

Creating a Resume That Gets Results

How to Stand Out in a Changing Hiring Landscape

National Institute of
**SUPPLY CHAIN
LEADERS**



Resumes That Win: Today's Focus

- What Belongs in a Resume
- Responsibilities vs. Accomplishments
- Before & After Examples
- Branding Your Resume
- ATS Demystified
- Key Takeaways
- Questions?



Branding as the Anchor



- A résumé is not just a career history. It's a **brand statement**.
- Your brand is what people remember when you're not in the room.
- Your brand should emphasize:
 - **Scale** – global logistics, multimillion-dollar budgets.
 - **Impact** – cost savings, efficiency, resilience.
 - **Reputation** – trusted to deliver under pressure.

Every line of your résumé should reinforce this brand identity.



What Every Résumé Must Include

Contact Info

- Name, city/province, phone, email, LinkedIn (optional if strong).
- No full address.

Professional Summary

- 3–4 lines showing scale, impact, brand.
- Example: *“Global supply chain leader managing \$250M in spend with proven record of 12–18% cost savings.”*

Skills Only those aligned to the target role.

Core Experience

- Focus on **accomplishments**, not tasks.
- Include metrics (\$, %, time saved, growth).

Education & Credentials

- Degrees, certifications (e.g., CHRP, Lean Six Sigma).



Responsibilities vs. Accomplishments

- Responsibilities = tasks: “Managed logistics.”
- Accomplishments = results: “Cut delivery times 18% by redesigning distribution strategy.”
- Formula: P.A.R. (Problem → Action → Result).
- Every bullet must pass the “So what?” test.

If it doesn't show ROI, it doesn't belong.



Before / After: Responsibilities vs Accomplishments

Weak → Strong

- **Weak:** Managed supplier relationships

Strong: Negotiated strategic supplier agreements that reduced costs by **12%** while improving delivery reliability

- **Weak:** Responsible for demand planning

Strong: Implemented demand forecasting model that improved accuracy by **18%** and reduced stockouts by **25%**

This is the difference between a résumé that lists tasks and one that proves ROI.

Branding as the Anchor

- A résumé is not just a career history. It's a **brand statement**.
- Brand = what people remember when you're not in the room.
- For supply chain leaders, brand = **scale, impact, resilience, transformation**.

Every bullet should reinforce this brand.



Be Bigger Than the Posting



- Recruiters may consider you beyond the one role applied for.
- Résumé should reflect **broad transferable value**.
- Example: a cost-savings story applies to supply chain, finance, and operations.

Companies hire talent, not job titles.



Machines vs Humans: Win Both

- If it can't get past the Applicant Tracking System (ATS) → no recruiter will see it.
- If it can't impress a recruiter → you'll be forgotten.

The best résumés are ATS-friendly AND human-friendly.



Breaking Down the Differences: ATS vs. AI in Hiring

Feature	Traditional ATS	AI in Hiring
Primary Function	Stores and organizes resumes	Analyzes resumes, predicts candidate success, automates decision-making
Screening Method	Keyword-based filtering	Contextual and skill-based analysis
Decision-Making	Rule-based (if X keyword appears, move forward)	Machine learning-driven (understands patterns, ranks candidates)
Bias Handling	Can reject good candidates due to missing keywords	Claims to reduce bias but may introduce new algorithmic biases
User Adoption	Common in most companies	Limited adoption, mostly in large firms & AI-first organizations



ATS Friendly Resumes



First Last
first.last@resumeworded.com | +1 (323) 456-789 | San Francisco, CA

EXPERIENCE

Resume Worded & Co. Oct 2017 – Present
Financial Data Analyst, Business Development & Operations
• Managed cross-functional team of 10 in 3 locations (Palo Alto, Austin and New York), managing their entire local analysis to new products, and collaborated with business development, data analysis, operations and marketing.
• Launched Miami office with lead Director and recruited managed new team of 10 employees, grew office revenue by 200% in first nine months (representing 30% of company revenue).
• Designed training and onboarding programs for the remaining three of 25 analysts in 2017, reduced onboarding time for new hires by 50%.
• Achieved \$200K reduction in department overhead by establishing 300 metrics and budget controls to improve profitability of the S&P&D department budget.
• Note: Your most recent experience should have the most detail, avoid using more than 6 bullet points per experience, if you have accomplished a lot at one company and have more than 6 bullets, split them up into 2 or more job titles at the same company.

Resume Worded & Co. Jun 2016 – Oct 2017
Associate Product Manager
• Spearheaded a major pricing restoration by analyzing focus on customer willingness to pay (instead of product cost), implemented a three tiered pricing model which increased average sale 15% and margin 12%.
• Promoted within 12 months due to strong performance and organizational impact (1 year ahead of schedule).
• Identified steps to reduce return rates by 10% resulting in an overall 15% cost savings.

