

Stephanie purchased our resume editing service because she really felt her resume was the reason she wasn't getting call-backs from companies she was most interested in. She had been consistently applying and following up with SalesForce, Oracle, Cisco, and Yelp, but wasn't getting very far on her own.

Below are three drafts.

1. The first is Stephanie's original draft, i.e. the resume she had been using prior to purchasing our resume editing service.
2. The second is the draft we marked up for her.
3. The third is the final version.

Here is what Stephanie thought about the work we did for her:

 **Fatemah Mirza** 6:30 PM (21 hours ago) ☆  
Here you go, Stephanie. Fatemah Mirza, Resume Writer We've helped more than 2...

 **Stephanie Ang** 11:51 PM (16 hours ago) ☆  
to me ▾  
Hi Fatemah,  
  
Thank you so much! Your work is beyond impeccable. Never would I have thought my resume would become so polished and reach such levels of perfection. I will definitely recommend your services to friends and family. You really put time and effort into each one of your clients and I greatly appreciate that. Glad to have stumbled on your amazing site!  
  
Are we good to go now? No more work to be done at the moment?  
  
Best,  
  
...

 **Fatemah Mirza** 11:57 PM (15 hours ago) ☆  
That's so kind of you Stephanie! My teammate Sumayyah worked on your resume. ...

 **Stephanie Ang**  
Sales and Marketing Assistant - Intern at Mary Kay Inc.  
  
“ Sumayyah was absolutely amazing to work with. Her skills are phenomenal! She transformed my resume and made it flawless. I definitely recommend her services, you won't be sorry. She was very quick and worked step by step with me. Extremely professional.  
  
October 20, 2016, Stephanie was Sumayyah's client

# Stephanie Ang

Address Line 1  
Riverside, CA 92501  
444.555.1111  
stephanieang1995@gmail.com  
linkedin.com/in/stephanie-ang

Draft 1

This is Stephanie's original resume. While there are a few accomplishments in this resume, they aren't as attention-grabbing as they could be.

## EDUCATION

### UNIVERSITY OF CALIFORNIA, RIVERSIDE

Riverside, CA

*Bachelor of Arts in Political Science, May 2017*

## STRENGTHS

- Cold Calling
- Market Research
- Direct Sales
- Email Marketing
- Customer Service

## PROFESSIONAL EXPERIENCE

### Sales and Marketing Intern

Stockton, CA

*Mary Kay Cosmetics*

*June 2016 – September 2016*

- Create, organize, host and advertise beauty events increasing brand awareness and daily margin sales as much as 80%
- Builds trust and forms relationships with the subsidiaries through frequent telephone, in-person and on-line contact in order to create an open line of communication
- Analyze multiple products through customer feedback on social media
- Assist in client consultations to identify skin care needs and answer questions regarding product line

### Brand Ambassador

Riverside, CA

*Lyft*

*June 2016 – Present*

- Solely responsible for bringing in 100 new users to the Lyft app by setting up over 20 partnerships with bars, restaurants, hotels and event planners in the Inland Empire
- Work with Riverside's Lyft marketing team to introduce new passengers and drivers to Lyft's on demand ride sharing platform
- Represent Lyft at events and parties on campus and across Riverside
- Create social media content to further enhance brand awareness
- Promoted Lyft by providing customers at venues with knowledge on the ride sharing app through facts and giveaways
- Create newsletters that highlight information about Lyft

### Academic Integrity Seminar Facilitator

Riverside, CA

*University of California, Riverside*

*September 2015 – Present*

- Co-facilitate 2-hour workshop on Academic Integrity for students who have been found in violation of UCR academic misconduct policies and students who self-refer
- Facilitate the students; understanding of Tartan Soul, the choices they make and how they relate to academic integrity
- Assist students in examining their personal values, professional values, and the relationships to choices they make
- Help students understand the impact of academic misconduct on the UCR community, including UCR's reputation
- Guide students in the knowledge of campus resources to reinforce academic integrity principles
- Meet one on one with students in Academic Integrity Meetings following their completion of educational sanctions

