

Sample Résumés and Bios

By now you've got the message. Telling your story is a big part of an encore transition, and in order to do that, you're likely to need various tools. These days, it's easy to find good samples and templates for just about any document you need—but I wanted to give you a few ideas for how to address the most common encore situations. Stuff like how to position yourself when your only relevant work experience is through volunteering, or if you're returning to the paid workforce after a long stint as a stay-at-home parent.

In the following pages are a few fictional résumés based on the backgrounds of real people and some sample narrative bios from actual people in their encores.

If you think you've tackled an encore challenge in a particularly smart or creative way, please share your ideas with me (email me at ECH@encore.org with the header "résumé," "bio," or "business plan"). I'll be collecting examples to share on my Encore.org blog and for possible future editions of this book. Of course, we would never publish your personal details!

Sample Résumé #1 Ariel Williams started her career as a newspaper journalist and editor and eventually ended up as a communications consultant. Now she wants to move into a communications role for a nonprofit organization or socially minded business. She

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HIGHLIGHTS

- Skilled at handling multiple tasks under deadline with meticulous attention to detail.
- Experienced in creating and delivering strategic and tactical messaging for brand positioning.
- Accomplished in guiding team members and counseling leaders on message delivery and public relations.
- Adept at networking and managing relationships with strategic partners and supporters.
- Experienced in enhancing brand awareness through traditional and new media tools.

Be sure to highlight transferable skills if you've never worked in a particular sector.

Highlight your facility with new technology if such tools are relevant to the sector you're interested in.

RECENT EXPERIENCE

Marketing and Communications Encore Fellow, Kid UP! Science Center, Miami, FL
(September 2012–present)

Selected for prestigious Encore Fellowship, a one-year, half-time position; Fellowship program managed by Encore.org matches experienced executives and professionals with high-impact assignments in nonprofit groups.

- Landed museum's first ever television news coverage for exhibit opening in conjunction with Facebook contest. Coverage resulted in over 30,000 comment entries on museum's new Facebook page and led to a 15 percent increase in family memberships.
- Helped secure new \$350,000 grant from Hamble Foundation to create traveling in-class "field trips" that visit inner-city schools to conduct interactive science experiments.
- Led focus groups and participated in strategic planning to define museum's mission, goals, and brand positioning.
- Advised on website redesign, conducted contest to crowdsource a new logo, and supervised site relaunch. Within one month of launch, site was featured on DoGood.org's list of nonprofit sites to watch.
- Conducted an audit of all social media platforms and worked with four senior staff members to develop strategic goals for enhancing and sustaining the organization's digital presence. Developed social media volunteer program to manage Twitter and Google+ profiles, increasing Web traffic onsite by 25 percent.

Whenever possible, describe results achieved, not just responsibilities of a position.

Independent Expert, Fort Lauderdale, FL (2009–2011)

- Worked closely with CEOs of several tech start-ups. Oversaw and managed print, broadcast, and digital media pitches and used social media tools, including Facebook and Twitter, to win over sector influencers and land online press.

has recently finished an Encore Fellowship, which has helped her to gain some nonprofit experience and has grown her network in the sector.

It's fine for your résumé to be on two pages as long as it's well-designed and the second page is worth reading.

- Pitches resulted in media coverage in such outlets as *Forbes*, *InformationWeek*, *PC World*, *CNET News*, and *Popular Mechanics*.
- Secured more than fifty keynote opportunities in the U.S. and overseas for clients' executives at industry conferences.
- Wrote, edited, and managed other writers on the creation of press releases, website content, brochures, reports, proposals, and marketing materials.

Senior Editor, *Oak Consulting*, Bethesda, MD (1995–2009)

- Specialized in business and management and worked with partners in all sectors of this international firm to write, edit, and publish white papers, online content, and print material for Oak Analyst's research for subscription clients.
- Managed global network of more than thirty staff and freelance writers and editors in the production of quarterly newsletter. Responsible for ensuring consistency of quality and voice as well as conformity with editorial and design guidelines.

Reporter & Editor, *The Daily Gazette*, Washington, DC (1983–1995)

- Joined newspaper as junior reporter; promoted to staff writer after two years.
- Developed bimonthly "Domestic Bliss" column, which ran for eight years.
- Promoted to editor in 1990, managing more than twenty-five staff and freelancers and overseeing the development of feature stories for "Washington Life" section.

EDUCATION AND TECHNICAL SKILLS

Master of Arts in Journalism, Lexington University, MI

Bachelor of Arts, *English*, Reade College, Los Angeles, CA

Technical Skills Include: Microsoft Office applications (Word, Excel, Access, and PowerPoint). Web and blog platforms, including Wordpress.

Social networking tools including: LinkedIn, Facebook, Twitter, and Google+.

It's not necessary to include dates if you aren't comfortable sharing them. Experts go both ways.

Sample Résumé #2 Julie Byrn left her job fifteen years ago to raise her kids and is just now reentering the workforce. She is looking for an encore career as a development/fund-raising coordinator. All of her recent experience is as a volunteer in her community and at her children's school.