Resume Worded & Co. Jan 2015 – May 2016
Associate Product Manager
• Analyzed data from 2000+ monthly active users and used outputs to guide marketing and product strategies, increased app engagement rate by 2x, 30% decrease in drop off rate, and 1x shares on social media.
• Drove redevelopment of internal tracking system in use by 125 employees, resulting in 20+ new features, reduction of 20% in search time and 15% operation time.

EDUCATION

Resume Worded Business School May 2015
Master of Business Administration Candidate, Major in Business Analytics
• Awards: MBA & MSc in Data Science (awarded to class), Director's List 2017 (top 10%)
• Leadership: Resume Worded Investment Club (Board Member), Consulting Club (Engagement Manager)

Resume Worded University May 2011
Master of Business Administration Candidate, Major in Business Analytics
• Note: Your education section can be much shorter than this, only add bullet points to your education if they add value to your overall experience, prioritize accomplishments in your work experience.

OTHER

- Technical Skills: R, Visual Basic, Microsoft SQL Server, Tableau, SQL, Financial Modeling, Python
- Certifications & Training: Certified Senior Manager, Personal Resume Worded examinations
- Language: English (native), Spanish (fluent), Chinese (intermediate)



YOUR NAME
GRAPHIC & WEB DESIGNER
Address: Street Ave
City, ST 10000
1 200 210 1234
Email@domain.com

EXPERIENCE

JOB TITLE, Company Name
City, State -- 2011-2012

Unsure whether you're a graphic designer, web developer or digital marketer? If you're not sure, you're not a graphic designer, web developer or digital marketer. If you're not sure, you're not a graphic designer, web developer or digital marketer.

ACHIEVEMENTS:

- 100% on all client projects, 100% on all client projects.
- Increased client retention rate by 10% over the next 6 months.
- 100% on all client projects, 100% on all client projects.
- Increased client retention rate by 10% over the next 6 months.

JOB TITLE, Company Name
City, State -- 2009-2011

Unsure whether you're a graphic designer, web developer or digital marketer? If you're not sure, you're not a graphic designer, web developer or digital marketer. If you're not sure, you're not a graphic designer, web developer or digital marketer.

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EDUCATION

DIPLOMA
School Name -- 2009-2010

Unsure whether you're a graphic designer, web developer or digital marketer? If you're not sure, you're not a graphic designer, web developer or digital marketer. If you're not sure, you're not a graphic designer, web developer or digital marketer.

DIPLOMA
School Name -- 2009-2010

Unsure whether you're a graphic designer, web developer or digital marketer? If you're not sure, you're not a graphic designer, web developer or digital marketer. If you're not sure, you're not a graphic designer, web developer or digital marketer.

SKILLS

- Creative problem solver
- 100% on all client projects
- 100% on all client projects
- 100% on all client projects

REFERENCES

Available upon request

•**Purpose:** Optimized for Applicant Tracking Systems used by employers to filter and rank applications.

•**Key Features:** Simple formatting, standard fonts, clear sections, job-specific keywords, reverse chronological order, and saved as .docx or .pdf.

•**Common Mistakes:** Avoid graphics, tables, and missing keywords.

•**Benefits:** Increases chances of being seen by recruiters and improves matching with job requirements.



How to Identify the ATS and Format Your Resume

Look at the URL:

- workforcenow.adp.com → ADP Workforce Now
- jobs.lever.co → Lever
- myworkdayjobs.com → Workday
- greenhouse.io → Greenhouse
- taleo.net → Oracle Taleo
- successfactors.com → SAP SuccessFactors



Ask AI for Format Advice

Prompt:

“What is the best resume format for a job posting that uses [insert ATS name]?”

Example:

“What is the best resume format for Workday?”

Why it works:

AI knows ATS quirks (e.g., Workday strips columns, Taleo struggles with PDFs).

Saves you research time — quick, specific guidance.

Pro Tip:

Always cross-check the advice against the **rules we covered**: clear layout, .docx, no graphics.

AI is your assistant, not your editor. It helps you tailor formatting, but you make the final call.



Resume Rules That Actually Matter

- **File Type:** Use **.docx**. PDFs are sometimes fine, but certain ATS can't parse them correctly. Never Google Docs.
- **Layout:** Keep it simple — no tables, columns, graphics, or text boxes. ATS reads left to right, top to bottom.
- **Style:** Bold for section headings only. No colours, no photos, no gimmicks.
- **Length:** Up to **3 pages** if the content is relevant.
- **Golden Rule:** Clarity over design — always.

“ Every line must earn its place.”



Key Takeaways

- Résumé = brand + business case.
- Don't parrot postings Write accomplishments, not tasks.
- Detect ATS and format correctly.
- Tailor to company context, not just title.

“Your résumé isn't a diary. It's a business case. Every line should prove ROI.”



Thank You for Attending

If you'd like to explore working together, I offer personalized coaching packages to help you refine your résumé, prepare for interviews, and position yourself for the next step in your career.

Connect with me on LinkedIn for ongoing insights or reach out directly to learn more.

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