

## CAREER NOTES

By Dick Bradow, PGA Career Consultant

If you are like many PGA Professionals, you may not have a strong desire to seek another job and most likely haven't updated or even looked at your resume for quite some time. However, if your "dream" job unexpectedly became available tomorrow, would you be able get your resume ready in a timely manner and put your best foot forward in the job search?

I speak frequently with PGA Professionals who have received a CareerLinks notification about a job they want to pursue, but it's been a few years since they last updated their resume, and they are suddenly scrambling to put something together in short time frame. To avoid this from happening to you, it's a good idea to update your resume every year by adding any new skills, experience, accomplishments, and activities. It's also wise to make sure your resume is presented in a contemporary format and style – what worked ten years ago may not be applicable in today's market. By keeping your resume as current as possible, you'll be better prepared when an opportunity arises.

As a start, you can find resume and cover letter tips, as well as a variety of sample resume formats and styles, on the PGA Employment Center on [www.pgalinks.com](http://www.pgalinks.com) – just look in the "Job Hunter's Tool Kit." There is also a wealth of resume information readily available in books and on the Internet. In addition, PGA Career Consultants are available to critique and provide suggestions on your resume.

When you write your resume, always keep in mind that you are creating a marketing tool about you and your credentials, which you will be using to sell yourself to a potential employer. There is an old sales adage, which can also be applied to resume writing – "*Sell the customer what they want to buy.*" In other words, you should research the position you are seeking and find out as much as possible about the employer's primary issues and needs. You can then use this information as the focus for your cover letter and resume, which should be targeted to the specific needs of that employer. Sending the same resume to each employer with a simple listing of your work history and general job duties, along with a generic cover letter, is a sure way to be eliminated from consideration.

In the "Professional Experience" area of your resume, you should highlight your accomplishments in the most important areas for the position you are seeking. Put yourself in the reader's shoes and ask the following questions:

- What have you achieved at your facility?
- How have you improved your operation?
- What have you done to increase participation and revenues?
- What problems arose and how did you fix them?
- How is your employer better off because you were there?

Use concise bullet points that begin with an action verb and include statistics and percentages where applicable to document your achievements. For example, it's not hard to imagine which of the following sets of bullet points would have the most impact:

- Ran tournaments and outings
- Gave lessons and clinics
- Responsible for merchandising

**OR**

- Planned and coordinated over 50 tournaments and increased new outing business by 20%
- Provided over 200 individual lessons and conducted 10 group clinics for all skill levels
- Managed all aspects of the merchandising program and increased annual sales by 15% to \$300,000

While there is no right or wrong to resume writing, there are some commonly accepted practices and principles. Here are some keys to a well written resume:

- Is well organized, professional looking, and easy to read
- The content is targeted to employer needs
- Includes relevant skills and qualifications
- Has perfect spelling and grammar – be careful with there/their, then/than, to/two/too, etc.
- Uses bullet points, action verbs, and statistics to quantify accomplishments
- Uses consistent font sizes, bold, italics, headings, margins, spacing, tense, etc.

There are also some things to avoid:

- Don't use personal pronouns – avoid using I, me, my, etc.
- Don't include discriminatory information or “red flags”
- Don't exaggerate – no “little white lies”
- Don't use excessive paragraph text
- Don't include irrelevant information or “fluff”
- Don't use abbreviations or slang
- Don't overuse capitals, bold, italics, underlining, etc.
- Don't include salary requirements (unless requested)

Good luck, and please don't hesitate to contact me if you have any questions or would like assistance with your resume or any PGA employment services.

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