

**ally** The Ally Interest Checking Account  
 Do you love your bank? No ATM fees nationwide. Great rates. [learn more](#)

The Help Desk: Top Tips



# Does your resume make you look old?

**Brad Webber**  
 616-555-5555 Cell: 405-555-5555 Fax: 510-555-5555 Email: bradwebber@a.com  
 Phone: 610-555-5555 Cell: 405-555-5555 Fax: 510-555-5555 Email: bradwebber@a.com

**OBJECTIVE**  
 Innovative, results-oriented problem solver with proven track record of success seeks senior product management and marketing position in a progressive organization with an opportunity to advance.

**EXPERIENCE**  
 June 1999 to present **Vice president, business development**  
 ABC Consumer Products, Superville, PA  
 Responsible for introducing and supporting multiple new product lines. Introduced online catalogue and ordering system for wholesale customers. Manage staff of 45. Promoted to director of marketing from June 2009 to May 2010.  
 June 1996 to May 1999 **Marketing consultant**  
 Brad Webber Inc., New York, N.Y.  
 Provided marketing and consulting services to small businesses in New York City.  
 September 1980 to May 1996 **Director of retail sales**  
 ZTC Consumer Products, New York, N.Y.  
 Responsible for introducing new business segments that added \$50K in annual sales. Developed new order pipeline that improved on-time delivery.  
 May 1978 to September 1980 **Retail/wholesale sales manager**  
 Procter & Gamble, Cincinnati, Ohio  
 Responsible for introducing new product lines to major retail stores. Received numerous sales awards.  
 June 1976 to May 1978 **Billing associate**  
 T&E Manufacturing, New York, N.Y.  
 Responsible for assisting CFO with billing.

**EDUCATION**  
 Master of Business Administration, University of Chicago, Chicago, IL (1980)  
 Bachelor of Arts in English, Columbia University, New York, N.Y. (1976)

**SKILLS**  
 Word, Excel, PowerPoint, and integrated accounting and manufacturing and computer systems.

**INTERESTS**  
 Bridge club, football fan.

PHOTO: RYAN HESINA

Check out this resume after it's been redone by Wendy S. Enelow, an executive resume writer/career consultant.

[Recommend](#) 456 people recommend this. Be the first of your friends.

By Elaine Pofeldt, contributor February 25, 2011: 2:36 PM ET

(MONEY Magazine) -- Been applying for work and have little to show for it? Don't assume the lousy job market is solely to blame. Your résumé could be working against you as well.

Best practices for résumé writing have changed a lot over the past few years, says Wendy Enelow, an executive trainer and author of *Expert Résumés for Baby Boomers*. If you haven't kept up, your document may be signaling that you're past your prime.

1 | 18 | | | |

[Email](#) [Print](#)

Sponsored Links

**HOTTEST OIL STOCK IN US!**  
 Will the "new Brakken" oil find pump wealth into your portfolio? Only if you act now.  
[www.AmericanEnergyReport.com](http://www.AmericanEnergyReport.com)

**Penny Stock Jumping 3000%**  
 Sign up to the #1 voted penny stock newsletter for free today!  
[www.AwesomePennyStocks.com](http://www.AwesomePennyStocks.com)

[Buy a link here](#)

We look at the resume above and highlight the common errors. **Check out the same resume, redone, here.**

**1. Overdoing the contacts.**  
 Multiple phone numbers make a résumé look dated; you're a dinosaur if you list a fax!

*The fix:* Instead, simply state your cell number and e-mail -- without labeling them as such, says executive coach Donald Asher, author of *The Overnight Résumé*.

**2. Relying on cliches.** Certain language has become so common in résumés that it's now virtually meaningless.

Right Now

- JOBLESS BENEFITS MAY BE CUT
- Stocks slip as investors remain on edge
- Fed shoots down Bank of America



Hot List

**States may reduce jobless benefits**  
 With unemployment trust funds depleted, states are looking to minimize tax hikes on businesses by reducing benefits for the jobless.  
[More](#)



**Health care's hidden costs: \$363B**  
 Consumers are paying an additional \$1,355 a year each on out-of-pocket health care expenses, according to a new report from Deloitte.  
[More](#)



**8 traits of millionaires**  
 About 7% of households have seven figures. Who are they?  
[More](#)



Mortgage & Savings Center

Mortgages	Home Equity Loan	Insurance	Credit Cards	CDs
Overnight Avg Rate				
30 yr fixed				
15 yr fixed				
5/1 ARM				
30 yr refi				
15 yr refi				

