The 3 Types of Resumes

When considering the development and formatting of your resume, it's important to remember that there are multiple versions of your resume that you will be using during your job search. You'll use each for different purposes and with different people.

1. Your Master Resume

Drew Carey
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Indianapolis News
Newspaper carrier
1978-1983
Duties:
Roll up newspapers and delivered to houses on my assigned route.
Accomplishments:
Named "Newspaper Carrier of the Year" in 1979 and 1982

SARK Services
Custodian
1983 – 1985

L.S. Ayres
Retail Associate
1985-1988

Methodist Hospital
Transportation Aide
1988-1992

Secretary
1992-1996

Program Assistant
1996-1997

Marketing Coordinator
1998-2001

Marketing Communication Manager
2001-2008

I thought everyone had a master resume until I came upon a client early in my practice who removed old jobs from her resume and resaved it as the newest version of her resume. In other words, everything she remembered and had documented about past jobs was lost because she didn't save a master resume.

Until recently, I just saved every version of my resume to my computer. Late last year, I combined my old resumes into one master resume. So in this master resume, I have every job I have ever had, starting with being a paperboy at age 12.

I format my master resume differently. I did it without any bolding or italics and listed my jobs in chronological order, instead of the usual reverse chronological order that most resumes follow. Mainly I did this for ease of finding jobs that might be pertinent to use on a resume.

Case in point, most of my current resumes no longer list my jobs "BC" (Before Coaching). I was the director of marketing for a large physician group but it's not relevant for most of the jobs or contracts I apply for. But should a job description mention wanting someone with marketing experience, then I will create an "Other Experience" section on my resume and pull out this old job (without using dates of employment) and the bullet points I created for it and use it on my targeted resume. (More on targeted resumes in a moment).

2. Your Networking Resume

Wow, if someone gave me this resume, my first reaction would be: "That's a lot of resume right there." The networking version of your resume is your chance to express yourself. Use the colors that you love, get a graphic designer to create it for you, use all those fonts you like. And lines! Use all the lines you want. And yes, you can even use a photo of yourself. Why? Because you will never, ever use this version of your resume to apply for a job. Agreed?

This resume is the one you bring with you when you meet a friend or former colleague for coffee to have them help you with your job search. Or someone's uncle mentioned a job in your line of work and the uncle's niece is your best friend and she asks you to send her your resume so can send it to her uncle.

One caveat about this resume: this is acceptable to send to a hiring manager but you must remove your photo (if you used one) from this resume. Also, you can send it to the hiring manager once you are sure you're actually sending it to someone's email account and not to a generic account like "info@companyname.com" or "hr@companyname.com". In those cases, you could still be sending it to an applicant tracking system that will get confused by all the formatting and not process it correctly. I will tell you on the next page to not send your resume as a PDF document but instead send it as a Word or plain text format (.txt) when you apply for a job online. However, with a networking resume, you can and probably should save it as a PDF to maintain the graphic elements and design features so the recipient can see it exactly as you intended it to look.

Sending your resume to the hiring manager should happen after you've actually applied for the position on the company's website. You can send it to the hiring manager as a follow-up to your application, to ensure your resume didn't get lost in the crowd.

Drew Carey
Career Coach

Coaching experience

Solution-Focused Coaching Services, LLC
2012 – present
Board-Certified Career Coach in private practice.
Owner and Career Coach

- Provide coaching services to private clients during evening hours and on Saturdays.
- Administer and interpret personality and career assessments when needed.
- Conduct public workshops and coaching groups on values development, strengths development, personal branding, networking and other career related topics, including how to create a LinkedIn profile and using social media for job searches.
- Maintain online social media presence.

Contact Information
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3a. Your Targeted Resume

The last type of resume you'll have is the targeted resume, the one you use for a particular job you're applying for, that you customize with the exact job title from the job description and pulling out the skills the company asks for that you also possess and putting those into your selected skills section. You'll eliminate those skills that aren't pertinent for this particular job (you don't want the HR person or hiring manager wasting their time reading about things that aren't relevant to the job they are hiring for). Remember, if you took out of your Skills section that you are familiar with Microsoft Office products, you should add that back in if the job description specifically mentions it.

