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**{Your branding phrase, such as: Award-Winning Marketing Director}**

* **The top 1/3 of your resume is critical. Begin with a five-is sentence Career Summary that explains why you’re the perfect fit for the company and position. Start by highlighting your years of experience and the industries you have worked in.**
* Note your biggest strengths and the areas where you excel.
* Don’t forget to list hard skills, areas of expertise and your knowledge of specific functions highlighted in the job posting.
* Share your Unique Value Proposition – what sets you apart from other candidates.
* You can conclude with what you’re like as a colleague, the work environments you thrive in and/or your passions.

***“Testimonial from a colleague or client. Ensure their testimonial highlights your experience, knowledge and skills as they relate to the company and position you’re applying to.”***

— {THEIR NAME}, {THEIR TITLE}, {THEIR COMPANY}

**AREAS OF EXPERTISE**

{Keyword or phrase from job posting, such as: Social Media Management} | {Keyword}

{Keyword} | {Keyword} | {Keyword} | {Keyword} | {Keyword} | {Keyword} | {Keyword} | {Keyword}

{Keyword} | {Keyword} | {Keyword} | {Keyword} | {Keyword} | {Keyword} | {Keyword}

**Technology Profile**

{Software from job posting, such as Adobe Photoshop} | {Software} | {Software}

{Software} | {Software} | {Software} | {Software} | Microsoft Office Suite

**{INDUSTRY} EXPERIENCE**

**{TITLE}** | {Company} | {City}, {State Abbreviation} **{X.XXXX} – Present**

Explain your responsibilities associated with this role in a few sentences. You can highlight both day-to-day responsibilities and long-term strategy. Ensure the responsibilities and areas of oversight you emphasize align with the position you’re applying to.

* Highlight an accomplishment associated with this role. Include relevant numbers, percentages and statistics. Note how your performance compares to peers and industry averages.
* Highlight an additional accomplishment associated with this role. Keep asking yourself, “Why would the CEO/shareholders care about this accomplishment?”

**{TITLE}** | {Company} | {City}, {State Abbreviation} **{X.XXXX} – {X.XXXX}**

Explain your responsibilities associated with this role in a few sentences. Consider focusing on those responsibilities and areas of oversight that you did not highlight in the above role.

* Highlight an accomplishment associated with this role. As you write accomplishments, be sure to as well as relevant scope and context; if you were awarded Employee of the Month, highlight the number of eligible recipients, why you received the award and so on.
* Highlight another accomplishment associated with this role.

**EDUCATION & CIVIC ENGAGEMENT**

**{Degree}** – {University}, {City}, {State Abbreviation}

**{Certification}** – {Accreditation Body}

**Volunteer** – {Organization}

{Professional Association} | {Professional Association} | {Professional Association}