

Key Components To An Effective Resume

The following are what a recruiter or employer typically wants to see in a resume when an applicant is interested in a senior management position:

- Easy to Read:** Plain, easy to read, well laid out for clarity, simple (no more than three type styles and three sizes of fonts), 2-5 pages in length, plus a cover page; send by email.
- Contact Information:** Include full name, mailing address, phone numbers, and email address.
- Specific Dates:** Cover all time frames since having been awarded the first college degree using starting month and year and ending month and year. If not employed, then say what has been going on, even if looking for a job.
- Specifics of Employer:** For each employer mention the company, city, position title and information that describes the product or service, size (sales and number of employees), the organizational structure (you reported to what title, what titles were your peers, and what management titles reported to you), your responsibilities and accomplishments.
- Why you left:** Add *in italics* after each position why you left that position and why you took the next job.
- Education:** Type of college degree (B.S., MBA, etc.), subject area, name of institution, city and state, date awarded. If awarded a degree by an institution that is not certified by a regional accrediting body then the degree is viewed as having little merit.
- Additional Training:** Add any continuing education courses or seminars taken.
- Community Involvement / Personal Interests:** Add brief information about other involvements and things important to you.

NAME**ADDRESS**

Street

City, State Zip

TELEPHONE

(123) 987-6541

EMAILShelly1@cfl.rr.com**EDUCATION**

- Year Master of Education, Educational Leadership
Dallas University
- Year Master of Business Administration
University of Minnesota, Carlson School of Management
Major in finance and economics
- Year Bachelor of Science, Business Administration
University of Minnesota, Carlson School of Management

EXPERIENCE**3/2009–Present MAJOR HIGH SCHOOL
City, State
Director of Development**

Serve as chief fundraiser effectively leading and managing the development function, generating funding necessary to advance the mission and vision of the school. Overall duties and responsibilities include:

- Prepare and execute annual fundraising and long-term capital raising plans.
- Develop and maintain relationships with current and prospective donors and partners; serve as an external face of the school.
- Manage the implementation of a multi-million dollar, multi-year building campaign, developing case statements and all supportive materials and events.

Specific duties and responsibilities include:

Individual Giving

- Major Gifts
- Planned Giving
- Annual Fund
- Capital Campaign

Institutional Giving

- Corporate Partnerships
- Corporate and Private Foundations

9/2007–3/2009 MERRILL LYNCH
City, State
Financial Advisor

Worked with individuals, families and institutions to develop personalized, strategic solutions to address varied financial needs.

The invitation to be a part of a dynamic school and a convergence of training, experience and gifts was an opportunity I couldn't pass up.

3/2002–11/2012 ACCELERATE GROUP, INC.
City, State
President and CEO / Co-Owner

Accelerate was a start-up baseball training equipment and fitness company, selling to youth, high school, college and professional ballplayers. Responsible for all functions of business, including capital creation, financial, product design/development, manufacturing, sales and marketing, operations and customer service.

Sold the company.

1992-2/2002 U.S. BANCORP
City, State
U.S. Bank - Institutional Financial Services

1999-2002 **Senior Vice President and Manager of Central U.S. Region**

Responsible for sales, relationship management, marketing/event planning, and customer service. Oversaw group of 225 employees with \$35 million operating budget, and generated over \$55 million in annual revenue.

- Member of the senior management team that led the merger integration of Firststar and U.S. Bank; Member of compliance/risk management committee.
- Engineered the integration of six markets into one regional group.
- Managed a team of six market managers with overall responsibility for:

Left to join with several business partners in a startup company.

1992-1999 **Master Trust and Custody Group**
Executive Vice President and Managing Director

Built a business around an existing product line consisting of 1000+ clients, revenue of \$50 million and 175 employees.

- Developed business model and five year plan.
- Created strong team culture around previously fragmented operation.

- Supported sales and relationship management by calling on key clients.

I was promoted.

COMMUNITY INVOLVEMENT AND VOLUNTEER WORK

Current and Recent Past

- University of Minnesota, Carlson School of Management – Mentor Program
- Hill Academy, Chanhassen, MN
 - Capital Campaign Chair (1999-2000) - Raised \$1.3 million for education wing construction
 - Capital Campaign Chairman (2000-2001) – Raised \$.9 million for gymnasium.
 - Board of Directors (2001-04); Chair (2004)
 - Member, Head-of-School Search Committee (2005)
 - CHA Foundation, Chanhassen, MN – Board of Directors (2002-2011)
- Youth Athletics Coach - Tonka United Soccer, South Tonka Baseball, Chanhassen Athletic Association Basketball (2000-2007)
- Southwest High School
 - Chairman Annual Fund (2005) – raised \$250,000 operating capital
 - School Board Director (2006-2009)

PROFESSIONAL ASSOCIATIONS AND DESIGNATIONS

- National Association of Securities Dealers Licenses - Series 3, 6, 7 and 63 Licenses
- Fellow, Life Management Institute (FLMI)
- Member, Association of Investment Management Sales Executives
- Member, Midwest Pension Conference

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