Julie Byrn

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DEVELOPMENT / FUND-RAISING COORDINATOR

Skilled at finding new ways for mission-driven organizations to raise money from community partners and individual donors. Experienced in using research, writing, and strategic planning skills to lead teams in securing new prospects and boosting existing donor contributions.

RECENT EXPERIENCE

Torno Shelter for Women and Children, Oak Park, CO

Fund-Raising Lead (2010–present)

- Chaired committee that organized and ran shelter's first ever "Tour of Homes." Coordinated with business community to gain sponsorships and invited local vendors and partners. Sold tickets locally and offered "Home Away" tickets to people who live out of town. Raised more than \$50,000, which was five times what group had ever raised in any one event.
- Researched best practice fund-raising events and led team of cold callers on "Be a Hero" promotion, encouraging businesses to partner with non-profit groups. Raised \$4,700 in one afternoon.
- Installed PayPal "give now" button on website, which nets \$7,500 per year in small gifts attributed to donors who would not otherwise donate.

Bell Elementary PTA, Pueblo, CO

Development Vice President (2008–2010)

- Oversaw and implemented direct-mail campaigns, which resulted in successful rebranding of the school. Check-writing campaign raised nearly \$15,000.
- Contacted affiliates and partners to collaborate with school, resulting in 65 percent increase in donated items and time.

Volunteer Coordinator (2002–2008)

- Designed new volunteer recruiting strategy for school in partnership with executive committee and small committee of parents.
- Researched and incorporated new computer system to track volunteer hours, which allows PTA to reward active parent and teacher volunteers.

A two-column design can be a good way to save space.

If your paid job experience is thin, highlight your volunteer work.

Note when you escalated your involvements and responsibilities in one organization.

HIGHLIGHTS

Leadership Skills

- Devising and leading innovative fund-raising campaigns for non-profit organizations.
- Recruiting and mentoring new volunteers.

Communication and Presentation Skills

- Building social media campaigns to persuade donors to enhance their contributions.
- Using PowerPoint and SlideRocket to deliver organized and persuasive presentations to prospective donors.

Strategic Planning and Organizational Skills

- Examining organization's mission, participants' capacity, and monetary needs to identify successful fund-raising techniques.
- Identifying untapped corporate sponsors to expand organizations' reach.

Computer Skills

Word, PowerPoint, SlideRocket, Excel, Outlook, Adobe Creative Suite, Facebook, Twitter.

Education

Bachelor of Arts, Communications, University of the Southeast, Atlanta, GA

This is where you can highlight your skill sets as opposed to your accomplishments.

Sample Résumé #3 After starting and running his own small business for sixteen years, Herman Chan decided he wanted to become a teacher. He recently returned to college to finish his undergraduate degree and is now seeking a position as a special education teacher.

Testimonials or endorsements can help frame your story if you are moving into a new field.

HERMAN CHAN

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SPECIAL EDUCATION TEACHER / SPECIAL EDUCATION SPECIALIST

TEACHING EXPERIENCE

Student Teacher, *Lake View Elementary*, Boston, MA (Jan–June 2012)

- Collaborated with classroom teacher to improve students' academic performance and growth.
- Created several new lesson plans rated "Excellent" by evaluating teacher team. Modified plans as necessary to address individual students' needs.

Student Teacher, *Broad Elementary*, Cambridge, MA (Aug–Dec 2011)

- Worked in a variety of special education classroom settings, including self-contained, support inclusion, and full inclusion programs. Taught students with autism spectrum disorders and developmental challenges.
- Partnered with classroom teachers to prepare student Individualized Education Plans (IEPs).
- Completed training sessions on special educational reform. Conducted research on best practices for serving special needs students, compiled in final paper (available for download: www.HermanChan.com).

"In my 15 years of teaching, I have never hired someone more suited to working with special needs students. Herman uses his past experiences outside of the classroom to his student's advantage."

—Sue Smith, lead special ed teacher,
Lake View Elementary

www.linkedin.com/in/HermanChan

VOLUNTEER EXPERIENCE

Board Member, *Tools for Special Needs Schools*, Boston, MA (2009–present)

- Co-chair of the budget committee. Responsible for lowering yearly expenditures by one-third last year.
- Regularly meet with leaders from several local businesses and encourage them to donate materials and services, including printing, school supplies, and food for programs and events.

Volunteer, *Tools for Special Needs Schools*, Boston, MA (2000–2009)

- Joined group as a volunteer business consultant. Advised board regarding business plans and budget.
- Attended public sessions on special needs schools and students. Became well versed in parent, teacher, and student problems and learned how to help provide solutions.
- Met with parents in underserved, low-income communities to advise them about services for their children.

OTHER PROFESSIONAL EXPERIENCE

Founder & Owner, *Herman's Hardware*, Boston, MA (1995–2011)

For sixteen years, owned and operated local hardware store. Hired and managed two full-time and three part-time employees, maintained accounts, coordinated weekly schedules, and oversaw the purchasing of inventory.

