

AUSTRALIAN RÉSUMÉ STRATEGIES ~ CASE STUDY I

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Case Study: Kim Hoskins

Background: Kim is a young graduate with a passion for sports. She is completing a Bachelor of Exercise Science that she initially saw as the key that would allow her to enter the world of corporate fitness coaching, or as a coach to elite athletes, or administrative employment in sports institutes. All was proceeding well towards that goal until Kim was given an opportunity to join a sports touring company as part of a temporary work experience stint late in 2001. Given the task of accompanying the wakeboard team on the road, Kim was initially the “gofer”—ensuring equipment was available and maintained, athletes arrived on time, and problems were solved prior to sponsored demonstrations and competitions.

Through this experience, Kim’s well-laid-out career goals were thrown into disarray. With the tour heavily involved in public relations, event management, marketing, and sponsorship deals, Kim discovered a passion for sports marketing and special events; she reveled in the challenge of bringing together sponsorship wine-and-dine marquees on a shoestring budget, and as time progressed, Kim’s focus had changed to “schmoozing,” PR, and events management. She later went on to run entire tours solo.

Challenge: The challenge: Kim has not studied for a career in this area at University, other than one compulsory marketing module. The time she spent with the sports marketing company has now extended over four years, but they are short stints and her services are “on demand” rather than part-time or casual. The challenge is to indicate that Kim has quite significant experience in special events and sports marketing through a few short periods with the wakeboard company and two short (70 hour) university placements with employers. Sports marketing is a popular and difficult field to get into and while we are not attempting to position her as an expert, we are attempting to elevate her experience sufficiently to get her noticed and compete against graduates with sports marketing degrees.

Strategy:

The best way to position Kim’s experience was not to dwell on the date details. Apart from being confusing to the reader with two and three-week stints over the past four years, it was easier to indicate that her involvement with the wakeboard company has been ongoing since 2001. A strategy that made her experience look a little more stable. Two 70-hour field placements secured by the university on her behalf have further capitalized on her expertise and indicated that she is a person who gives “above-and-beyond.”

Summary:

The opening “power statement” at the beginning of the page one, focuses more on Kim’s personality traits, yet at the same time strikes a balance between university studies and work experience. I have quoted attributes of her performance as praised by lecturers and employers—a strategy deliberately chosen to indicate that she is not a vastly experienced employee but a new graduate.

Keyword Summary:

I used a key word summary next under the heading “Value Offered.” Despite her experience being somewhat limited, Kim had actually had experience in each of these areas through her casual work and field experiences and was confident enough to believe that she could make genuine contributions to an employer in each of the areas outlined. Because of this I didn’t have to differentiate between being “trained in” or having “experience in” as one would normally have to consider for a graduate.

Events | Marketing Highlights

I wanted to provide a synopsis of highlights that the reader may find should they read the résumé from cover-to-cover. As that is rarely done, or done only when a résumé is of particular interest, I extracted highlights from the text used in pages two and three. I am hoping that if the reader reviews these highlights on page one, the person may be sufficiently interested to continue to the following pages.

Experience Summary

Employers and recruiters in Australia welcome an area that simply lists employment, dates, and position titles, so I have added this as a summary to page one. This also allows page one to be detached and presented as a one-page résumé if requested—as it has the contact details, experience summary, key skills, selected achievements, and the client's experience all on one page.

Normally this is not something I would do with a new graduate, as all-too-frequently the new graduate's actual experience will be filled with supermarket work, retail sales, or fast food operations and are usually not of interest in terms of pursuing their post-university goals. This case was an exception to that rule as Kim had three positions that showed that she did have experience in sports marketing, special events, and administration—so these jobs further underscored her personal marketability.

Experience – Expanded

Résumés in Australia are typically longer than their US counterparts, and for graduates two or perhaps three pages would be the maximum. In this case, I have extended that to four. Certainly something I would not do for most graduates, however Kim had an interesting enough story to tell and enough achievements to convey that it made an interesting read.

Relevant Experience

I divided the experience section into two parts: relevant experience—a section that would detail her sports marketing and special events coordination experience in one area, and her “real world” experience that didn't relate to her goals, separate.