### Dental Assistant – Intern

Stockton, CA

*Dr. Douglas Y. Fong, DDS*

*October 2012 – April 2013*

- Sterilize and disinfect equipment as well as preparing trays of instruments for dental procedures
- Providing assistance in the office with tasks such as appointments scheduling, record keeping, telephone management
- Assist the dentist directly at chair side with operative, oral surgery, and a wide range of other procedures
- Promote an atmosphere supportive of good dental and general health by demonstrating good oral hygiene, questioning patients to ascertain home care status, instructing patients in techniques of flossing and brushing in accordance with protocol
- Stock and maintain clinical supply inventory

**Special Education Assistant – Intern***Cesar Chavez High School Special Education***Stockton, CA***January 2013 – April 2013*

- Instruct students in academic subjects using a variety of techniques such as phonetics and repetition to reinforce learning and to meet students' varying needs and interests
- Employ special educational strategies and techniques during instruction to improve the development of sensory and perceptual motor skills, language, cognition, and memory
- Provide direct and indirect instructional support to students in a positive manner
- Draft differentiated instruction and individualized teaching practices for students at different ability levels, for those learning in different ways, and those who understand concepts at different times

**ACTIVITIES**

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**American Red Cross***Volunteer***Stockton, CA***August 2010 – Present*

- Assist at the Red Cross Information Desk providing directions and escort to patients and staff
- Taking coffee cart to outpatient clinics, serving patients and providing a friendly atmosphere
- Assist with answering phone calls or act as companion escort for patients when requested to do so by the nursing department

**St. Mary's Dining Room***Volunteer***Stockton, CA***August 2010 – Present*

- Prepare and cook food under supervision of Operations Manager and Volunteer Supervisor
- Serve patrons at assigned food or drink area
- Clean up or bus tables as needed
- Alert staff members or security to potential incidents or risks
- Assist custodian with final clean up of building
- Assist with receiving, arranging, and storage of all donations

**ACHIEVEMENT**

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**Mayor's Top 25 Award***May 2009 – May 2013***LANGUAGES**

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- English: Native or bilingual proficiency
- French: Limited working proficiency
- Khmer: Native or bilingual proficiency

**STEPHANIE ANG** COMPUTER SOFTWARE/BUSINESS DEVELOPMENT/DEVELOPMENT/SALES APPRENTICE

~~I achieve developing new business by leveraging the skills, adaptable to change and enjoys learning in a fast-paced growth by organizing marketing event~~

☎ 444.555.1111 ✉ stephanieang1995@gmail.com

Draft 2  
This is the edited draft of Stephanie's resume. As you can see, not only did we rewrite weaker sections of her resume, but we also annotated the resume with our suggestions. It looks a bit messy because we're using track changes, but these changes can easily be hidden to see the final version.

- **Telesales:** Secured numerous clients from the San Joaquin subsidiaries and creating an open line of communication. Reached a weekly target of 100 cold calls.
- **Viral Marketing:** Managed launch of the Webby-nominated live YouTube event "Revamp your Resume," a \$2M+ campaign, to showcase CT's new product. Acted as go-to person for digital strategy and engagement for 50 people.
- **Brought in New Users:** Set up 20+ partnerships and brought in 100 new Lyft users. Reached out too and negotiated partnership agreements with bars, restaurants, hotels, and event planners in the Inland Empire.
- **Third Accomplishment**

BUSINESS DEVELOPMENT DIRECT SALES EVENT MANAGEMENT MARKET RESEARCH EMAIL MARKETING TELESALAS  
SOCIAL MEDIA MARKETING CUSTOMER SERVICE CUSTOMER RELATIONSHIP MANAGEMENT EMAIL MARKETING  
TELESALAS NEGOTIATION  
MARKET RESEARCH B2B SALES NEGOTIATION BUSINESS DEVELOPMENT DIRECT & B2B SALES SOCIAL MEDIA MARKETING

**Technical Skills:** Adobe Photoshop, Microsoft Office 365, B2B Marketing

**(MARKETING AND SALES) PROFESSIONAL EXPERIENCE**

**Brand Ambassador** Lyft 2016 - Present  
Executed #/multiple marketing campaigns to increase brand awareness of Lyft at the University of California, Riverside campus and in the Inland Empire.

