skills (ex. – language fluency)
- ✓ Avoid creating a section for a single listing (*example – if GCSAA is your only continuing education, list with GCSAA membership, not in a Professional Development section with only one listing*)

# Papers Presented, Honors and Awards

- ✓ List with most recent first OR if you want to emphasize a relevant listing – put it first and arrange others in order of importance
- ✓ It's OK to purge your list to keep current!
- ✓ If only one – list under the affiliation (example – list presentation at GCSAA Conference under GCSAA membership/involvement listing)

# Final Resume Tips

What should stay? What should go?

Will this point help me get an interview?

Does this point relate to the target employer's needs and focus?

# References

- ✓ A nice ending?
- ✓ 3-5 References listing all contact data on separate Reference page
- ✓ Brainstorm 360 degrees
  - ✓ Not just former managers/bosses
  - ✓ Include outside consultants, golfers/committee chairs, golf course architects, agronomy consultants, colleagues
- ✓ Include when submitting resume?



# GCSAA Career Tools for Your Action Plan

- ✓ Career Coaching for members
- ✓ Free resume and cover letter critiques
- ✓ Professional creation of resumes, cover letters, and references for a reduced fee
- ✓ Assistance with portfolio creation/editing
- ✓ Online Career resources

# Questions?

Sign up for one-on-one career coaching in at GCSAA Member Headquarters, Lobby C Concourse in the LVCC

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