Academic Highlights

I wanted to return the reader to the goal of marketing at the conclusion of the document as I didn't want them to be left with having reviewed Kim's supermarket work experience. Consequently I asked her a series of questions based on the Challenge Action Result approach using assignments she completed in her marketing course module. Information reminds the reader that Kim has experience, studies, and a strong ability to resolve challenges—all critical components needed in a special events or marketing role.

Education

Typically with a graduate résumé, I would place the education on page one. However there were two reasons I elected not to follow that course with this résumé. Firstly Kim's focus had changed and the course name did not reflect that so I wanted to put her experience on the agenda early. Secondly, this wasn't the first time Kim had changed her mind over her career goals. Initially she had commenced a nursing degree and had deferred that. I didn't particularly want to highlight that this was Kim's third attempt at positioning herself for a career!

Technical Notes:

This résumé is designed and written for the Australian market. This means:

- A4 paper (8.27 x 11.69 inches) is used.
- Zip codes are called “postcodes” in Australia and have four numbers.
- Telephone numbers: (03) signifies the area code for the State of Victoria. Landline telephones in Australia have eight digits (except toll free) and are typically written as two groups of four numbers, with no dash separating the numbers. Mobile numbers do not follow the same format as landlines. They are distinguished by the first group of four numbers such as 0412, 0414 (depending upon the telecommunications carrier), followed by two groups of three numbers.
- Spelling is Australian/English, hence words such as “organise, specialise, colour, defence, scrutinise, travelling, capitalise, judgement, and more are used throughout the document as being words different to US/English spelling.

Australian résumés are lengthier than their US counterparts. Résumés of three to four pages are the norm.

SPORTS MARKETING | SPECIAL EVENTS | MARKETING SUPPORT

A passion for excellence, an intense commitment to deliver projects to deadline, and the vision to inject creativity into everyday tasks, are performance characteristics that have underscored university studies, work experiences, and hands-on assignments in special events and sports marketing. Acknowledged by employers, lecturers, and clients as a meticulous trouble-shooter, rapid-paced learner, and independent thinker; intuitive, analytical, level-headed, and proficient in seeking and applying imaginative yet realistic solutions to problems. Optimistic with a solid work ethic; dedicated to enriching and maintaining the integrity of the marketing and promotions, optimising quality of service delivery, capitalising on opportunities, and making high-impact 'behind-the-scenes' contributions.

Value Offered

- Special Events Coordination
- Customer Relationship Management
- Direct Mail/Marketing
- Administrative Support
- Project Scheduling/Timelines
- Workflow Management
- Customer Service
- Media Relations/Press Releases
- Print Promotions and Campaigns
- Record Keeping
- Sponsorship Packages
- Media Kits/Materials
- Publicity Programs
- Advertising Communications
- Budget Development
- Client Relations
- Travel Arrangements
- Research and Analysis

Events | Marketing Highlights

- Working solo and with no preparatory work prior to project handover, delivered a VIP marquee event at a gross profit of \$9K, \$500 under budget, and within an "impossible" deadline of just 3 weeks.
- Structured gold, silver, and bronze sponsorship packages encompassing VIP tickets, track-side signage, public address promotional messages, and general admission tickets.
- Sealed profitability of a corporate promotional marquee by personally securing 50 additional corporate guest attendances just ten days prior to event.
- Launched media assault and advertising blitz prior to a sports tour winning news coverage from local television, radio, and newspapers in 90% of towns.
- Elevated tour awareness and visibility by positioning sponsors' logos on vehicles and boats—creating eye-catching promotional tools similar to a moving billboard.

Experience Summary

JETEXPRESS V8 SPEED BOATS 2/2005–Present
Assistant Event Coordinator

BLUEWAVE WAKEBOARD TOURS 2001–Present
Assistant Sponsorship Coordinator/Head Female Coach/Relief Tour Manager

LIGHTBULB INTERNATIONAL LTD 2005
Assistant Marketing Coordinator

PHIL'S LIQUOR COMPANY 2000–2005
Part Time Sales Assistant

PRIOR ENGAGEMENTS

- **Receptionist/Administration Casual**, Cranbourne Plant Hire (2001–2005)
- **Water-ski Instructor**, HotPlunge Water Sports (2001)
- **Receptionist**, Troopers Mineral Processing (2000)

Relevant Experience

JETEXPRESS V8 SPEED BOATS

2/2005–Present

Assistant Event Coordinator/Promoter

Capitalised on a series of short-term assignments that built personal credibility and led to projects of greater accountability. From initial request to coordinate the establishment of corporate marquees prior to a special event, the role has expanded to spearhead fundraisers that unite people, companies, and clients with a shared “extreme sports” experience as jet boat passengers; a marketing strategy designed to expose the sport to greater audiences for improved market share.