- **Negotiation:** Solely responsible for bringing in 100 new users to Lyft app by setting up over 20 partnerships with bars, restaurants, hotels and event planners in the Inland Empire
- **Stakeholder & Market Research:** Conducted in-depth quantitative research to deepen understanding of stakeholder requirements, uncover user motivations and pain points, and identify new growth opportunities.
- **Social Media Campaign Management:** Secured numerous drivers through the creation of social media content that further enhanced brand awareness.

**Marketing and Sales Intern** Mary Kay Cosmetics 2016 - 2016  
Developed and implemented sales strategies in order to maximize sales, maximize sales, generate independent sales force growth, & boost and earning potential and corporate profitability.

- **Key Skill That You Want To Show You Have:** Prove you have this key skill by listing an accomplishment that relates, in the following format: Resolved challenge, or secured result, by using key skills.
- **Direct Sales:** Create, organize, host and advertise beauty events increasing brand awareness and daily margin sales as much as 95%
- **Telesales:** Reached a weekly goal of 100 cold and follow-up calls. Secured securing numerous clients through frequent telephone, in-person and on-line contact. Reached a weekly goal of 100 cold and follow-up calls.
- **Conducted Market Research:** Analyzed multiple Mary Kay Skin Care products from Mary Kay Skin Care line through by using customer feedback gathered on social media platforms.
- **Demographic Development:** Prepared analyses and presented recommendations regarding independent sales force demographics.

**Brand Ambassador** Lyft 2016 - Present  
Execute marketing campaigns to spread the word about Lyft at the University of California, Riverside and in the Inland Empire.

- **Negotiation:** Solely responsible for bringing in 100 new users to Lyft app by setting up over 20 partnerships with bars, restaurants, hotels and event planners in the Inland Empire

- Comment [SR1]:** It's best to match this job title with the job you're applying too
- Comment [SR2]:** So this branding statement has a couple of issues. It's a huge run on sentence for one. As a result, it becomes really confusing to follow. Secondly, it's got some fluff words in there that don't add value to your cause. So lets work to make it punchier so that it more accurately sums you up. Think of it like your personal two line summary. So I've presented one branding statement in the resume. Here's an alternative if you want to show off your research skills "Drives company sales and user-base growth by conducting in-depth market and customer research." or "Leverages research and analysis, and persuasive sales skills to drive sales and user-base growth."
- Comment [SR3]:** Please check the SR15 comment and then reword/reform this bullet so that your accomplishment comes first.
- Comment [SR4]:** You want to share your biggest, and most relevant accomplishments in this section. And your Lyft accomplishment I feel really gets across how you're good at partnership development and bringing in new customers.
- Comment [SR5]:** For a third accomplishment, you can share the biggest marketing campaign you arranged while working as a sales intern for Mary Kay Cosmetics. Alternatively, you can focus on how the research you did on that job led to a super good result.
- Comment [SR6]:** These are good skills! I recommend some minor tweaks just to make this section even better.
- Comment [SR7]:** Can you think of any other relevant softwares you're experienced in using? And more specifically, have you used Salesforce before?
- Comment [SR8]:** You want to avoid using 'specialist' headings like these because there's a good chance the ATS may miss them. Best to keep it simple.
- Comment [SR9]:** Ideally, you should specify how many marketing campaigns you executed.
- Comment [SR10]:** This is a super accomplishment but "negotiations" doesn't REALLY cover the crux of it. I mean, when I see negotiations I expect that to i...
- Comment [SR11]:** By rewording it in this way, we're bringing your research skills first. You can and should improve this bullet by including a result.
- Comment [SR12]:** This is a little vague right now. How many drivers did you get? What kind of social media content did you make? On which platforms? B...
- Comment [SR13]:** This bullet right now is super weak because its basically a responsibility. Rather than sharing a vague story "Hey im good at direct sales, i...
- Comment [SR14]:** Did you just reach your weekly goal or exceed it?
- Comment [SR15]:** This is a good accomplishment but it needs some reorganization so that your awesomeness comes forward. To do that? We need ...
- Comment [SR16]:** numerous is too nebulous. You should specify a number here like, how many clients did you lock in? Or you can share their \$ amount, i...
- Comment [SR17]:** This is a good accomplishment but it needs some reorganization so that your awesomeness comes forward. To do that? We need ...
- Comment [SR18]:** Agan, giving some context
- Comment [SR19]:** Please specify the platforms. Was it Twitter? Facebook? Instagram? All of the above?
- Comment [SR20]:** This bullet needs some context as well. Why were you doing this analysis? What was the point? Also, what was the result of your ...
- Comment [SR21]:** I feel that these are two different instances where you did market research. So lets break it down into two bullets.
- Comment [SR22]:** This is super vague right now because there's no context for your actions. Why were you doing this analysis? What did you provide ...
- Comment [SR23]:** This is a super accomplishment but "negotiations" doesn't REALLY cover the crux of it. I mean, when I see negotiations I expect that to i...

