

## *Appendix 6a: Types of Resumes*

### Chronological Resume

#### **John Important**

**123 Wealthy Street**

**Atherton, CA 94333**

**(650)111-1122 home (650)111-1134 office (650)111-1167 car**

**SUMMARY:** A seasoned professional with eleven years experience in the management and administration of countrywide multi-property real estate. Major strengths in organization, planning and supervision. Additional skills in leasing/negotiations, property acquisition/disposition, operations/staffing, and budgeting/cost control. A dependable, thorough, and well-organized planner who communicates effectively.

#### **PROFESSIONAL EXPERIENCE**

**Allstate Insurance**, San Francisco, CA 1987 - present.

Seventh largest U.S. property/casualty insurer with assets over \$9 billion.

#### **Vice President and Director of Corporate Real Estate**

- Provided real estate management services to all divisions, subsidiaries, and affiliates, including: procurement of real estate; planning and construction of facilities; management and maintenance of buildings, furniture and related equipment; and generation of reports for analysis and control.
- Managed 44 company-owned properties involving the leasing and control of 6.5 million square feet of space nationwide, including Canada, Puerto Rico, Bermuda and Hawaii.
- Reduced the vacant space under department control in one year by 147,000 square feet resulting in a savings of \$2.2 million. Reduced total building costs by 35% which resulted in actual costs being one-third below the projected budget.
- In one year, successfully disposed of six company-owned commercial office buildings that were no longer needed.
- Organized and implemented a formal corporate real estate department consisting of 35 home office employees, field staff of 11, plus 126 building employees around the country.
- Planned, developed and implemented a three-volume "Planning Guide for Office Facilities" which created standards for quality and design of all managed properties. These manuals are unique in the industry in their methods and comprehensiveness.
- Leader of the planning and development efforts for a new 1,000,000 square foot corporate headquarters site in downtown New York. Included the development of 600,000 square feet for corporate use and 380,000 square feet for outside tenants.
- Administered the 100% successful leasing of 380,000 square feet of space to outside tenants in new headquarters building.

**Abco Real Estate Inc.**, Sunnyvale, CA 1984 - 1987 Management Company for Real Estate Investments (REIT.) Owner, operator and developer of shopping centers and office buildings.

**General Manager of Office Buildings**

- Managed the overall occupancy and operation of 10 office buildings.

**Alain Pinal**, San Jose, CA 1981 - 1984  
Commercial and industrial, full-service realtor.

**Property Manager**

- Directed the profitable operations of 3 high-rise office buildings, loft building, strip center and 57-suite apartment.

**Kelly Technical Services, Inc.**, San Jose, CA 1978 - 1981  
Franchiser of mid-management employment agencies.

**Manager of Franchise Services**

- Managed the site selection countrywide for new franchises. Included lease negotiations, directing alterations and remodeling, and the complete set-up of sites with furniture, forms, and office equipment.

**PREVIOUS EMPLOYMENT**

A series of positions in sales and marketing.

**ASSOCIATIONS**

National Association of Corporate Real Estate Executives (N.A.C.O.R.E.)  
Institute of Real Estate Management, Certified Property Manager (C.P.M.)  
The Real Estate Board of New York, Inc. (Management "A")  
Building Owners and Managers Association (B.O.M.A.)

**EDUCATION**

BS Business Administration, Kent State University, Ohio, 1967.

Graduated *Cum Laude*

Awarded American Marketing Association Award for Outstanding  
Marketing Graduate

Completed courses in Real Estate Practices and Law required for Ohio Real Estate  
License.

**Functional Resume**

**John Important**

**123 Wealthy Street**

**Atherton, CA 94333**

**(415)111-1122 home (415)111-1134 office (415)111-1167 car**

A seasoned manager and administrator of countrywide commercial real estate with extensive corporate, real estate investment trust, and full service management experience. Major strengths in team building, planning and project directing. Additional skills in the area of leasing/negotiations, operations/staffing, budgeting/cost control, design/development, property acquisition/disposition. A dependable, thorough and well-organized planner who is innovative and communicates effectively.

**ACCOMPLISHMENTS**

**Team Building**

- Planned, recruited staff, organized and managed a corporate real estate department to serve 18,000 employees in 36 different facilities of a \$9 billion insurance company for the first time in its history.
- Established and communicated expected standards of performance, reviewed actual performance, counseled team members and took corrective action where necessary, resulting in a cohesive department that delivered services effectively.

**Planning**

- Planned, developed and delivered a three-volume facilities guide containing detailed standards for planning a facility which is still considered one of the finest planning guides in the country.
- Through greater consistency in planning, lowered costs by 26% for reconfiguring departments, by 18% for construction, and used vertical space 15% more efficiently.

**Project Directing**

- Provided leadership in the planning and development of a corporate headquarters facility in downtown New York, resulting in successful and timely completion of a million square foot space.
- Directed the leasing efforts of 380,000 square feet of space to outside tenants, resulting in 100% success rate and wide media publicity and awards.