It's likely this type of resume will have been created in Microsoft Word or another word processing program. And while I realize that PDF programs have come a long way in being able to be "read" by programs, at its heart, the PDF is still a graphic image of your resume. I still recommend only uploading a Word version of your resume, when you are applying online for a job, and you're asked to upload your resume. However, I recommend to my clients to take an extra step to ensure them the best chance for their resume to make it through a company's applicant tracking system without any issues and landing in the inbox of the HR person or hiring manager. That is the name of the game when applying online.

Because of this, I recommend that you save a version of this targeted resume in a plain text version. Even this Word resume, stripped out of extraneous style and formatting such as rule lines, color and such, still has bolding, italics, bullet points and columns that might mess up an applicant tracking system.

The plain text version will remove most of the formatting. However, you'll need to take a look at the version that is created and ensure that other items are addressed.

I'll address these in the final two pages of this handout.

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CAREER DEVELOPMENT COACH

Naturally warm, friendly and positive board-certified career coach with strong rapport-building skills to quickly put clients at ease and in a resourceful state. Degreed professional who consistently displays strong interpersonal skills and positive outlook to energize coaching clients. Ability to apply past marketing and PR employment skills to develop creative methods to the job search. Core skills include:

- Transferability of marketing knowledge in the business world to personal and professional brand development of clients
- Excellent communication skills including superior written communication ability
- Daily professional use of Windows 10 platform and current experience assisting others with Windows 8 environment; knowledgeable of all major browsers, including Chrome, Firefox, Edge, Safari, and Internet Explorer
- Deep understanding of various social media channels and their effective application in the job search
- Strong organizational skills, including understanding of CRM systems
- Engaging presentation skills incorporating adult learning principles when delivering workshops and webinars.
- Uncanny ability for multi-tasking as needed to accommodate shifting priorities

PROFESSIONAL EXPERIENCE

**Solution-Focused Coaching Services, LLC**   2012 – present
Board-Certified and ICF-credentialed Career Coach in private practice.

Owner and Career Coach

- Provide coaching services to private clients during evening hours and on Saturdays.
- Administer and interpret personality and career assessments when needed.
- Conduct public workshops and coaching groups on values development, strengths development, personal branding, networking and other career related topics, including how to create a LinkedIn profile and using social media for job searches.
- Maintain online social media presence; administer advertising program through direct mailings, personal sales calls, online advertising, content marketing campaigns, and robust networking activities and follow-up using Salesforce CRM.
- Achieved annual anonymous client satisfaction scores exceeding 98.5 percent since 2015 (the first year data started to be collected); 99 percent of clients would recommend coach and business to family and friends who required career coaching.