- **Market Research:** Drive understanding of existing passengers and drivers, uncover user motivations and pain points, and identify new growth opportunities. Execute the best research solutions through in-depth quantitative research.
- **Social Media Marketing:** Secured numerous drivers through the creation of social media content that further enhanced brand awareness.

**Comment [SR24]:** By rewording it in this way, we're bringing your research skills first. You can and should improve this bullet by including a result.

What was your research being used for? Did it lead to any decisions being made?

**Academic Integrity Seminar Facilitator** *University of California, Riverside* 2015 - Present  
Promote and support a culture of academic integrity in order to reinforce quality teaching and learning at the *University of California, Riverside*.

**Comment [SR25]:** This is a little vague right now. How many drivers did you get? What kind of social media content did you make? On which platforms? By how much was brand awareness raised? Was there a boost in account followers as well?

**Team Facilitation/Workshop Development:** Successfully co-facilitate 2-hour workshop on academic integrity for students who have been found in violation of UCR academic misconduct policies and students who self-refer.

**Comment [SR26]:** So, given that you're aiming for a sales/biz development job? This experience isn't really relevant. So we're going to cut two of the bullets out and keep just the first one because it's showing off your presentation skills.

**Comment [SR27]:** Consistent formatting is a vital part of making a good resume. So you should italics all the company names. And again, keep an eye on your tenses (stick to the past tense all the way)

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- **Professional Conduct:** Responsible for organizing group meetings, encouraging members to take part in discussions, assist the Supervisor in developing plans, and successfully resolve disagreements by proactively intervening in a just and decisive fashion.

- **Academic Advising:** Contribute to students personal growth by meeting one on one in academic integrity meetings following their completion of educational sanctions. Assist students in examining their personal values, professional values, and relationships to choices they make.

**Special Education Intern** *Cesar Chavez High School* 2013 - 2013  
Collaborated with assigned general education teacher to individualize the instruction and support of special education students based on specific identified needs in order for them to achieve at their highest level.

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- **Curriculum Development:** Employ special educational strategies and techniques such as phonetics and repetition during instruction to improve the development of sensory and perceptual motor skills, language, cognition and memory.

**Formatted:** No Spacing, Left, Tab stops: Not at 3.75" + 7.5"

- **Coaching:** Coached students to advocate for themselves using task analysis and applied behavioral programming strategies as they move toward academic, social, and career goals.

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- **Key Skill From Job Listing:** Resolved challenge or secured result by using key skills.

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**Volunteer Member** *Stockton Shelter for the Homeless/Humanitarian Aid* 2010 - Present  
Connect homeless individuals with social services and housing. Provide short-term emergency shelter coupled with a range of complementary supportive services necessary to assist homeless individuals and families.

**Comment [SR28]:** again, this experience isn't relevant so we're going to take it out.

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- **Community Outreach:** Work with community partners to get people connected to shelter, housing, employment, benefits assistance, medical and behavioral health services, transportation back to their hometown, and other assistance they need.

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- **Fundraising:** Led a team of 5 students to raised \$1,000 in a month, and distributed the fundings funds to toward the Salvation Army, St. Mary's Dining Hall and Stockton Shelter for the Homeless.

