

RESUME GUIDE: PERSONAL FITNESS TRAINING



How to Prepare an Effective Resume

Introduction

A resume is a formal summary of your education, experiences, and skills. It should be simple, logical, and brief. A personalized cover letter introducing you to the potential employer, identifying the position you are applying for, and indicating how you learned of the opening, should accompany a resume if requested.

Points to Consider:

During initial screening processes, your resume may be looked at for as little as fifteen seconds. Therefore, it is important to follow these guidelines:

- **Be Brief:** In most cases, your resume should be only one page long. As a general rule, an additional page can be added for each additional degree and/or seven years experience.
- **Be Conservative:** Stylistic gimmicks (bullets, symbols, indenting, bold type) can be used effectively, but should not be overused.
- **Be Logical:** Prioritize and arrange your information knowing that we read left to right, top to bottom. Also, be sure that the information you present flows smoothly and sensibly. Arrange the categories to reflect your strengths.
- **Be Conscious of Image:** Resumes should be visually appealing, printed on white resume or bond paper only, and should never contain typographical or grammatical errors.
- **Be Consistent:** Make sure to keep the same format and style throughout your document.
- **Be Powerful:** Emphasize your skills by using strong past-tense action verbs. Statements, which demonstrate results, will most effectively highlight your skills and abilities.

Resume Construction

Format and Layout

Your experiences can be categorized in a number of ways. Select a format and layout that presents your qualifications as effectively as possible. Always keep in mind the reader of your resume and target your resume toward that person. Look at your resume through the eyes of the employer. Would you hire **you** based on the information presented?

Format:

Chronological: The most traditional format. A categorical listing of information in reverse order of occurrence allows the potential employer to quickly scan for pertinent information regarding your experience. This format is the most popular and excellent for demonstrating employment history.

Functional/Targeted: This format emphasizes your capabilities, skills, and accomplishments rather than job titles. The functional format is most effective if you are changing fields or seeking a different emphasis in your career.

Combination: This format combines the best features of the previous two. Experiences are listed in chronological order but organized under skills or topical headings. Because the combination resume allows you to highlight significant experiences without necessarily placing your most current experience first, it is popular with students and recent graduates.

Layout:

Font: A simple, easy-to-read font is best. Use either a serif type (Times or Palatino) or a sans serif type (Arial or Helvetica) in a readable size (no smaller than 10 point, no larger than 14 point for your name only). It is best to be conservative. Choose one typeface and format style and stick to it. Consistency is key! Avoid italicized text and underlined words.

Margins: Half-inch margins for top, bottom, right, and left are preferred. Use margin adjustments to create a symmetrical and appealing resume.

Bullets: The bullet function works wonderfully to aid the eye in quickly scanning for specific skills and accomplishments. Keep it conservative -solid circles and squares are best.

Bold/Capitalization: Use these techniques to emphasize consistency and to provide a visually attractive document. It is more appealing to read a document with some variation, but too much is distracting.

Design:

These tips will make your resume easier to read and/or scan into an employer's database.

Use white or off-white paper.

Use 8-1/2 x 11-inch paper.

Unless you have considerable experience, you don't need two pages. Outline your achievements briefly and concisely.

Print on one side of the paper.

Do not fold or staple your resume.

If you must mail your resume, put it in a large envelope.

Proofreading and Editing

Have your resume and cover letter critiqued by several people. Do not be afraid to delete unnecessary words, sentences, and paragraphs. Make the appropriate changes and show the revisions. A good resume is always a work in progress. At least three revisions are usually needed to produce a solid product. The Career Services Staff is an excellent resource for resume reviews!

Printing Your Resume and Cover Letter

Your resume and cover letter should be word-processed on white resume paper available at any office product store. Mail the resume and cover letter in an 8x11 manila envelope. Unless your writing is *extremely* neat and easy to read, type your envelopes. Address it with the full name and title.

Follow Up

Calling to check on your status or to verify that your resume and cover letter have been received may show the employer that you are motivated and very interested in the position. However, it is important to make good decisions concerning the degree of follow up. If, for example, 200 people apply for a position and 25% of them call, that is 50 calls for an already busy individual! In addition, calling if the employer has specifically requested no phone calls can be interpreted as not being able to follow simple instructions. Your best judgment should guide you on this subject. If you have specific questions about a unique situation, consult the Career Services staff for advice on how to proceed.

Submitting Scannable and On-line/E-Mail Resumes

Many companies and organizations now have two additional tools in their application and screening process- electronically sent resumes and scanning. While these tools can make submitting/receiving resumes easier for both parties, they create additional issues for you.

Points to Consider:

- Deviations from the instructions for submitting a resume on-line can immediately eliminate you as a candidate.
- Electronic scanning systems search for "key words" that match you to the job. If you don't use the right words, the hiring person won't even see your resume. Be sure to target your resume to the job description. Use their words.
- Computers read differently than people do. Techniques that create an appealing resume to the eye can be confusing to the electronic eye. Use minimal symbols and bullets, one font and one font size, and white paper.