3b. Your Targeted, but Plain Text, Resume

Once you've saved your resume as a Word document, do a SAVE AS, and from the drop-down box, choose "Plain Text (*txt)". A dialogue box will pop up and just keep the settings that are suggested and click OK (if you want, you can scroll through the Preview box to see how it will look). Once you've saved it, you won't notice the changes in the document, so close it, then open it again. You'll have to find the Plain text version of it in File Explorer (I know Mac users have a completely different vocabulary than I am using for PC users).
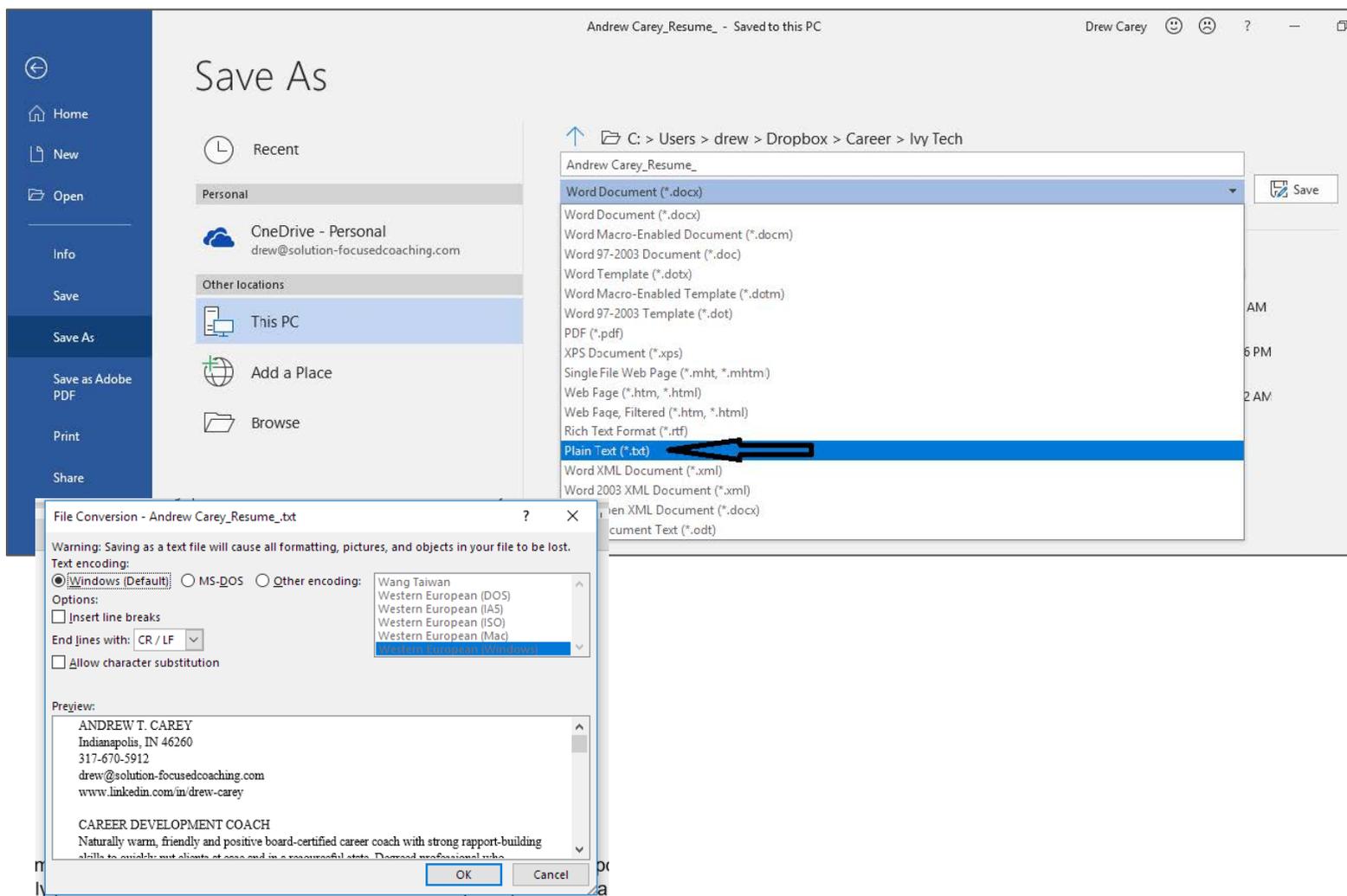
When it opens, it will open in Notepad or whatever simple text editor that is your default. You can see it's painfully boring looking. It has stripped out every bit of formatting which is what we want. There are some things I recommend you look for:

1. Your two column format is now a single column which is what you want. The text editor should convert your bullet points to an asterisk (*). Sometimes it will miss one or two. So make sure all of them are converted and if not, do it yourself manually.
2. I don't tend to like having my dates of employment on the same line as the company I worked for. It looks fine in the Word version but weird here. I simply put them on the next line. You should probably make this change in your original Word version then create the plain text version from that.
3. You'll also see that page breaks show up as several lines of text between elements. I remove those lines then resave the plain text version.

Now that you've made the changes you want and resaved it as a plain text version, when you apply for this job by uploading your resume, you should be sure to choose this version to upload.

And a quick tip for file names: I recommend this format for your file name for all your resumes:

Resume (or Cover Letter)_Your Name_Company Name_Job Title