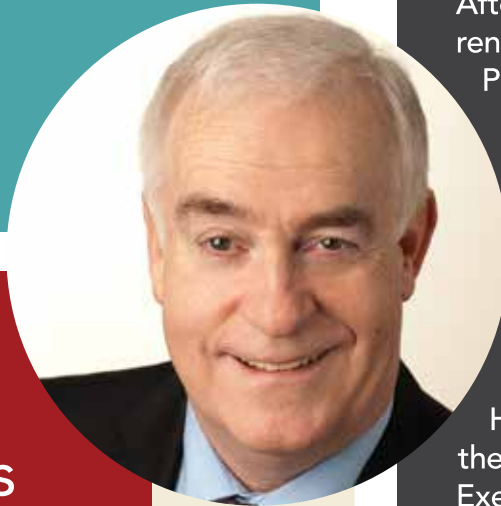


MBA

Martin Buckland
EMBA Career Coach



REJUVENATE YOUR RESUME, Reap The Rewards

A resume is just as important as your will. Since you've only had one life, you only need one resume. A well written resume can make a notable difference to your career advancement and interest from hiring influencers.

Too often people fail to prioritize and customize a resume and cover letter to match each job and employer and rely solely on sending the same resume to hundreds of employers expecting to secure a job.

No one likes getting junk snail mail or email spam. Similarly, hiring decision makers don't like having their emails filled with inferior resumes, consider it the HR version of spam. What is a superior resume? It's a striking and resonating document that sells the person with maximum impact using an appropriate and preferred format strategy.

In this seminar Martin will share the current trends in format and content for a resume of today based on his extensive dialogue soliciting input from leading hiring managers and recruiters across the world.

In this seminar you will learn the simple but effective answers to the following questions:

- Is your resume a Ditcher or a Winner?
- What are the cardinal sins of resume writing?
- How outdated is the "Objective" statement? (HINT: older than Y2K!)
- Have you heard about Applicant Tracking Software (also known as ATS)?
- Will your resume pass or fail the scanning process as it is currently written? (HINT: You can be the perfect candidate but will miss out on the perfect opportunity if your resume FAILS the ATS scanning application.)
- Do you know how to entice the human eyes as well as ATS machinery to pertinent information?)
- Can you define the keywords pertinent to your industry?
- Do you know how to optimize your resume using keywords?
- Can you list over 20 action verbs that could be used in writing your resume? (HINT: Check out the free downloadable Resume Action Verbs list from www.aneliteresume.com.)
- Do you know how to write accomplishment stories using the acronym STAR (Situation, Task, Action, Result)?
- How do I customize the one resume to each job without completely rewriting the whole document?

After a distinguished career with the renowned London Metropolitan Police, Scotland Yard and RCMP, Martin retired in 1991 and launched Elite Resumes helping clients from over 74 countries climb the corporate ladder, expand their reach with executives and recruiters, and land the job they deserve.

His international reputation attracted the attention of the Association of Executive Search Consultants where he was handpicked to join their career services division, BlueSteps, as an Executive Resume Writer and Executive Career Coach for BlueSteps members across the world.

Martin has earned 20+ certifications including: Master Resume Writer, Certified Social Media Career Strategist, Personal Branding Strategist, Job & Career Transition Coach, Employment Interview Professional, and Job Search Trainer.

Find Martin Buckland on Social Media:



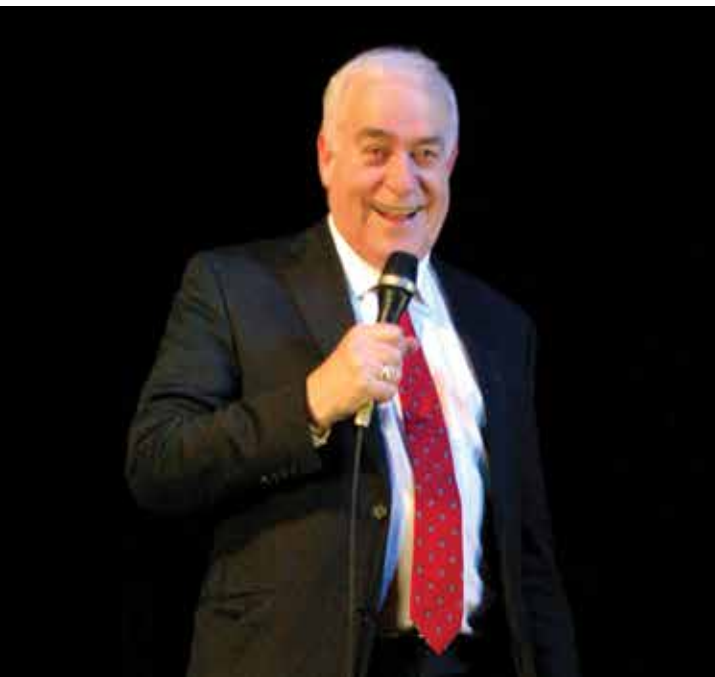
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/EMBACareerCoach



CLIENTS INCLUDE:

American Society for Quality (ASQ)
BlackBerry (formerly Research In Motion)
Certified Management Accountants (CMA)
Canadian Society for Training & Development (CSTD)
Institute of Chartered Accountants of Ontario (presently Chartered Professional Accountants of Ontario)
Communications, Advertising and Marketing Professionals (CAMP)
ExecuNet, Toronto and Montreal Chapters Happen
Human Resources Professionals Association of Ontario, Halton and Peel Chapters
International Association of Business Communicators (IABC)
LafargeHolcim
Lee Hecht Harrison
nextPosition
Professional Engineers of Ontario (PEO)
Right Management
Schulich School of Business – York University
Silicon Halton
Society of Automotive Engineers (SAE)
Society of Manufacturing Engineers (SME)
Ted Rogers School of Business
Toronto Finance Network
Torontojobs.ca
University of McGill
University of Ontario Institute of Technology (UOIT)
York Regional Networkers

TESTIMONIALS

“Martin Buckland dazzled our audience of communicators at a meeting of the IABC / Toronto Professional Independent Communicators when he spoke on the topic of networking. He is a recognized expert in the topic, and practices it in his daily business as well. Whenever someone asks me for advice about resumes, careers, networking, or job searching, I always refer them to Martin.”

Donna Papacosta, Principal, Trafalgar Communications

“Covering the heart of the Southern Ontario automotive region, many SAE Central Ontario section members were impacted by the Automotive recession of 2008 -09. To help SAE members affected by downsizing and career transition, the Central Ontario Section invited Martin Buckland to speak at their Career Transition Workshop where Martin provided his in-depth expertise to SAE members seeking to find new career opportunities. Martin provided valuable insights into effective resume writing, creating an on-line presence for increased visibility, and interviewing techniques. The career transition workshop was one of SAE Central Ontario Section’s most successful events with many members remaining long after the workshop’s conclusion to have their resume reviewed by Martin. SAE Central Ontario highly recommends Martin as speaker at any career related event.”

Phil Kling, P.Eng, MBA, Manager, Product/Field Investigations, General Motors of Canada Ltd.

“Your presentation on resumes was extremely well received. Members liked the new format you presented for the combined resume. They also liked and, from what I observed, were somewhat shocked at some of the current trends you were able to present. As always, the quality of your presentation and the information you provide were appreciated.”

Frances McKenzie, Speakers Coordinator, HAPPEN (Burlington, Ontario)