

The Ten Keys To Writing A Resume That Gets Interviews

1. Know your three greatest strengths.
2. Know your top accomplishments.
3. Use the best format.
4. Target your resume toward the position for which you are applying.
5. Use detailed and accomplishment oriented statements.
6. Don't use an objective.
7. Don't puff.
8. Always tell the truth.
9. Use correct grammar and spelling.
10. Keep cover letters and emails short.

1. Know your three greatest strengths

Exercise: Write down your three greatest strengths.

Strength #1

Strength #2

Strength #3

2. Know your top accomplishments.

Examples of accomplishments:

- Realigned Accounts Receivable procedures which reduced outstanding balance of \$115,000 to \$60,000, a 48% reduction in three months.
- Assessed and revised accounting area controls and procedures, allowing for staff reduction of 33% while gross revenue increased 218% over 5 years.
- Implemented Cradle to Grave Chemical Management program resulting in \$6 million annualized business.
- Received "Most New Business Award" 3 years in a row.

Exercise: Write down one accomplishment.

Exercise: Tell me about yourself?

3. Use the best format.

4. Target your resume toward the position for which you are applying.
5. Use detailed and accomplishment oriented statements.
6. Don't use an objective.
7. Don't puff.
8. Always tell the truth.
9. Use correct grammar and spelling.
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PROFESSIONAL EXPERIENCE

Large Real Estate Company

Assistant Controller – Asset Management (October 2010 to July 2011)

- Responsible for overall supervision of FASB/FAS Team. This team is responsible for ensuring reasonableness of straight-line rent adjustments in accordance with FASB 13 and proper capitalization of capital expenditures and tenant related costs.
- Reviewed financial statements for certain REIT and joint venture properties to ensure completeness and accuracy of financial information.
- Reviewed quarterly accruals and year-end reconciliation of CAM charges, property taxes, insurance and other costs passed on to the tenants in accordance with the lease agreements.
- Assisted with the coordination of 2010 year end audit and reviewed schedules requested by external auditors for certain properties.
- Assisted with the analysis of certain debt and equity transactions to resolve proper accounting treatment.
- Responsible for timely submission of Minimum Rent Variance Analysis, Operations Capital Expenditure, Store for Store Reports, NOI report and other adhoc reports requested by management.
- Assisted with the overall review of Q1 reforecast for certain properties.

CPA Firm, LLP

Audit Supervisor (July 2008 to September 2010)

Audit Senior (July 2006 to June 2008)

Audit Staff (June 2005 to June 2006)

- Responsible for the performance of all facets of audit engagements. Coordinate various phases of engagements: plan engagements, budget time & expenses, staff engagements, monitor actual performance against budget, review working papers for accuracy and completeness and review financial statements for suitability of presentation and adequacy of disclosures. Supervise the assignment of duties to all personnel assigned to the engagements.
- Prepare SEC reports such as Form 10K, quarterly SAS 100 reviews, registration filings, reverse merger transactions. Experience with various industries including consumer products, technology, manufacturing, distribution, services, title and escrow and mortgage banking (compliance on Regulation AB, securitizations on mortgage backed securities and certain hedging activities). Clients revenue range is start-up to \$500MM .
- Submit various management letter comments (SAS 112) to recommend implementation of effective internal controls and operational efficiencies.
- Experience in assisting clients prepare for SOX external audit.
- Responsible for supervision, development and mentoring of staff.
- Received various complements and appreciation from clients and firm management for excellent service on complicated audits and accounting areas. Examples include:
 - Met an accelerated deadline for issuance of consolidated financial statements needed for a critical business decision (issued 15 days before the required deadline)
 - Ability to manage/run multiple engagements (between 6-7) simultaneously, specifically during busy season
 - Capable of supervising up to 8 staff on multiple engagements and consistently meeting tight deadlines.
 - Perform analysis on complex areas such as embedded derivatives, debt extinguishments, debt

and equity issuances, stock options, warrants, revenue recognition, consolidation, etc. Experience includes work with the following authoritative literature: ARB 51, FAS 13, FAS 45, FAS 123R, FAS 133, FAS 142, FAS 144, FAS 150, FAS 160, FIN 46R, SOP 97-2, EITF 96-19, EITF 98-05, EITF 00-19, EITF 00-27, EITF 00-21, EITF 02-04, EITF 06-06, EITF 07-05.