View rates in your area  
 Enter ZIP code

Rate data provided by Bankrate.com

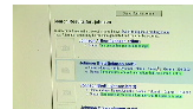
Today's featured rates:  
[30 yr fixed mtg, 0 points, Los Angeles, CA, APR 4.625%](#)  
 \*Rates subject to change

Original Shows

**Leadership**  
 Public misperception of health care Humana CEO Mike McCallister says that there is a lack of understanding as to what drives health care costs higher.  
[Play](#)



**Tech Talk**  
 Google joins hunt for survivors The search giant's Person Finder is helping people search for and post information about missing loved ones.  
[Play](#)



**Ask the Expert**  
 Retirement: What's your magic number? Money magazine's Walter Updegrave says that income, not assets, is the best way to track progress towards a secure retirement.  
[Play](#)



[All CNNMoney.com Original Shows](#)

*The fix:* Skip these words and phrases, which LinkedIn found to be the most overused in online résumés: innovative, motivated, extensive experience, results-oriented, dynamic, proven track record, team player, fast-paced, problem solver, and entrepreneurial. Instead, use keywords from the job ad, which will help you get past the résumé-scanning programs many firms use nowadays.

**3. Not describing past employers.** A younger hiring manager may not have the same scope of industry knowledge you do, and won't be able to put your experience into context.

*The fix:* "Unless it's a Fortune 500 company, add a line such as 'privately held company that manufactures pencils around the world,'" says Patricia Lenkov, CEO of Agility Executive Search in New York.

**4. Using outdated formatting.** For your first résumé, you may have been taught to put dates on the left, but that's not how it's done anymore.

*The fix:* List the years -- not months, which are relevant only for recent grads -- on the right after your title and the company, says Asher.

**5. Underselling self-employment.** Job seekers are often too vague about periods of self-employment, which makes these look like periods of unemployment, says Lenkov.

*The fix:* Be specific about the projects you tackled and name some of your clients, if you have permission.

**6. Leading with an objective.** "This is all about what you want from the company," says executive coach Enelow. "What does the company care? You're a dime a dozen in this marketplace."

*The fix:* Start with a summary or career profile focusing on what you can contribute. This person might say: 15-plus years' experience spearheading global business development campaigns. (Why not 28 years? "Fifteen-plus communicates well-qualified, but not over the hill," Enelow says.) You might also break out a bulleted list of expertise, like "Developing new clients" or "Making financial projections."

**7. Revealing when you got your degrees.** Scary as it is, the hiring manager may not have been born yet.

*The fix:* Take the grad dates off. "Are we fooling anyone by doing so? No," says Enelow, "but at least we're not slapping them in the face with it."

**8. Delving too deep into the past.** Your earliest job experiences are probably well removed from the level and type of work you do today.

*The fix:* In general, go back only 15 years unless you have significant achievements before that, Enelow says.

**9. Showcasing run-of-the-mill skills.** Stating your familiarity with MS Word, PowerPoint, or Excel makes it look as if you've just gotten onboard.

*The fix:* List only specialized software (such as Quick-Books) or newer technologies (programming platform Ruby on Rails, for example), says Garrett Miller, a former hiring manager for Pfizer who now owns CoTria, a workplace-productivity consulting firm.

**10. Noting passive activities.** While hobbies can create common ground, says Miller, you don't want to highlight those that make you seem sedentary or unenergetic.

*The fix:* Athletic pursuits like cycling or running demonstrate vivacity, as do activities in which you're giving back -- organizing a fundraiser, for example. Experts once advised against noting religious activities, such as singing in a church choir, but that's changed; such activities telegraph integrity, a quality that's very important to hiring managers today, says Miller.

**11. Giving short shrift to recent experience.** Lots of older job seekers are hamstrung by outmoded rules requiring résumés to fit on one page, and they therefore crunch down their recent -- and most relevant -- experience until it says nothing.

