

Sample Resumes – Chronological, Functional, Combination

Sample Resumes are presented on pages 2-7. All three resume styles are featured:

Chronological (pgs. 2 - 3)

- *Michelle Gracieuse* – seeking a Management role in the Pharmaceutical industry



You should use a **chronological** resume if:

- You have many years of experience in one career, and can show progression
- You have worked for several employers or clients in one industry
- You have minimal or no gaps in between jobs

Functional (pgs. 4 – 5)

- *Sam Mascini* – seeking an Employment Counsellor role



You should choose a **functional** resume if:

- You have little to no experience in your field
- You are changing careers
- You have transferable skills from different areas of your life that compensate for your lack of experience
- You have gaps or job hopping in your work history

Combination (pgs. 6 – 7)

- *Kelly Lipton* – seeking a Recruitment Consultant role



A **combination** resume would work best if:




- You are in the early stages of your career with 1–3 years of relevant experience
- You are a recent graduate with limited work experience
- You are changing either careers or industries
- You have worked with only a few employers, but have a consistent track record
- You have no gaps in your work history

Note:

- ✓ Variety of styles of Professional Profiles
- ✓ Objective Statements are optional
- ✓ Examples of different font styles/ sizes
- ✓ Use of action verbs, powerful language
- ✓ Strong accomplishment statements
- ✓ Creative formatting/headings – show uniqueness

Please note, there are lists of **action verbs** and **skills words** in the document “How to Create a Resume That Sells You – Instructions” to help you choose powerful vocabulary when composing your resume. You will also find **resume templates** for all 3 resume styles in a separate document.

Michelle Gracieuse

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Objective

A management role with a pharmaceutical industry leader in a dynamic, team setting using my interpersonal and analytical skills to maximize cancer patient care and build the business.

Profile

- 21 years in Pharmaceutical Sales within Primary Care, Hospital, and 11 years in Oncology
- BSc - Biology, MBA - Healthcare Management
- Awarded "Circle of Excellence" for sales in 2016, 2017, and 2019
- Breadth and depth of professional development, including: "Selling to Executives", "Project Management", "Mastering Difficult Situations", "Influencing for Results"
- Western Regional Business Team Lead since 2011
- Exceptional communication skills, including listening plus verbal and written
- Intuitive and logical, with a curious mind and superior investigative skills - global mindset
- Visionary thinker with a track record of building and maintaining strategic partnerships
- Superior interpersonal skills: proven ability to develop collaborative relationships and problem solve with team and colleagues at all levels, plus stakeholders and customers
- Strong commitment and enthusiastic attitude toward cancer patient care

Professional Experience

Oncology Therapeutic Specialist, Apotex, Vancouver, BC 2012-present

- Communicate, on a daily basis, scientific findings and information to key customers (Oncologists, Nurses, Pharmacists, Internal Medicine Specialists, Hematologists) to ensure appropriate use of Oncology products according to ideal patient profiles: by 1:1 meetings, conferences, scientific conferences/symposia, presentations, email, and telephone
- Identify areas for improved patient care; educate customers (e.g., re: side effect management) by delivering presentations, and organizing tailored educational programs (symposia, conferences) for up to 100+ attendees
- Continuously assess Oncology environment within the province/territory; adjust business planning to meet the needs of a dynamic Oncology landscape, maximizing product sales
- Investigate patient flow through cancer centers to identify key opinion leaders (KOLs) and areas to improve patient care: via hospital visits and case conferencing with medical staff
- Self-educate on an ongoing basis re: scientific studies, future trends, competitor drugs, leading edge treatments, and patient management
- Perform weekly administration including conference/symposia planning (ARIBA software), call entry (SIEBEL software), expense reporting (GCE software), and email (Outlook)

Accomplishments:

- Appointed as Western Regional Business Team Lead, 2019
- In collaboration with Oncology business partner, initiated KOL support strategy, resulting in automatic 6-month Pharmacare coverage of Fragmin in Cancer Associated Thrombosis, reducing recurrence rate of Venous Thromboembolism and associated physician administrative workload by 50%
- Expanded use of Fragmin for CAT in Interior Health Region from 0 to 86%

Michelle Gracieuse

Hospital Specialty Representative, Roche, Vancouver, BC 2010-2012

- Promoted anti-coagulation (Fragmin) and antibiotics (Zyvoxam, Clindamycin) to approx. 75 Cardiologists, Orthopedic Specialists, Hematologists, Internal Medicine Specialists, Infectious Disease Specialists, Emergency Physicians, Nurses, and Pharmacists: by 1:1 meetings, conferences, scientific conferences/symposia, presentations, email, and phone
- Educated customers by delivering presentations, and organizing tailored educational programs (symposia, conferences) for up to 100+ attendees
- Self-educated on an ongoing basis re: scientific studies, future trends, competitor drugs, leading edge treatments, and patient management
- Performed weekly administration including assessing KOL needs to develop Continuing Health Education Program curriculum; business planning, expense reporting, call entry