CPA, Inc. Certified Public Accountants

Audit Staff (May 2004 to May 2005)

- Experience with SEC reporting such as Form 10K and quarterly SAS 100 reviews. Industries included retail, consumer products, technology and services.

Manufacturing Company, Inc. (Philippines)

(a wholly owned subsidiary of Manufacturing, Inc., USA)

Senior Accountant (August 2001 – May 2004)

Cost Accountant (September 2000 – July 2001)

Credit Accountant (February 1998 – August 2000)

- Prepared financial statements in accordance with US GAAP. Prepared financial reporting package for local executives and parent company (US) review.
- Responsible for the overall supervision of general accounting functions such as the month-end close process and review of reconciliations (banks, accounts receivable, accounts payable, intercompany transactions, and other subsidiary and general ledger reconciliations) to support the financial statements and schedules required by external auditors)
- Spearheaded various improvements on accounting processes and internal controls (implemented fixed assets control and procedures; implemented efficiencies on payment processing to foreign and local vendors)
- Created inventory related reporting to various departments (operations, sales, purchasing) to improve cost monitoring, track of variance analysis and perform cycle count of inventories.

CPA & Co. (A Member Firm of Ernst & Young)

Audit Staff in Charge (June 1996 – September 1997)

Audit Staff (November 1995 – May 1996)

- Performed audit methodology in accordance with US GAAS.
- Prepared financial statements in accordance with US GAAP.
- Reviewed and evaluated internal control structure of a business entity and prepared necessary reports to recommend implementation of good internal controls.
- Experience in fraud audits.

EDUCATION

1991 – 1995 B.S. Accountancy
University of Santo Tomas
España, Manila, Philippines

Financial Analyst

Relevant Experience

Financial Consulting Firm

Irvine, CA

XXXXXXXXXXXXXXXXXXXX IS A FINANCIAL CONSULTING FIRM THAT CATERES TO THE SPECIFIC NEEDS OF TRAUMA CARE IN HOSPITALS NATIONWIDE.

Financial Analyst

3/00-Present

- Perform budgeting for the Trauma Resource Network including quarterly cash flow projections, budget to actual analysis of bi-annual conferences as well as analysis of numerous ongoing studies and projects
- As client service, consult with hospital administration, to Chief Financial Officer, regarding Trauma Center annual budget, financial needs and projections
- Developed financial models to forecast trauma surgeon call pay amount based on Medicare unit value, payer mix, and hospital collection rate
- Work with trauma centers nationwide to establish Trauma Team Activation Fees to help shift the high costs of a small number of patients to the entire patient population; justified through various financial models that estimate profit margin before and after implementation of Fees
- Realigned Accounts Receivable procedures which reduced outstanding balance of \$115,000 to \$60,000, a 48% reduction in three months
- Increased revenue and profit for the first two quarters of fiscal year 2001 35% in comparison to 5 and 8% in previous two years by improving client relations and product
- Created Microsoft Access Database to convert all Bishop+Associates data from Excel, currently containing data of 671 Trauma Centers which includes all relevant information regarding Trauma Center operation, finance and daily client interaction
- Decreased data entry time of study set from four hours to thirty minutes while reducing chance of data entry error
- Increased user data requests from monthly to daily with quality report writing and more user-friendly access to data
- Increased collection of member studies five fold over previous two years, using data to generate financial reports and current industry benchmarks
- Analyze Mission Trauma Billing data with use of Access to run multiple reports of payer mix, patient injury severity and collection rates
- Organize logistics for bi-annual Trauma Resource Network Conference including site contracts, registration, marketing and budgets

Company

Mesa, AZ

XXX CATERES TO BUDGET-CONSCIOUS BUSINESS TRAVELERS, AS WELL AS TO PROFESSIONALS WHO ARE EITHER RELOCATING OR WORKING ON TEMPORARY ASSIGNMENTS.

