

# **Resume Builder Overview**

# Table of Contents

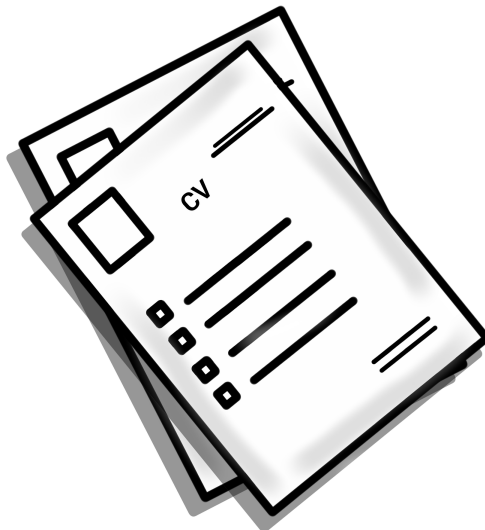
Welcome!.....	2
Why ResumeBuilder?.....	3
Resume Builder in 60 seconds .....	5
Using Resume Builder	
Getting Started.....	6
1. Install the free font .....	7
2. Open the word document.....	8
3. Extract the data file.....	10
Editing Resume Data .....	12
Roles .....	13
Education .....	15
Skills.....	17
Switching between templates.....	19

# Welcome!

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## Resume Builder

Version 1.1



If you hate reading manuals, please read the following article:

[Resume Builder in 60 seconds](#)

# Why ResumeBuilder?

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When you apply for jobs you will find that the best way to pass initial screening you need to **highlight** the relevant aspects of your experience **which match the requirements** of the job. Recruiters and hiring managers look for quick clues which demonstrate you are a good fit for the role. Do not misrepresent or lie about your background! That is a big no-no in the recruiting business.

There are definitely some tweaks you can make to your resume which are usually laborious and time consuming to do within a word processor. Here are some use cases for Resume Builder:

1. You are a managing consultant applying for an internal role. Of the many projects you have worked on for clients you will want to highlight the specific ones relevant to this specific role (since you have worked across industries or subject domains)
2. You are creative director within an agency applying for two jobs: one at an agency and another in the marketing department for a brand. For the agency you will want to highlight how to engage with clients to deliver projects on time and budget while for the internal marketing department you will want to emphasize successful campaigns which resulted in quantifiable benefits (recall, social media mentions, retweets, engagement metrics, etc)
3. You are applying to a position which asks for very specific experience you have "buried" deep in your experience but don't want to use the same information in other applications
4. Most importantly: every employer has their own recruiting management system and they expect you to manually enter your entire Resume into their system. Some of them allow you to import from an existing Resume or from LinkedIn but the problem is that: (a) your LinkedIn resume is usually different than the Resume you want to apply with and (b) the import tools usually don't work and create a lot of garbage data that you have to rewrite.

With ResumeBuilder you create a Excel representation of your Resume that you can not only use in our tool but can quickly copy/paste from Excel to the employer's system. Once and for all your Resume is represented in a data-structured format.

## You need ResumeBuilder.

ResumeBuilder separates between the template layout of your resume and the data. It makes it extremely easy to make variations of your Resume and to copy/past elements of your background which are tedious to do within Word.

The data managed includes:

- ✓ Basic demographics (Your name and contact information and a summary of your experience)
- ✓ You career experiences (who you worked for, date ranges, accomplishments and more)
- ✓ Your educational background (Dates, School names, degrees and programs)
- ✓ Skills & Certifications (Which, Certifying organization, Date achieved, Assessment of the skill level)

This data is all held in a simple Excel workbook that can be duplicated to create variations of your Resume. No longer will you need to worry about updating a meticulously developed word document. Just edit the Excel spreadsheet and refresh your word document and magically the information is display for you.

## What Resume Builder Does

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With Resume Builder your can:

- ✓ **Use Copy/Paste to your advantage:** Rapidly build out your career or educational background within Excel, For instance: If the last 3 jobs were in the same city/state - just copy and paste from the first cell down to the next 2. Copy descriptive text between job roles and edit to change the specific details.
- ✓ Copy job descriptions between Excel sheets you use to maintain variations of your Resume
- ✓ Create dynamic graphs of your skillsets from a simple numerical assessment of your skills. For instance:

**Turn this:**

ID	SKILL/CERTIFICATE	YEARS EXPERIENCE	LEVEL EXPERTISE	SKILL LEVEL	AUTHORITY	DATE ISSUE	DESCRIPTION
1	Lean Six Sigma Master Black Belt	>10 Years	Advanced	9			Process engineering and simplification using statistics (Six Sigma) and by eliminating waste (Lean Thinking, or as it is better known "Toyota Production System")
2	Agile Scrum Master	>10 Years	Advanced	9			Agile is both a project management tool and a philosophy. Tiran has been an Agile coach for major organizations, e.g. deploying CapitalOne's Agile campus in 2006 where the "Create your own credit card" marketing campaign was conceived as an Agile project
3	Design Thinking	6 Years	Expert	10			Design thinking focuses on clients, both customers and users. This framework was devised not just to create great user experiences but also to deliver them in complex matrix organizations. The tools and facilitated workshops of design thinking bring together business and technology teams to relentlessly focus on user outcomes: a better experience for bank branch customers, airline passengers and theme park guests.

To This:

**TIRAN  
DAGAN**

CHIEF STRATEGY OFFICER

6 Kirkview Circle  
Westfield, NJ 07090

t: 917-340-9004  
e: [tiran@tirandagan.com](mailto:tiran@tirandagan.com)  
w: <http://www.gpeople.com>

## SUMMARY

Chief Experience Officer with a blend of technology, operations and strategy launching customer-centric employee-focused initiatives. Career spanning internal programs and client-facing for major enterprises (IBM, GE/NBC Universal, Ernst & Young)

## SKILLS



## WORK EXPERIENCE

IBM, New York, NY Digital Emerging Technologies, North America

And this (within the same document, towards the end):

## EXPERTISE

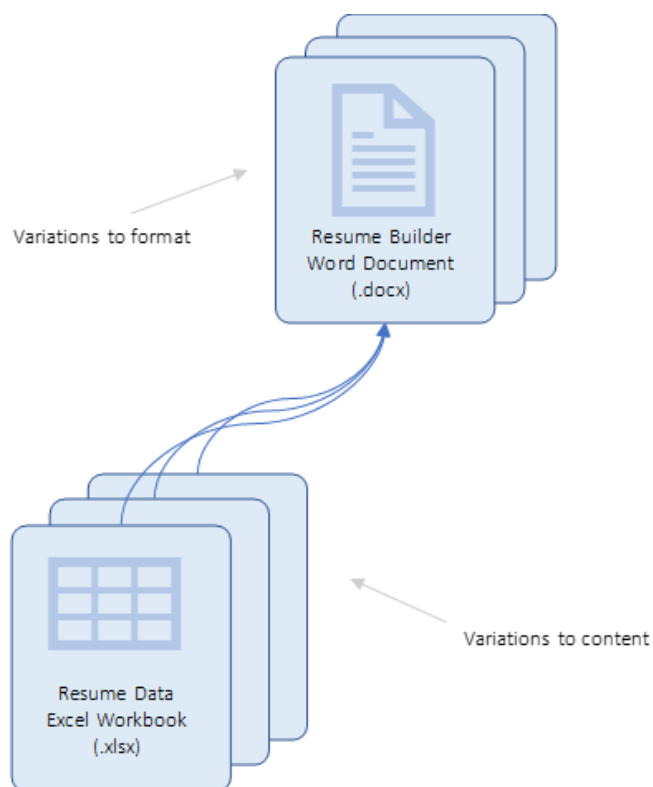
<ul style="list-style-type: none"> <li>Lean Six Sigma Master Black Belt Advanced (&gt;10 Years)</li> </ul>	Process engineering and simplification using statistics (Six Sigma) and by eliminating waste (Lean Thinking, or as it is better known "Toyota Production System")
<ul style="list-style-type: none"> <li>Agile Scrum Master Advanced (&gt;10 Years)</li> </ul>	Agile is both a project management tool and a philosophy. Tiran has been an Agile coach for major organizations, e.g. deploying CapitalOne's Agile campus in 2006 where the "Create your own credit card" marketing campaign was conceived as an Agile project
<ul style="list-style-type: none"> <li>Design Thinking Expert (6 Years)</li> </ul>	Design thinking focuses on clients, both customers and users. This framework was devised not just to create great user experiences but also to deliver them in complex matrix organizations. The tools and facilitated workshops of design thinking bring together business and technology teams to relentlessly focus on user outcomes: a better experience for bank branch customers, airline passengers and theme park guests.

It is automatic, it is without effort and it looks good!

# Resume Builder in 60 seconds

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This article should give you a sense of the workflow using Resume Builder in a visual way.