*The fix:* Expanding your résumé to two or three pages is perfectly acceptable for someone in his forties or fifties. Devote half a page to your most recent job, Lenkov says. And bullet out action-oriented highlights, making sure to include quantifiable achievements, such as "Reduced costs 16% over two years." ■

## Markets

US Indexes		Market Movers	
Markets	Last	Change	% Change
Dow	12,017.38	▼ -1.25	▼ -0.01%
Nasdaq	2,675.83	▼ -8.04	▼ -0.30%
S&P 500	1,289.86	▼ -3.91	▼ -0.30%
Treasuries	3.28	▼ -0.05	▼ -1.44%
U.S. Dollar	1.41	▼ -0.01	▼ -0.56%

Data as of 9:59am ET

symbol   Sponsored by

GET A FREE TRIAL ISSUE! **Money**

Full Name

Address

City

State/Province  Zip/Po

E-mail

[Privacy Policy](#)

#### Sponsored Links

##### HOTTEST OIL STOCK IN US!

Will the "new Brakken" oil find pump wealth into your portfolio? Only if...  
[www.AmericanEnergyReport.com](http://www.AmericanEnergyReport.com)

##### Penny Stock Jumping 3000%

Sign up to the #1 voted penny stock newsletter for free today!  
[www.AwesomePennyStocks.com](http://www.AwesomePennyStocks.com)

##### Do NOT Buy Car Insurance!

Your Auto Insurer Hates This. Obey this amazing trick to get extremely cheap...  
[NewsToday9.com](http://NewsToday9.com)

##### Energy Stock Pick HRTE

Breaking News! The energy sectors top wind play is HRTE!  
[www.frontlinestocks.com](http://www.frontlinestocks.com)

[Buy a link here](#)

 Share this

 Email

 Print

- [Does being unemployed wreck your job hunt?](#)
- [How to protect your career during a merger](#)
- [How the middle class became the underclass](#)

[Subscribe to Money](#)

## Sections

### COMPANIES

#### Fed shoots down Bank of America dividend hike

Bank of America says it will submit a revised proposal for a boost in the 2nd half of the year. [More](#)

- [Union boss: Ford CEO's pay 'morally wrong'](#)
- [Time for Verizon to buy Sprint?](#)

### ECONOMY

#### Health care's hidden costs: \$363 billion

Consumers are paying an additional \$1,355 a year each on out-of-pocket health care expenses, according to a new report from Deloitte. [More](#)

- [States may cut back on jobless benefits](#)
- [Libya attacks spark fight over cost](#)

### TECHNOLOGY

#### Time for Verizon to buy Sprint?

Sprint's 50 million customers and wireless spectrum may attract Verizon, but regulatory hurdles and bad timing may make a deal hard to swallow. [More](#)

- [Judge rejects Google's attempt to create a universal library](#)
- [AT&T-mobile: Brought to you by MetroPCS?](#)

### SMALL BUSINESS

#### 3 states to get \$53.4M for small business loan programs

Connecticut, Missouri and Vermont getting more than \$50 million in federal funding to put toward small business loans, the Treasury Department announces. [More](#)

- [The kingpin of luxury bowling](#)
- [Making buildings safer with earthquake shock absorbers](#)

### PERSONAL FINANCE

#### Meet the millionaires

About 7% of households have seven figures. Who are they? [More](#)

- [Today's daily deal? Who cares.](#)
- [How to become a millionaire](#)

© 2011 Cable News Network. A Time Warner Company. All Rights Reserved. [Terms under which this service is provided to you.](#) [Privacy Policy.](#) [Ad choices](#)

[Home](#) [Portfolio](#) [Calculators](#) [Contact Us](#) [Newsletters](#) [Podcasts](#) [RSS](#) [Mobile](#) [Widgets](#) [Site Map](#) [User Preferences](#) [Advertise with Us](#)  
[Magazine](#) [Customer Service](#) [Download Fortune Lists](#) [Reprints](#) [Career Opportunities](#) [Special Sections](#) [Conferences](#) [Business Leader Council](#)  
[Search Jobs](#) [Real Estate Search](#) [Interest & Mortgage Rates](#)

Market indexes are shown in real time, except for the DJIA, which is delayed by two minutes. All times are ET. **Disclaimer** LIBOR Warning: Neither BBA Enterprises Limited, nor the BBA LIBOR Contributor Banks, nor Reuters, can be held liable for any irregularity or inaccuracy of BBA LIBOR. **Disclaimer** Morningstar: © 2011 Morningstar, Inc. All Rights Reserved. **Disclaimer** The Dow Jones IndexesSM are proprietary to and distributed by Dow Jones & Company, Inc. and have been licensed for use. All content of the Dow Jones IndexesSM © 2011 is proprietary to Dow Jones & Company, Inc Chicago Mercantile Association. The market data is the property of Chicago Mercantile Exchange Inc. and its licensors. All rights reserved. FactSet Research Systems Inc. 2011. All rights reserved. Most stock quote data provided by BATS.