## EDUCATION

**BA, Political Science** *University of California, Riverside* 2017

**Comment [SR29]:** Considering the fact that your degree isn't directly related to the job, you can boost your case by sharing PROJECTS.

Were there any projects, academic or otherwise, where you worked in a sales or business development capacity? If it's an academic project, you can include it under Education.

If it was a side project where you helped a friend set up and manage a social media account on twitter? Then make a new "Sales Projects" heading for those accomplishments :) It would go above the Education section.

And if you DO have such stories? I recommend removing the Academic Integrity Seminar Facilitator experience to make room for the Sales Projects because your Sales Projects are more relevant than being a seminar facilitator.

This is the final version of Stephanie's resume. She asked us to use this color scheme, so with a few clicks, we transformed her resume. It is still legible by Applicant Tracking Systems and now adequately captures her strengths.

*Drives company sales & user-base growth by organizing*

- **Telesales:** Reached a weekly target of 100 + cold calls. Secured partnerships and trust and forming relationships with the subsidiaries and create new partnerships.
- **Brought in new users:** Set up 20+ partnerships and brought in 100 new Lyft users. Reached out to and negotiated partnership agreements with bars, restaurants, hotels, and event planners in the Inland Empire.
- **Hosted Spa and Love your Skin** events and sold 35 Mary Kay products, increasing sales by \$600.
- **Technical skills:** Adobe Photoshop, Adobe Bridge, Adobe InDesign, Adobe Illustraror, Microsoft Office 365.

Business Development  
Social Media Marketing  
Market Research

Event Management  
Customer Relationship Management  
Negotiation

Email Marketing  
Telesales  
Direct & B2B Sales & Marketing

## PROFESSIONAL EXPERIENCE

**Brand Ambassador** *Lyft* 2016 - Present

Executed 10 marketing campaigns to increase brand awareness at the UCR campus and throughout the Inland Empire.

- **Partnerships Developed:** Set up 20 + partnerships with Inland Empire businesses, leading to 100 new Lyft app users.
- **Stakeholder & Market Research:** Conducted in-depth quantitative research to deepen understanding of stakeholder requirements, uncover user motivations and pain points, and identify new growth opportunities.
- **Uncovering Hidden Opportunities:** Increased revenue by recommending the use of promo codes after research indicated that top competitor was faring better among young adults.
- **Social Media Campaign Management:** Secured 50 + drivers by creating social media content on Snapchat, Instagram, Facebook and Twitter that further enhanced brand awareness by 95% and increased followers by 99%.

**Marketing and Sales Intern** *Mary Kay Cosmetics* 2016

Developed and implemented sales strategies to maximize sales, generate sales force growth, and boost profitability.

- **Direct Sales:** Boosted daily margin sales by 95% through organization of *Love your Skin* event.
- **Telesales:** Secured 45+ clients through telephone, in-person and on-line contact. Exceeded weekly goal of 100 cold and follow-up calls. Generate \$550 in sales. Leveraged commonalities with clients to close sales.
- **Conducted Market Research:** Analyzed multiple *Mary Kay* Skin Care products against its top competitor to analyze summer sales. Studied customer feedback from social media platforms such as Twitter, Facebook an Instagram. Results show Mary Kay leading 35% in sales.
- **Demographic Development:** Increased sales in millennium bracket by recommending more sophisticated packaging after carefully studying purchasing habits of women aged 16-65. Results showed that millenials favor high-end products.

**Volunteer** *Inprue* DATE

- **Sales:** Increased sales of phone cases by 25% by managing website strategically.

**Academic Integrity Seminar Facilitator** *University of California, Riverside* 2015 - Present

- **Workshop Development:** Co-facilitate 2-hour workshop on academic integrity for students who have been found in violation of UCR academic misconduct policies and students who self-refer.

**Volunteer** *Stockton Shelter for the Homeless/Humanitarian Aid* 2010 - Present

- **Fundraising:** Led team of 5 students to raise \$1,000 in a month. Distributed funds to the Salvation Army, St. Mary's Dining Hall and Stockton Shelter for the Homeless.

## EDUCATION

BA, Political Science

*University of California, Riverside*

2017