Key Contributions/Results:

- Working solo and with no preparatory work as a base, delivered the VIP marquee at a gross profit of \$9K, \$500 under expense budget, and within an “impossible” deadline of just three weeks. Guests were complimentary of the event and numerous praiseworthy comments were conveyed to the company’s Managing Director.
- Sold and negotiated \$13,500 in ticket packages to key business decision-makers, and completed a successful “cold” marketing strategy promoting the corporate event door-to-door. Created package information sheets, conducted follow-up telephone/email campaigns, and arranged product merchandise trinkets for inclusion in value-added promotional bags.
- Identified cost saving initiative to use VIP tickets as supplier payments.
- Structured gold, silver, and bronze sponsorship packages encompassing VIP tickets, track-side signage, public address promotional messages, and general admission tickets.
- Personally secured 50 additional guests 10 days prior to the event—an accomplishment that sealed the profitability.

SNAPSHOT

Company: Leader in V8 Jet Boats special events including the World Class Series, competitions, programs, and merchandise.

Report to: Managing Director

Direct Reports: 5 (bar staff, caterers, and general hand)

Position Summary: VIP Special Event Marquee management; sponsorship and corporate ticket package development; sponsorship sales.

LIGHTBULB INTERNATIONAL LTD

2005

Assistant Marketing Coordinator

Successfully completed a 70-hour university placement assisting with photo shoots, brand marketing reports, and reviewing industry magazines.

Key Contributions:

- Key participant throughout in-house photo shoot for *Sista* brand, sold in Target stores. Selected and recruited five models and ensured clothes and props were immediately available.
- Scanned industry magazines (Extreme Sports, Dolly, FHM, Dolly, Ralph, Video Hits, Chick, Exit, Freerider MX, Dirt Action) and monitored electronic media, recording source and dates of brand coverage that formed the basis of a marketing report for *Sista* and *Echo* brands.
- Collaborated with graphic designer and produced content of detailed summary—reviewing all promotions, advertising, and brand coverage over 6 months. Presented in bound format to brand managers and decision-makers.

SNAPSHOT

Company: Publicly-listed, international manufacturer and distributor of 15 brands marketed to extreme sports, fashion, and urban street wear retailers.

Reported to: World Brands Marketing Coordinator

Relevant Experience

BLUEWAVE WAKEBOARD TOURS

2001–Present

Assistant Sponsorship Coordinator/Head Female Coach/Relief Tour Manager

Physically challenging employment living “on the road” for extended periods throughout tours. The mission: to contribute to public, community and media relations, promotions, marketing, sales, and advertising, and coordinate special events.

From a novice in 2001, the managing director now takes extended breaks overseas and is confident to entrust complete tour management to continue without incident as the Relief Tour Manager overseeing all macro and micro areas of the tour.

Key Contributions:

- Launched media assault and advertising blitz prior to tour’s arrival accomplishing news coverage from local television, radio, and newspapers in 90% of towns. Arranged signage in prominent places, coordinated printing of customised t-shirts with sponsorship logos, and arranged boat and vehicle displays and poster giveaways at other sporting events such as *The Xtreme Games*.
- Shaped alliance with regional radio stations and local hotels to promote tours with free giveaways and professional athlete appearances.
- Delegated and monitored work performances of three coaches overseeing equipment maintenance, packing, boat driving, and marquee set-ups.
- Collected products from sponsors for promotional sample bags that aligned with the active-lifestyle demographic (ages 12 to 30).
- Spokesperson for the company at the 2003 Melbourne Boat Show, communicating with spectators and answering PR questions. Behind-the-scenes involvement included ensuring promotional product availability to meet demand, and establishing a plasma TV demonstrating wakeboarding DVDs on loop.
- Successfully managed conflict over allegations of verbal insults made to a tour visitor by a staff member. Curbed parental anger that threatened to negatively impact sponsors, and arranged ticket refund, free T-Shirt, DVD and apology letter to be sent. Conciliatory email received later from the patron closed the matter.
- Composed article update for industry magazine *Boarder* providing update on the tour’s progress.
- Elevated tour awareness and visibility by positioning sponsors’ logos on vehicle and boat—creating an eye-catching promotional tool similar to a moving billboard.
- Maintained sponsorship loyalty through regular postcard communications, website updates, and courtesy calls.
- Conducted 30 national clinics for all levels—beginners keen to try to the sport through to advanced riders. 30-minute instruction sessions were followed with demonstrations to spectators and participants.
- Instrumental in securing a \$20,000 sponsorship package with HSV, \$4000 with CarryBoy Canopies, and \$1000 from Anger Management Clothing.
- Created information hand-out presented to each hosting dealership. Hand-out detailed sponsorship expectations and obligations.

SNAPSHOT

Company:

Australian company representing leading sports brands including HSV, Tige Boats, Spy sunglasses, Fox, Activision, and Liquid Force Wakeboards.

Report to:

Managing Director

Direct Reports: 3 coaches.

Position

Summary:

Instructing and coaching wakeboard clinics nationally; promoted sponsor products at tour stops, and constructed sponsorship proposals.

Prior Engagements

CRANBOURNE PLANT HIRE

2001–2005

Receptionist/Administration Casual

Administer and occasionally manage this family-owned business, attending to telephones, in-person reception, client correspondence, emails, and appointment scheduling. Back office administrative tasks includes daily banking, generating direct mail campaigns and reports, filing, document production, and itinerary planning for travel and accommodation arrangements. Manage accounts payable function for 50 accounts monthly, and process payroll for four employees and sub contractors.

PHIL'S LIQUOR COMPANY

2000–2005

Part Time Sales Assistant

Enjoy a 100% customer satisfaction rate with no complaints lodged, and frequently requested by name to provide product assistance or resolve customer account issues. Provide information on prices, product quality, wine regions, bulk discounts, or searching for hard-to-get items. Received three letters of praise sent by customers to head office, and received a 100% score on a mystery shopping report.

OTHER APPOINTMENTS

- **Water-ski Instructor**, HotPlunge Water Sports (2001)
- **Receptionist**, Troopers Mineral Processing (2000)

Academic Highlights ~ Marketing

Recent examples of academic projects, challenges, and team work that support career goals

Sports Promotion, Sponsorships, Marketing

Formed team of three to produce a SWOT analysis and sponsorship proposal for an existing sports marketing enterprise. Personally coordinated the project timelines and delegated tasks to overcome limited English language skills of student peers. The findings, presented via a PowerPoint presentation, was awarded a distinction result, and the company's Managing Director used the proposal to snare a lucrative sponsorship with HSV Vehicles.

Sports Management

3-person project. Mission: to produce a marketing mix and a ready-to-sell product, marketing slogan, and verbal class presentation. With geographical distances impeding opportunities to meet, and a team member struggling with time and work commitments, the tight deadline was threatened. Personally assumed the majority of the work burden, devising the market mix, and constructing the presentation—complete with product designs. Outcome: Distinction.

Education | Training

Bachelor of Exercise Science in Human Movement

Deakin University of Technology (2005)

Bachelor of Nursing (deferred)

Year 1 successfully completed

University of Bendigo (2000)

Training includes: Responsible Service of Alcohol Certificate ▪ Wine and Food Education ▪ Canadian Water-Ski Instructors Course ▪ Austswim Course ▪ Boats Driver's Licence

Gayle Howard was the first Australian to be awarded three resume writing certifications as a Certified Professional Resume Writer (CPRW), Certified Resume Writer (CRW), and Certified Expert Resume Writer. She is also a Credentialed Career Master (CCM) and a Certified Web Portfolio Practitioner. Her

work has been featured in more than 20 career books internationally and she is the author of the e-Book "PS You Need a Resume!". You can contact her via email at getinterviews@topmargin.com or by phone at 61 3 9726 6694.