



**SWISS  
GRADUATE  
SCHOOL OF  
BUSINESS**

## **Job-Winning Resume**

### **Job-Winning Resume with Dual, Triple degrees, a Letter of Recommendation by the SGSB Office of Career Services**

How to prepare an attractive resume for using the secret to get a job. Our office of career services from SGSB Business School creates a strong resume and support a letter to recommend a resume for students to get effective results.

you can include on your list of professional references if you want to the job, Former Employer, A previous employer can provide the best insight into your work ethic, Colleague, one of Your professors, academic dean and the thesis supervisor.

- **CONTACT TO ASSIST : [dean@sgsb.swiss](mailto:dean@sgsb.swiss)**

I've received hundreds of resumes throughout my entire career since 1989 — and trust me, I've seen them all: Too short, too long, too boring, too many typos, too hard to read and every layout presumable.

To be entirely honest, I've never been a huge fan of resumes. I even wrote a book about all the things that are more important than the resume. Yes, you *do* need one, but what most experts don't tell you is that resumes only account for 10% of the hiring decision. That said, it would take a lot to wow~ a tough critic like myself. A few years ago, however, I was surprised to find a resume that actually managed to impress me.

Actually, it was one of the finest resumes I had ever seen in my career of hiring and interviewing. Needless to say, I hired the candidate. Here's what made it stand out from the rest:

#### **1. LIST MULTIPLE DEGREES FROM SAME SCHOOL OR OTHER SCHOOL NAMES.**

Instead of single degree, list multiple degrees from same school or other school names on your resume. If you have multiple degrees, you should start with your most advanced



degree then work your way down (Dual or triple Master degrees – Dual or triple Bachelor degrees). If you attended multiple schools in your quest for higher education, you only need to list the one you received your degree from. SGSB Business School provides Dual degree and Triple degrees for your academic programs while you are attending.

## 2. DESCRIBE WITH EASY TO READ

This resume had plenty of white space and was two pages long, which is expected if you have more than 10 years of experience, avoid with less than 5 years of working experience which can be negative for the inner quality estimation.

Everything was nicely organized: Line spacing was just right, company names in bold, titles italicized and job details arranged in bullet points.

I liked that the font was nothing fancy. Too many candidates waste time obsessing over which font to use. I won't weigh in on Times New Roman versus Calibri, but I will say that it should always be simple and easy to read.

## 3. LIST ACCOMPLISHMENTS WITH DATA, NOT JUST YOUR RESPONSIBILITIES

I'm not interested in reading what you copied and pasted from the original job description listing. It's exactly the same you are repeating the same exam question your professor described the questionnaires. What employers really want to know is whether you're an above average candidate who's capable of delivering quantifiable results — and this person did a great job of proving that they were.

It's always better to highlight your responsibilities by detailing your most impressive accomplishments with any relevant data using any numbers and statistics.

Examples:

- Instead of “expanded operations to international markets,” say “expanded operations *to eight new countries in Latin America*” with any relevant data.
- Instead of “led marketing and sales team,” say “supervised marketing and sales team and *achieved 15% annual growth vs. 0.5% budget*” using any statistics.

## 4. TELL THE TRUTH

There weren't any discrepancies that raised red flags. Everything was believable and the numbers weren't exaggerated.

Even better, the resume had links to the person's LinkedIn page and professional website, which included a portfolio of their work. This made it easier for me to fact-check the resume, which in turn made the candidate seem like an honest person.

My advice? Tell the truth — period. A colleague once told me about someone who listed “convicted felon” on her resume. The candidate submitted her resume, then called the hiring manager and asked, “Would you hire an ex-convict?” After a series of questions



and some due diligence, they offered her the job. And based on what I've heard, she ended up being an excellent hire.

While big accomplishments and recognizable company names will give you an advantage, make no mistake: Employers *will* do a reference check — and if they find out that you lied about something, it's game over.

## 5. EVADE ANY CLICHÉ CLAIMS, GO FOR ACTION VERBS INSTEAD.

There were no generic and high-level claims such as “creative,” “hard-working,” “results-driven,” “excellent communicator” or, my least favorite, “team player.”

Including *any* of these cliché terms will make your hiring manager roll their eyes in less than a second. Skip the cheesy adjectives and overused terms and go for action verbs instead.

Examples:

- Instead of “excellent communicator,” say “*presented* at face-to-face client meetings and spoke at college recruiting events.”
- Instead of “highly creative,” say “*designed* and implemented new global application monitoring platform.”

## 6. ASSEMBLE WITH A RECOMMENDATION LETTER AND A TRUSTED REFERRAL INFLUENCES PEOPLE

Not everyone will have a connection at their dream company, but knowing someone who can refer you is *the* most effective way to get an employer's attention.

The fact that this resume came through a recommendation from a respected colleague played a significant role in getting me to open the PDF file. That, in addition to the few seconds I spent skimming it, was the one-two punch that made me want to know more about the candidate.

Blasting your resume everywhere won't get you anywhere. I get sent dozens of resumes on the daily from people I don't know, and the vast majority of them go unopened.

That might seem harsh, but here's the truth: You should *always* go out of your way to get a warm introduction. If you don't have a connection, do some research and find a friend of a friend who knows someone who has an “in.”

Then, ask your potential referral out for a coffee date. Once you've established a genuine relationship, tell them about the job opening you're interested in and ask if they can recommend you. If you can make this happen, I guarantee your resume will get read.





You can include on your list of professional references if you want to the job you wish, Former Employer, A previous employer can provide the best insight into your work ethic, Colleague, One of Your Professors, Academic dean, and the Thesis Supervisor.

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Prof. Dr. Johnny KIM is the former CEO of several outbound tour operator agents (in Switzerland, France and Korea) and an Editor-in-Chief, and Publisher as a former Media-owner of the Business & Tourism Magazine Bilanguages Bimonthly issued 186 Pages with a bi-monthly circulation of a massive 20,000 copies. He has organized and operated the highest accomplishment over than 69,000 visitors each year. He was a former Professor at the EU Business School (former European University) in Switzerland since 2006 until June 2018 for 12 years, and he taught with the role of the former Academic Dean position at the Business School in Montreux for 3 years and lessoned as mentor for the UK Public University, Anglia Ruskin University and more. He is also managing a global consulting business.

Recently Prof.Dr.Johnny KIM was engaged for the best talent to stimulate as a Faculty Head and Campus Academic Program Dean in 2019 to manage the unique Swiss dual degree, double major, and Global triple degree program with triple majors for prosperous, with responsibilities for approving faculty hiring, setting academic programs, partners for exchanging education and degrees, policies, overseeing the budget, and plan to operate the Extracurricular activities, such as Asia Study Tour, Europe Culture Tour, Workshop & Seminar Events at SGSB-Swiss Graduate School of Business ([www.sgsb.swiss](http://www.sgsb.swiss)) campus and 15 other partner universities.

Come and join, explore with Swiss Dual and Global Triple Degree Diploma Programs at SGSB Business School.