PRESENTATIONS

"ADD and the Public School," Presented at Society of Special Needs Teachers Annual Conference, April 2012

EDUCATION, CERTIFICATIONS, AFFILIATIONS AND COMPUTER SKILLS

Bachelor of Science, Special Education, Career Switchers Program, Boston of America College, June 2012

Certifications. Special Education Certification (Pending).

Affiliation. *National Association of Special Education Teachers* (2011–present)

Computer Skills. Word, Excel, PowerPoint, and Adobe CS5. Social media tools, including: Twitter and LinkedIn.

Volunteer work may be more important than an early, unrelated career.

Recent education can go up top or below.

Sample Narrative Bio #1

It's fine to share how personal experience has shaped your career path.

ROSALIND JOFFE

Building on her own experience living with chronic illnesses, including multiple sclerosis and ulcerative colitis, Rosalind Joffe founded the chronic illness career coaching practice, *cicoach.com*. Dedicated to helping others with chronic illness develop the skills they need to succeed in their careers, Rosalind firmly believes that living with chronic illness does not preclude living a full and successful life.

Rosalind Joffe, coauthor of *Women, Work, and Autoimmune Disease: Keep Working, Girlfriend!* published by Demos Medical, is a recognized national expert on chronic illness in the workplace. As a leading career coach, she has been quoted in *The Wall Street Journal*, *The New York Times*, *The Washington Post*, *The Boston Globe*, *msnbc.com*, *WebMD*, and *ABC Radio*, as well as a variety of regional and national media outlets. Rosalind has published in dozens of disease organization and health journals. She is a sought-after speaker and workshop leader for organizations that include the National Multiple Sclerosis Society, BiogenIdec, State Street Corporation, New Directions, Association of Career Professionals, *HealthTalk.com*, New England Arthritis Foundation, NENMMS, and the Scleroderma Association.

Rosalind holds a master's in Education, is a certified mediator, and has completed training in focusing practice and the ICF-accredited Corporate Coach University program.

Why I Founded This Company

My personal experience began almost thirty years ago when I was unable to lift myself from bed without help and had lost vision in one eye. I was diagnosed with multiple sclerosis and my life would never be the same. Over the years, the disease was relatively mild and manageable but I continually made decisions, large and small, based on my health. This was particularly true regarding my career.

Then, fifteen years after the initial diagnosis, I was hospitalized with a second autoimmune disease, ulcerative colitis. I had two young children, a husband, and a successful, demanding career.

Getting my health under control was a major challenge. When I was physically able to return to work, however, I confronted an equally daunting challenge. How could I continue to be professionally successful with a disabling disease that got in the way of my ability to perform?

Your bio can also function as a way to promote your work.

At the same time, this disabling condition meant I faced new concerns:

- How do I talk about this and when?
- How do I manage my tasks when I can barely manage my health?
- How do I plan my career when I can't even plan for tomorrow?

There were few resources to guide me. I resented that most books (and caregivers) advocated that stress is bad, work is stressful, and people with chronic illness should stop working. Many of us don't view that as the only option. I certainly don't.

Through trial and error I reached the point where I could once again thrive in my work. My experience living and working with chronic illness has become my inspiration and forms the core of my work with others.

Here are a few things that I have learned:

- Illness, like any type of adversity, is best dealt with when viewed as a challenge to be met.
- A clear vision of where you are and where you want to be gives you the strength and clarity to move forward.
- Workplace success in the face of illness is transforming. It gives you the power and the confidence to face other challenges large and small.

At the time of my diagnosis, my neurologist predicted that my illness would teach me a valuable life lesson: Illness enables you to see clearly what matters. And to that, I add a lesson of my own: Illness does not preclude professional or personal success.

Sample Narrative Bio #2

STEPHEN RISTAU

Stephen Ristau has dedicated his work to personal and social renewal during thirty-five years as an executive, senior manager, consultant, trainer, and clinician in the service sector. He has worked in nonprofit, government, and corporate environments.

He has served as president and CEO of four nonprofits in the Northeast. His current focus, *PurposeWork*, is expanding the pathways for midlife adults ages fifty and older to nonprofits. He sees great opportunities for nonprofits to engage the talents and passion of experienced professionals to serve and work in their communities, and find greater meaning and purpose in their lives.

Presently residing in the Northwest, he directs the Encore Fellows program for Social Venture Partners Portland, placing retired business leaders in meaningful nonprofit roles.

He is a contributing author of *The Idealist Guide to Careers in the Nonprofit Sector for Sector Switchers* (2008), and has written “People Do Need People: Social Interaction Boosts Brain Health in Older Age” (*Generations, Journal of the American Society on Aging*, 2011, vol. 25, no. 2); “Work and Purpose After 50,” a chapter in *Boomers and Beyond: Reconsidering the Roles of Libraries* (American Library Association, 2010); and “Get Involved: Promoting Civic Engagement Through California Public Libraries” (*California State Library Bulletin*, 2010, no. 97).

As part of his own work portfolio, he volunteers weekly at Peninsula Children’s Center in North Portland where he reads to toddlers and serves as a “human jungle gym.” He also provides interfaith spiritual direction to men and women in metro Portland. He and his wife, Susan, are the proud parents of two adult sons, who live in the Northeast.