Resume Sections

HEADING/CONTACT INFORMATION

- Name, address (street address, city, state and zip code)
- Telephone (and area code),
- E-mail address (if applicable), website
- Make sure an employer can contact you or your answering machine by using a professional sounding message at the number you have indicated. If necessary, include both your current and permanent address and phone on the resume.

OBJECTIVE OR SUMMARY

An objective tells potential employers the sort of work you're hoping to do.

- Be specific about the job you want. For example: To obtain a technical position utilizing my professional skills in leadership, communication and teamwork.
- Tailor your objective to each employer you target/every job you seek.

EDUCATION

- Name of institutions attended, city and state where school is located
- Degree awarded: major and/or minor Date degree to be awarded
- GPA, if 3.5 or above
- Course titles, if employer requests them or if they substitute for lack of work experience
- Include Certifications, Licenses, etc. in this section or within its own section if appropriate

EXPERIENCE

- Position title, organization name
- City and state where organization is located, dates of service
- Description of skills used

Within this section include paid employment, internships and/or volunteer experiences that support your objective. Describe your experiences using short phrases beginning with past tense verbs. See the Action Words Section. Do not use the first-person (pronoun "I" or "my") on a resume. Quantify your experience wherever possible. (Example: Managed a \$5000 budget, supervised 15 people). A common way of presenting your experience is in reverse chronological order (most recent to least recent). You can also group related experiences together under special titles: **RELEVANT EXPERIENCE, VOLUNTEER EXPERIENCE or LEADERSHIP EXPERIENCE**

SKILLS AND QUALIFICATION

A staff member at your Career Services office can advise you on the information to include in this part of your resume. You will want to add:

- Special skills that are key to getting the position you are applying for
- Leadership experience in volunteer organizations, and community involvement
- Participation in extracurricular activities (must be current)

AWARDS & HONORS (if applicable)

- Award title and organization, purpose awarded for, date awarded

MEMBERSHIPS/AFFILIATIONS/VOLUNTEER (if applicable)

- Position title, organization name, city, state
- Dates of participation/membership
- Description of skills used in position

Highlight activities and affiliations in which you have been active and developed your skills. Use past-tense action verbs as in the EXPERIENCE section. Caution: Personal information has the potential to be used in a discriminatory way and can weaken a resume.

Do not include marital status, age, ethnicity, religion, place of birth or citizenship.

Resume Rules

Do's

- Do think of the employer's needs when composing a resume. Target your resume to be relevant to the employer and the position.
- Do include your name, address, telephone number (including area code) and email address (if used daily).
- Do emphasize your skills and accomplishments.
- Do use action words and quantitative descriptions; show the results of your work and how well you did your job.
- Do use reverse chronological order for experience and education (present jobs/education first).
- Do proofread your resume. Then have a Career Services Staff member proofread your resume.
- Do use quality bond or resume paper. (Available at any office supply store)
- Do keep your resume as concise as possible. Limit your resume to one page unless you are extensively experienced. See Career Services if you have questions.
- Do use fonts for organizations of information and visual appeal.
- Do use past tense of your action verbs.
- Do provide specific examples of how previous employers have benefited from your performance.

Don'ts

- Don't use abbreviations, except for state abbreviations.
- Don't use the personal pronouns "I" or "We".
- Don't include personal information such as age, race, ethnicity, religion, national origin, or marital status.
- Don't over exaggerate your qualifications.
- Don't use graphics, more than one font, creative fonts or colored paper.
- Don't use serif fonts if an employer may scan your resume.

