



THE RESUME: SELLING YOURSELF

Your resume plays a big part in how potential employers view you. Even if you're fresh out of school with no previous work experience, you can still put together a good resume. Here we show you how to create a crisp, organized resume that'll best highlight your skills and potential.

SAMPLE RESUME

AMY STANTON

1234 Elm St., Bellevue, Ill. 62206 | cell: 618-555-6789 | amystantonails@gmail.com

CAREER GOAL

To bring my dedication and enthusiasm for nails to a full-service salon environment that emphasizes team spirit, customer service, sanitation, mentoring of employees, and continuing education.

EDUCATION

Cahokia Vocational College (March 2011-July 2011) Won 2nd place in area student competition for acrylics category. Coursework includes pink-and-whites, light massage, foot reflexology, and public health issues. Business courses include accounting and business management.

Will take Illinois state license exam in August 2011.

Bellevue High School (June 2007) Received block "B" for achievement in extracurricular activities (girls' softball and field hockey). Coursework included typing, computer science, and spreadsheets. Organized accounts for sales of baked goods, caps, and T-shirts for team activities. Field hockey team went to state championship games.

CONTINUING EDUCATION

The High Road to Education, Omaha, Neb. (August 2011)
Premiere Orlando International Beauty Event (June 2011)
Do Your Own Nail Competition, Madison, Wis. (May 2011)
Ken Cassidy's Business Management Class, Long Beach, Calif. (July 2010)
NAILS Magazine subscriber (January 2009 to present)

WORK EXPERIENCE

Receptionist, Shear Delight Salon, Bellevue, Ill. (September 2008 to present)
Duties include answering telephone, making appointments, making beverages, maintaining appearance of waiting area, greeting customers with offers of cucumber water and magazines, communication between stylists and customers when necessary.

Hostess, Country Style restaurant, Bellevue, Ill. (June 2004 to September 2008)
Duties included greeting customers, settling them at their tables, providing beverage service until server arrives, providing support for server.

COMMUNITY SERVICE & ACTIVITIES

Visits with church youth group to area nursing homes to visit with residents; represented area youth at synod conference. Personal interests include camping and playing piano.

REFERENCES

Mary Smith, Shear Delight Salon, Bellevue Ill. 618-331-5566
Irene Jones, teacher, Cahokia Vocational College, Cahokia, Ill. 618-334-2222
John Brown, youth group leader, Bellevue, Ill. 618-332-7777

Make sure your resume is organized logically and typed neatly. Ask a friend to check for spelling errors. Plain white paper is fine.

Be sure to give current contact information. Callers should be able to leave a message at any phone number you provide. Your contact information is your vital link to prospective employers, so be accessible. Make sure your outgoing message on your voice-mail and e-mail address convey a professional image.

State what you have to offer. Salon owners and managers aren't just looking for experience. They want to see enthusiasm and potential.

Give the name and address of your cosmetology school, your license number, or when you expect to take your board exams. List the main subjects your courses covered.

List competitions you have entered, even if you didn't place. It shows you are active in the industry. Include trade-related events you've attended such as shows, panel discussions, and continuing education courses. List any trade publications you read.

Include jobs not in the beauty industry. Emphasize the aspects of previous employment that apply to the nail industry — such as greeting customers, providing good customer service, and communication. Include the dates of previous employment and names and phone numbers of supervisors.

Including information about your extra-curricular activities is a personal decision. Some potential employers like to get a larger sense of you as a person.

List three people who can vouch for your dependability and work habits. If you don't have a previous employer who can be your reference, ask a teacher or mentor. Make sure your references agree to be listed on your resume. ■