Accomplishments:

- Originated Cardiology and Infectious Disease Preceptorships for Roche at VGH
- Re-established contact and relationships with 75+ KOLs in territory, resulting in strengthening of the Roche brand, increased sales, and re-claiming of market share
- Successfully launched antibiotic Zyvoxam – within 6 months, the sales level within my territory placed the drug in the category of top sales in Canada
- Initiated and implemented the development of Fragmin literature binder for hospital sales team of 15 colleagues and customers (Prince George Regional Hospital – Pharmacy)
- Concurrently held Hospital and Oncology Specialty Representative positions over 2 years

Primary Care Representative, GlaxoSmithKline (GSK), Vancouver, BC 2002-2010

- Promoted GSK product portfolio to 100+ Primary Care physicians, specialists, retail and hospital pharmacies by establishing and nurturing strong business relationships
- Managed 50+ wholesaler/retailer accounts (e.g., Zellers, Safeway, Pharmasave) by suggesting purchase volumes, managing returns & inventory, advising re: sales promotions
- Educated customers re: scientific literature by delivering presentations, and organizing tailored educational programs (symposia, conferences) for up to 100+ attendees

Accomplishment:

- Consistently ranked within top 10% of sales across Canada

Formal Education & Special Training

MBA (Healthcare Management), Athabasca University, 2019

BSc. (Biology), University of British Columbia, 1997

University of Apotex, “Power to Learn”, Montreal, Quebec, 2019-present: Project Management • Mastering Difficult Situations • Situational Self-Leadership • Influencing for Results • Listening Skills • Behavioral Styles • Facilitation Skills • Coaching Tips

Council for Continuing Pharmaceutical Education, 2000-2010:

Basic Accreditation • Cardiology • Dermatology • Rheumatology • Endocrinology
Gastroenterology • Immunology • Infectious Diseases • Oncology • Pharmacoeconomics

SAM MASCINI

EMPLOYMENT COUNSELLOR · Fredericton, NB · 506.456.7890 · smascini@yahoo.ca

PROFESSIONAL PROFILE

An empathetic, integrous Employment Counsellor who is equally personable and strategic - a doer who makes concrete results happen quickly and who values doing what's right over what's easy. Personally driven to help others create a rewarding life through self-esteem building and facilitating discovery of their personal mission.

RELEVANT SKILLS and ACCOMPLISHMENTS

Individual & Group Counselling, Advising & Facilitating

Passionate, intuitive, warm, caring, sensitive to people's needs, genuine concern for people and their identity struggles. Strong aptitude for diagnosing work/life dilemmas; wired for creating personal strategies to help people construct lives with intentionality.

- As a Career Strategist at M-PLOY Me, supported a job search of client with *idiopathic generalized epilepsy* who was unemployed for 12 years. Client results included finding her "dream job" as well as a strategy for increased self-esteem and ease in living with and discussing her disability.
- Found eligibility loophole to fund \$20K helicopter pilot training for client who accrued \$100K debt due to inability to resume career after disabling car accident (M-PLOY Me).
- As Principal of *Imago Associates*™, became the first in Canada to offer The Dependable Strengths Articulation Process® (a self-esteem job search workshop).
- Upon delivery of Dependable Strengths®, through strategic partnership with *Dress for Success*, an immigrant client found work 6 weeks post program in her profession of origin after 9 years "misemployed" as a nanny since relocating to Canada.

Strategic Partnerships and Network Building

Gifted communicator, natural leader, extraverted and also deeply reflective. Sincere listener with exceptional follow through. I under-promise and over-deliver.

- As Project Leader, *The Arts Council Career Development Centre*, created an in-house career counselling and mentoring network to retain and develop staff.
- Evolved a homegrown children's accessories business (*Syd's Kids*™) through significant stages of development by sourcing manufacturing in China and creating reliable relationships with suppliers and customs brokers.
- Engaged a stellar sales team for *Syd's Kids*™ using a grass-roots relationship building approach, assessing personal compatibility to co-create a recipe for business success.

SAM MASCINI

Administration and Entrepreneurship

Able to achieve a vision with integrity. Excellent planning and project management skills with a commitment to deadlines. A strategic, context-sensitive thinker with strong leadership ability.