Institute of Real Estate Management

Certified Property Manager (C.P.M.)  
The Real Estate Board of New York, Inc. (Management "A")  
Building Owners and Managers Association (B.O.M.A.)

**EDUCATION**

B.S. Business Administration, - Kent State University, Ohio, 1967.  
Graduated *Cum Laude*  
Awarded American Marketing Association Award for Outstanding Marketing Graduate

**EMPLOYMENT HISTORY**

Allstate Insurance, San Francisco, CA 1987 - Present  
**Vice President and Director of Corporate Real Estate**

Abco Real Estate Inc., Sunnyvale, CA 1984 - 1987  
**Manager of Office Buildings**

Alain Pinal, San Jose, CA 1981 - 1984  
**Property Manager**

**PREVIOUS EXPERIENCE 1968 - 1981**

A series of positions of increasing responsibility and complexity in real estate site selection, marketing, sales, and franchising.

**PROFESSIONAL ASSOCIATIONS**

National Association of Corporate Real Estate Executives (N.A.C.O.R.E.)  
Ohio Real Estate License. Completed required courses in Real Estate Practices and Law.

*Appendix 6b: Cover Letters*

**Nice, Short Cover Letter #1**

Tim Talented  
123 Tuscaloosa Way  
Atherton, CA 94552  
(650) 223-6789 home (650) 246-7567 car

Mr. Wiley Wilson  
Head Hunters Are Us  
181 Sand Hill Road, Suite 11  
Menlo Park, CA 94025

Dear Wiley:

Enclosed is a copy of my resume for review for your client assignments in marketing management.

I have an excellent track record as Manager of Marketing in an organization with sales volumes up to \$15 million, and in industries ranging from book publishing to optical products distribution. For most of the last ten years, I have worked as an effective line manager in international businesses. My current compensation is \$ plus bonus, and I am open to relocation for the right opportunity.

During the day, I can be reached at (650)111-4456

Sincerely,

Tim Talented

Enclosure

**Cover Letter No. 2**

Belinda Brilliant  
335 Middlefield Road  
San Carlos, CA 34566  
(650) 335-33556 home (650) 345-43466 office

Ms. Cindy Cerise  
Director of Staffing  
Technomatrix  
2454 El Camino Real  
Mountain View, CA 93845

Dear Cindy:

For the past ten years, I have been employed in the retail industry. Starting as Assistant Department Manager, I advanced through numerous departments and stores to become Manager for the main branch of Dawn Fashions, with sales of over 20 million a year.

Due to economic conditions, the parent company is closing my entire division. As a result, I am looking to continue my career in the retail sales management. I have been very impressed with your marketing plans and would like to be a part of your expanding marketing department. Though I do not have a background in semi-conductor chips, I have extensive product and technical knowledge about them, which I obtained through independent study. A good merchandiser can move product no matter what obstacles are presented. I am one of these. Should you have a current opening for which I am qualified, I would appreciate the opportunity to interview with you.

I will call you early next week to arrange an appointment. My resume is enclosed for your review.

Sincerely,

Belinda Brilliant

Enclosure

**Cover Letter No. 3**

Michael Manger  
456 Camino del Lago  
San Jose, CA 34523  
(408) 446-7445 home (408) 236-7335 office

Mr. Elbow Knee  
The Body Company  
7453 First Street, Suite 122  
Santa Clara, CA 45754

Dear Elbow:

Enclosed is a resume of my background and experience in production supervision. In my nine years as a supervisor of the Connefield Corporation, my achievements included participating in the design and manufacturing of multiple body parts including hands, feet, and knees. I enjoy this field tremendously, and feel as if the products are my own. Due to changes beyond anyone's control, Connefield has had to lay off many of their workers, including me. This gives me the opportunity to continue my contributions at a new, growing company.

I am now seeking new and challenging responsibilities in a manufacturing company, preferably in body parts. I have read about your company for years, and would be appreciative of the opportunity to be considered for employment.

I will call next week to arrange a mutually convenient meeting to explore the kinds of opportunities that would be appropriate.

Sincerely,

Michael Manger

Enclosure

**Cover Letter No. 4**

Darren Detailed  
426 Fremont Way  
Fremont, CA 937454  
(510)475-3565 home (510)2375-36674 office

Ms. Filthy Rich, Executive Director  
USA Bank  
111 Avenue of the Americas  
NY, NY 353423

Dear Filthy:

For the past sixteen years, I have held various positions in multi-billion dollar bank holding companies which encompassed all aspects of Commercial Banking. Due to a major restructuring, I am now seeking a position with a new financial institution that would offer the kind of challenge commensurate with my training and capabilities. I have enclosed a copy of my resume for your review.

I will contact you next week to determine if you have a current client assignment that will match my skills and current career goals.

Sincerely,

Darren Detailed

Enclosure