Action Verbs for Resumes

Accelerated	Controlled	Formulated	Moderated	Related
Accompanied	Converted	Founded	Modified	Remained
Accomplished	Cooperated	Generated	Motivated	Remodeled
Accounted	Coordinated	Governed	Narrowed	Reorganized
Achieved	Correlated	Graded	Negotiated	Represented
Acquired Acted	Corroborated	Graduated	Nominated	Reported
Adapted	Created	Grouped Guided	Observed	Researched
Adjusted	Delegated	Handled Headed	Obtained	Resisted
Administered	Derived	Helped	Officiated	Resolved
Advanced	Designed	Hired	Operated	Responded
Advised	Designated	Illustrated	Ordered	Restored
Allocated	Detailed	Implemented	Originated	Reconstructed
Analyzed	Detected	Improved	Overhauled	Resumed
Answered	Determined	Improvised	Participated	Retailed
Applied	Developed	Included	Penetrated	Revamped
Appointed	Devised Devoted	Increased	Perceived	Revealed
Appropriated	Diagrammed	Induced	Perfected	Reviewed
Approved	Digested	Influenced	Performed	Revised Revived
Arranged	Discharged	Initiated	Persevered	Satisfied
Assembled	Discovered	Innovated	Persisted	Scheduled
Assessed	Discriminated	Inspected	Persuaded	Scouted
Assigned	Dispatched	Inspired	Piloted	Screened
Assisted	Displayed	Installed	Pinpointed	Searched
Assured	Earned	Instituted	Pioneered	Secured
Attained	Educated	Instructed	Placed	Seized Selected
Authorized	Effected	Insured	Planned	Served Serviced
Awarded	Elevated	Integrated	Pooled	Shared
Balanced	Eliminated	Intensified	Posted Practiced	Situated
Briefed	Employed	Interacted	Predicted	Solved
Brought	Empowered	Interpreted	Prepared	Sparked
Broadened	Enacted	Interviewed	Presented	Spoke
Budgeted	Encouraged	Introduced	Presided	Sponsored
Built	Endowed	Invented	Proceeded	Streamlined
Calculated	Enforced	Invested	Procured	Stressed
Catalogued	Engineered	Involved	Produced	Structured
Caused Certified	Entitled	Justified	Profited	Studied
Chaired	Established	Keynoted	Programmed	Succeeded
Channeled	Evaluated	Launched	Progressed	Supported
Checked	Examined	Learned	Projected	Supervised
Clarified	Executed	Lectured	Promoted	Surpassed
Coached	Exercised	Led	Prompted	Surveyed
Collaborated	Exerted	Licensed	Proposed	Sustained
Combined	Exhibited	Lived	Proved	Synchronizes
Commanded	Expanded	Listened	Publicized	Taught
Compiled	Expedited	Located	Purchased	Tested
Completed	Experienced	Maintained	Pursued	Transacted
Complied	Explored	Managed	Qualified Raised	Transferred
Composed	Fabricated	Mapped	Realized	Transformed
Conceived	Facilitated	Marketed	Received	Translated
Concluded	Featured	Mastered	Recognized	Tutored
Condensed	Financed	Maximized	Recommended	Understood
Conducted	Focused	Mediated	Reconciled	Unified
Consolidated	Forecasted	Mentored	Recorded	Used
Constructed	Foresaw	Merchandized	Recruited	Validated
Consulted	Formalized	Merited	Reduced	Ventured
Contracted	Formed	Mobilized	Regulated	Verified
Contributed		Modeled	Reinforced	Won

**FULL NAME
CURRENT ADDRESS
PREFERRED CONTACT PHONE NUMBER
PREFERRED EMAIL**

OBJECTIVE:

I am seeking the position of Personal Trainer at "INSERT GYM NAME" in order to utilize my education and experience to make a difference in my clients' lives through safe effective fitness training and nutritional counseling.

EDUCATION:

Southern California Health Institute- North Hollywood, CA
Personal Fitness Trainer/Health & Wellness Professional Certificate **Expected: June 2015**

CERTIFICATIONS:

- | | |
|---|---------------------------|
| • NASM Certified Personal Trainer (CPT) | Expected June 2015 |
| • NASM Corrective Exercise Specialist (CES) | April 2015 |
| • NASM Fitness Nutrition Specialist (FNS) | April 2015 |
| • NASM Weight Loss Specialist (WLS) | February 2015 |
| • NASM Senior Fitness Specialist (SFS) | January 2015 |
| • NASM Youth Exercise Specialist (YES) | December 2014 |
| • American Heart Association CPR/ AED Certified | Valid thru March 2017 |

SKILLS & QUALIFICATIONS:

- Profound customer service skills
- Professional relationship building skills
- Bilingual: English and Spanish
- Good time management skills; able to manage multiple tasks simultaneously
- Committed to maintain the highest levels of organization's mission and values
- Able to work flexible days and weekends
- Enjoy working in a fast paced work setting
- Develop, design and implement specific diet and exercise plans based on individual client's needs
- Perform periodic fitness assessments
- Support and encourage clients to meet their fitness goals
- Advise clients on diet and nutrition
- First-hand experience with clients of different cultures and socioeconomic backgrounds
- Very effective in promoting and selling related products and services
- Substantial knowledge of generating new clients through guest pass programs

CORE COMPETENCIES:

- | | | |
|-------------------|-----------------------|-------------------------|
| ✓ Leadership | ✓ Clients' motivation | ✓ Customer service |
| ✓ Sales | ✓ Fitness Assessment | ✓ Product knowledge |
| ✓ Fitness testing | ✓ Anatomy/physiology | ✓ Relationship building |

EMPLOYMENT HISTORY:

ITT-Technical Institute - Torrance, CA February 2014-Present
Student Worker

- Interact with students and help them gain more insight to current jobs in their field.
- Assist in maintaining all student files in alphabetical order.
- Support in operating fax and copy machine.