

Sharpen Your Resume

*Proven strategies to demonstrate your value
through career documents*

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Remember one thing for today...

Variant Perception

“If you don’t know how you’re different, you’ve already lost.”

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

Resumes

- ✓ **Purpose...sell yourself?**
- ✓ Create a winning First Impression
- ✓ Get an Interview
- ✓ Communicate qualifications/experience/education
- ✓ Convey your energy, motivation, and...

**PROVEN ABILITY TO PROVIDE
RESULTS!**

Getting Started

- ✓ Gather your career information
- ✓ Conduct research on your target/s
- ✓ Choose a specific career path/position to create a targeted resume
- ✓ 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



Objective

Include if you have a:

- ✓ Career change
- ✓ Significant advancement
- ✓ Specific purpose

Samples

OBJECTIVE

To secure a Golf Course Superintendent Internship at Gulf Point Golf Club for the summer of 2011

CAREER OBJECTIVE

Secure a position as Golf Course Superintendent at a premier country club that is focused on being a top ranked golf facility

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?

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