- Demonstrated resourcefulness as a self-taught entrepreneur - as owner/operator of Syd's Kids™. Researched and interpreted North American fashion trends to design a children's hat product line, selling up to 30,000 units per year, including a private label for London Drugs.
- Within 1 year of conceptualizing a full-service career strategy company, *Imago Associates™* came into fruition with fully implemented business and brand management plans, a complement of associates, and piloted offerings of 4 services for clients to choose from. Received outstanding client evaluations.

FORMAL EDUCATION

- Associate Diploma, (Venture Program), BCIT, 2018
Elected Class Valedictorian; developed business plan for Imago Associates™
- M. Ed. (Adult Education/Counselling Psychology), UBC, 2016
A+ average; focused on: adult development, marginalized groups, career counselling
- B. Comm. (Organizational Behavior/Industrial Relations Management), UBC, 1997
Dean's Honors List; graduating paper: "How Outplacement Counselling Addresses the Grief of Job Loss"

CERTIFICATIONS

- Dependable Strengths Articulation Process® Certified Facilitator (Level 2), 2019
- Personality Dimensions® Certified Facilitator (Level 1), 2019
- Implicit Career Search® Certified Facilitator and Coach, 2019
- MBTI® Qualification Certificate, 2018

PROGRESSIVE CAREER STEPPING STONES

Principal, Imago Associates™, Vancouver, BC, 2018-present

Career Strategist, M-PLOY Me, Squamish & North Vancouver, BC, 2017-2018

Owner/Operator, Syd's Kids™, West Vancouver, BC, 2004-2014

Training Program Developer, Coca Cola, Toronto, Ontario, 1999

Human Resources Generalist, The Arts Council, Ottawa, Ontario, 1999

Kelly Lipton

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OBJECTIVE

Highly motivated, passionate, articulate marketing professional able to achieve results others believed to be impossible. Seeking to transition into a Recruitment Consultant position that requires excellent project management, leadership, budgeting, sales, and communication skills.

SKILLS

- Event Management
 - Relationship Building
 - Project Management & Implementation
 - Budgeting/Forecasting
 - Leadership
 - Competitive/Strategic Planning
 - Campaign Coordination
 - Media Relations
 - Sponsorship Negotiations/Sales
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EMPLOYMENT & SELECTED ACHIEVEMENTS

Product Marketing Manager, Telus, Vancouver, BC 2019 – present

- ❖ **Demonstrated effective turnaround strategies** for clients who were previously ready to terminate our business relationship; listened to client concerns; managed and restructured project and staff; re-established trust and commitment; worked closely with client to produce desired outcome. Result: Account retention and recognized by senior management as a “firefighter”.

Marketing & Communications Manager, Big Sisters of Greater Vancouver, Vancouver, BC 2018 – 2019

- ❖ **Coordinated numerous large events** including the “Evening of Thanks” Gala for Big Sisters. **Negotiated and secured sponsorships** for Bowl for Big Sisters – both corporate and media; oversaw design and production of all deliverables. Result: increased funds raised by \$50,000 over the previous year.

EMPLOYMENT & SELECTED ACHIEVEMENTS, cont'd

- ❖ **Built, nurtured and managed key client relationship;** hired, trained and led a marketing account team; worked collaboratively with cross-organizational teams to create and implement successful integrated marketing strategies; provided day-to-day supervision and ensured effective liaison between in-house design teams and publication production.

Marketing Consultant, NFP Marketing Inc., Mendoza, Argentina 2018

- ❖ **Planned, coordinated, and implemented** the launch of the Ronald McDonald House in Buenos Aires. Managed creative concept development. Negotiated approximately \$80,000 worth of media sponsorship agreements with production company and Argentina’s most watched television network. Led a team of 7 in producing TV spot and launching campaign. Result: Donations increased 200% for the Christmas season.

Account Manager, DFG Advertising Network, Vienna, Austria 2017 – 2018

- ❖ Quickly accelerated through the ranks at DFG based on proven **campaign management, team leadership** and **strategic planning**. **Built and fostered** strong relationships with senior level executives of Fortune 100 companies; developed marketing strategies to effect change; implemented action steps; assessed effectiveness and re-evaluated strategy as required. Increased annual billings from US \$200K to US \$5M in three years.

EDUCATION & PROFESSIONAL DEVELOPMENT

Sales, Interviewing Techniques , LinkedIn Learning (online)	Ongoing
Pragmatic Product Marketing Certificate , Vancouver, BC	2019
Broadcast Media Management Certificate , NYU, New York	2015
International Media Planning and Buying Seminar , London, England	2011
Bachelor of Commerce , University of British Columbia	2005

REFERENCES AVAILABLE UPON REQUEST