General Manager

11/98-3/00

- Ensured property met budgeted cost and revenue margins
- Authorized and verified payroll
- Controlled labor costs and shrinkage
- Recruited, interviewed and hired property staff
- Implemented property marketing and direct sales plan
- 16 Direct reports in Management, Front Desk, Housekeeping, and Maintenance

Skills

Proficient in Microsoft Access, Excel, Word, and PowerPoint
Microsoft SQL Server 2000 Coursework in progress
Strong organizational skills and multi-task orientated
Dedicated to meeting and exceeding expectations
Posses a strong work ethic and desire to learn

Education

Arizona State University, College of Business

May, 1999

Bachelor of Science Finance
Tempe, AZ

Controller, CMA

Professional Experience:

XXXXX

2008-Present

(Commodity Brokerage Trading Firm // Cheese Remanufacturing Facility)

Controller for privately held companies.

- Fully implemented Sage Mas 100 (Mas 90 / Mas 200) ERP Accounting software reducing month end close time by 9 months, allowing better financial reporting and data analysis capabilities.
- Increased cash flow metrics through better use of ACH in payment receipts and disbursements, resulting in better Vendor relationships.
- Assessed and revised accounting area controls and procedures, allowing for staff reduction of 33% while gross revenue increased 218% over 5 years
- Assessed and reviewed overhead expenses reducing costs by 23%.
- Reduced AR Days Sales Outstanding by 23 days by assessing and revising Customer billing processes; this improved cash flow reduced Operating Interest Expense while experiencing rapid sales growth.
- Improved banking relationship allowing for increase in working capital line of 325%.
- Reviewed and revised Business Liability Insurance resulting in cost savings of 8%.
- Administrator of Corporate computer network / intranet / email and VPN/Firewall access.

Revision

Professional Experience:

XXXXX

2008-Present

(Commodity Brokerage Trading Firm // Cheese Remanufacturing Facility)

Controller for privately held companies.

- Fully implemented Sage Mas 100 (Mas 90 / Mas 200) ERP Accounting software reducing month end close time by 9 months, allowing better financial reporting and data analysis capabilities.
 - 1) Modified Sales Order and AR modules with Sales Rep codes to better track profitability by Salesperson; Eliminating manual spreadsheet tracking of Sales Rep. profitability through use of Mas 90 reports
 - 2) Properly used purchase order module with purchases clearing report to better track inventory received, open PO receipts, vendor invoices and prepaid purchase orders
 - 3) Implemented AP Ach module to more productively pay vendors via Bank Wire and ACH payments
 - 4) Brought Payroll back in house via Payroll module, resulting in 15k savings per year in payroll processing fees
 - 5) Reconciled Inventory in 8 warehouses in 5 states
 - 6) Revised procedures in Bill of Material module to better reflect inventory costs of blended product
 - 7) Trained and worked with software users in the Accounting and Sales area to better utilize system
- Increased cash flow metrics through better use of ACH in payment receipts and disbursements, resulting in better Customer and Vendor relationships
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Job Hunting | August 15, 2013 | CFO.com | US

How to Avoid Résumé Fraud

CFOs: You may be lying on your résumé without realizing it. Don't.

Marielle Segarra

Here's the situation: You're ready to move on from your job and find another (or perhaps your first) CFO role. But the economy is tough, it seems impossible to get a job interview, and you start revamping your résumé. Maybe if you change a few words around, play up your experience with buzzwords and even fudge a few dates to cover that one termination, you'll have a better chance of getting to the next round. That's not really lying, and it's likely no one (especially at a small company) will find out, right?

Wrong, executive recruiters say. Indeed, in a competitive job market, it may be even more important to be straightforward on your résumé, says Carolyn Leadbeater, executive recruiter at Canadian-based recruiting firm Quantum Management Services. "In this economy, you don't have the luxury to take chances," Leadbeater says. "If you have three candidates going into a job, as the hiring manager, you're going to look for any reason to make your decision easier," she says. "One person lied? Easy enough, drop him or her."

And omissions, fudging and flat-out lies on résumés may be taken even more seriously at the senior level. "At the end of the day, lying is lying," says Leadbeater. "But if you are a CFO, you're supposed to be this figure of knowledge, power and importance — someone who is going to be making strategic decisions about money and the way the company works. And it's like, if you thought it was OK to lie about this, what else do you think it's OK to lie about?"

Even if you get through the interview process, you can still be fired later if someone finds out you lied on your résumé. Scott Thompson, the former CEO of Yahoo, was fired in 2012 once activist shareholders revealed that he had lied about receiving a computer science degree in college.

The problem is that many candidates don't identify their own behavior as lying. Some think résumé fraud means making up a job or a title out of thin air, not, for example, saying you know how to use a software program that you haven't touched in 25 years. In that way, aspiring CFOs may actually be sinking their chances of getting a job without knowing it. How can they avoid committing résumé fraud?

Don't try too hard to be "buzzy." One way candidates destroy their chances: they try too hard to be buzzy and they end up overselling themselves. Recently, for instance, recruiter Sandy Charet received a résumé that sent up some red flags. "I really had the feeling that [the candidate] went to the Internet to search 'what are the good buzzwords to use in a résumé' and just plugged them in," Charet, who is president of her eponymous recruiting firm, says. For instance, the candidate said she "drove" company initiatives at one of her early jobs. "Maybe I'm being very picky, but what does that mean really?" she asks. "When I hear 'drove,' that means to me you were the leader and you made it happen. But it was the first job this person had after college. I doubt that she drove things." Often when using buzzwords, candidates exaggerate their role in a key initiative. One candidate took full credit for an accomplishment, but Charet later discovered that she worked on that project with a team. At the end of the day, every industry is small, and everyone knows each other, Charet says. Just as candidates should not burn bridges within the industry, they should not take credit for someone else's work.

On the contrary, sharing the spotlight might gain a candidate some brownie points, she adds. "There's nothing wrong with saying you 'collaborated on' something. I think people like that kind of attitude more than 'I did this' or 'I did that,'" Charet says. "I've actually had clients say this person is not a team player, everything is 'I, I, I.' Some companies really like that you worked with a team." Indeed, if you "helped," "facilitated" or "co-captained" a project,

don't be afraid to say so. "Those little modifiers make all the difference in the world, and there's no negative to using them," Charet says.

Don't make lies of omission. Other candidates will make seemingly subtle misstatements that come back to bite them. One of Charet's senior-level recruits got through several rounds of interviews and to the offer stage before the company checked his college grade point average. His résumé overstated his GPA by a few tenths, and that discrepancy lost him the job. "My client said to me, 'How could I in good conscience hire a person when I know he didn't tell the truth or was careless with that number?'"

"Someone might say they're the CFO of a Fortune 500 company and it turns out they're the CFO of a division of a Fortune 500 company," says Jay Meschke, president at CBIZ Human Capital Services, an executive search firm. Since those are very different roles, a company would likely not hire that candidate, he says.

And sometimes, candidates will forget to take skills off their résumés that used to be true or they will add competencies that they think they have but don't. For instance, some candidates will list social media as a skill, when they actually only know how to post photos of their cat on Facebook. "Social media is its own profession now, and sometimes people may not understand the difference," Leadbeater says.

Don't fudge job start and end dates. Leadbeater sometimes sees senior-level candidates who were laid off lie about when they left their jobs. "If you want to present your résumé as being better, maybe you fudge the months that you were laid off so it doesn't look like as big of a gap," Leadbeater says.

But eventually, people give themselves away, she says. "I've also seen people put the correct dates on their LinkedIn profile and the wrong dates on their résumé. That was a rookie mistake by a senior-level candidate." And there are ways to find out whether someone still works at a company without alerting their boss, Leadbeater says. Some recruiters will call the company's main desk and ask for a candidate without identifying themselves. In that way, they can find out discreetly whether the person still works there.

Mistakes like that will follow you around your entire career, Leadbeater says. "Let's say that you fudged something 10 years ago. People don't forget that sort of thing," she says. "I had a very senior candidate and I sent him to one of my best clients. He lied to them about something on his résumé 15 years ago and they said they would absolutely not consider him at all. Your reputation is everything. If you lie, you're just setting yourself up to fail."

Leadbeater says candidates don't necessarily make these omissions or false statements on purpose. "But at the end of the day, this is a representation of you to a certain company," she says. "If you're a CFO, you should know better. And if you're looking to climb to that next level, you don't get there by lying about what you're capable of."