## How it works

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The word document contains the code needed to load your data from an external excel workbook. You can save multiple copies of the template, and here is what will be stored in each copy:

- [Changes you make to formatting](#)<sup>1</sup>
- [The link to a single excel Resume data file](#)<sup>2</sup>

Say Jim Smith wants to have two versions of his Resume: One highlighting his experience as an art director and another as a creative designer. Here is what he can do:

- Create an excel workbook for "Art Director" and another for "Creative Designer" (you can copy one Excel to another and then make changes). Modify the job role/experiences accordingly
- Name a copy of the Resume Builder word document "Jim Smith Resume.docx"
- Change the source data to "Art Director" excel sheet, generate a PDF and then change to "Creative Designer", generate a different named PDF and done!
- Alternatively create two versions of Resume Builder word document: one linked to the first data file and another linked to the second data file.

For more tips and tricks, read through the rest of this help file and visit the ["Advanced Topics"](#) section.

Don't skip the ["Getting Started"](#) section: you will need to install a free font to see the template in all its' glory!

## Next Step

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### [Getting Started: Install the font](#)

<sup>1</sup>Changes you make to formatting such as bolding of characters, highlights, line spaces and breaks or moving content from one section to another. Be careful when you make the moves to copy the entire table associated with the section. See further instructions in the Advanced Topics

<sup>2</sup>The link to the desired excel Resume data file. If you move the excel file to another location you will need to relink it to the word document. You can, however, move the word document anywhere you wish on your computer because it stores the file directory information for the data file.

## Getting Started

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Resume builder does not require any installation or configuration. It was designed to work with Microsoft Office 2010 and later, including the version of Office include in Office 365.

### What should I do with the .DocX file I received?

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Back it up! Do not use the file you downloaded. You might want to use your name in the filename, e.g. John Smith Resume.docx

### Next Step

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[Install the free font](#)

# 1. Install the free font

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## Install the font

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Resume Build makes use of a free font from Google: Raleway. Go to the Google fonts site to download and install the font

<https://fonts.google.com/specimen/Raleway>

There are many articles describing how to install a Google font, here are a few links to try:

<https://www.guidingtech.com/57112/install-google-web-fonts-windows-10/>

<https://www.labnol.org/software/google-fonts-on-computer/19780/>

<http://www.intowindows.com/how-to-install-google-web-fonts-in-windows-or-mac-without-using-third-party-tools/>

## Next Step

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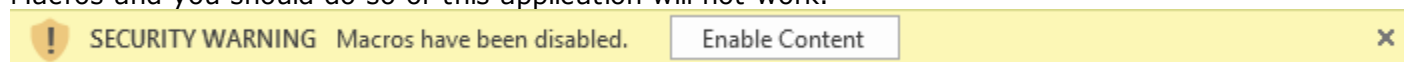
[Open the word document](#)



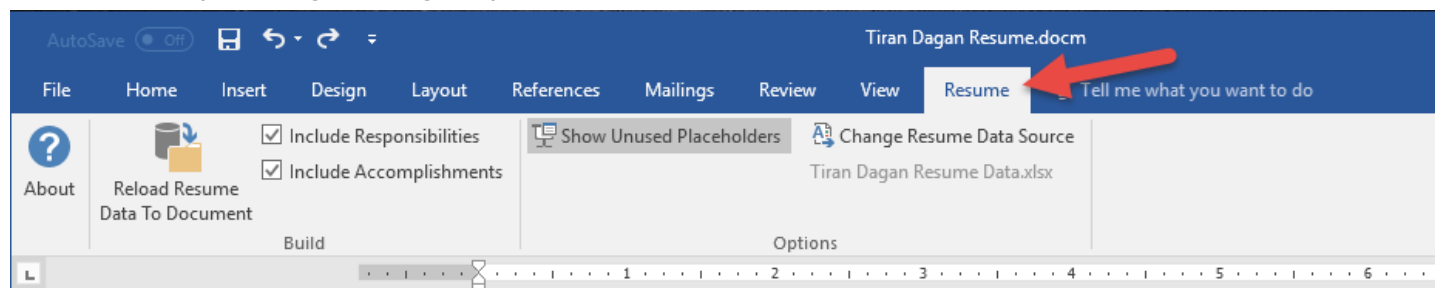
## 2. Open the word document

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Open the copy of the Microsoft word document. Since this is your first time, you will be asked to enable Macros and you should do so or this application will not work:



You will know you are good to go if you can see the "Resume" Ribbon menu:



**Note:** If you do not see the Resume tab, please contact us for help.

The document will look quite "barren" at this stage, don't worry - go to step 3:

t:  
e:  
w: <http://www.google.com>

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SUMMARY

SKILLS

WORK EXPERIENCE

EDUCATION

EXPERTISE

## Next Step

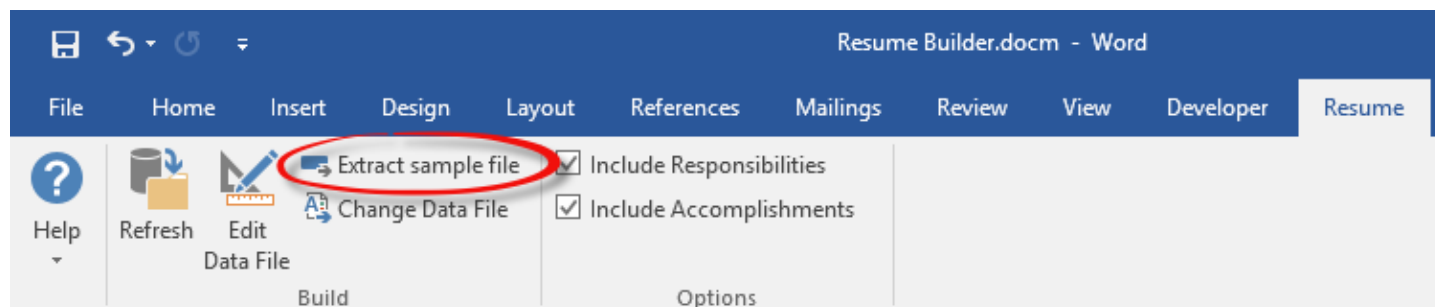
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[Extract the data file](#)

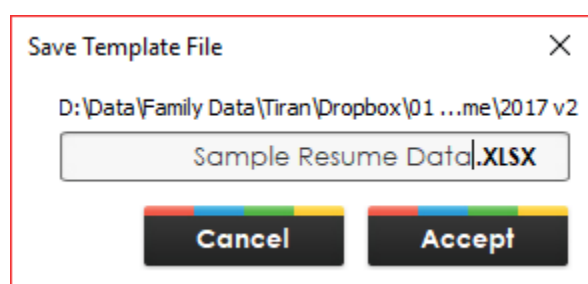
### 3. Extract the data file

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Embedded within your word document is an excel spreadsheet (workbook). You will be entering your resume details (career, education, skills) ONLY in this workbook. Here's how you extract this sample workbook:



When you click on this button, you have an opportunity to give it a meaningful name:



You might call it "John Smith Creative Director". You will get a confirmation that the file has been placed in the same directory as the word document.

After you extract the sample file, you have the option to point the Resume Builder to this file. If you choose no from the confirmation dialog then the existing resume data file will remain active

When the sample data is loaded your document will look like this:

# FIRST NAME LAST NAME

A SHORT CAPTION FOR YOUR RESUME

Your Street Address 1  
Your Street Address 2  
t: +99 999 999 9999  
e: email@domain.com  
w: <http://yourwebsite.com>

## SUMMARY

A short summary of your skills which will appear at the top of your resume. Keep it short and sweet.

## SKILLS

Describe a skill or certificate

Describe a skill or certificate

## WORK EXPERIENCE

» Company, City, State  
10/15 - Current

### Your Title

This is a block description of the role for the title you held at this company. Edit this text to describe in greater detail what your role entailed, your responsibilities and the people you managed. Give some examples of projects or initiatives you led

» Company, City, State  
05/13 - 10/15

### Your Title

This is a block description of the role for the title you held at this company. Edit this text to describe in greater detail what your role entailed, your responsibilities and the people you managed. Give some examples of projects or initiatives you led

» Company, City, State  
11/10 - 04/13

### Your Title

This is a block description of the role for the title you held at this company. Edit this text to describe in greater detail what your role entailed, your responsibilities and the people you managed. Give some examples of projects or initiatives you led

## EDUCATION

» Name of school, City, State  
2002 - 2006

### Your field of study

A description of this program and major academic accomplishments

» Name of school, City, State  
1999 - 2002

### Your field of study

A description of this program and major academic accomplishments

## EXPERTISE

» Describe a skill or certificate  
Level of expertise (Basic, Advanced,  10 Years)

Describe what this skill/certification is about and why it is important for an employer to know about

## Next Step

[Edit your resume data](#)

# Editing Resume Data

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## What is the Resume Data file?

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The Resume Data file is simply an Excel workbook with several tabs containing every aspect of your career data and Resume profile. You will want to have one workbook for each variation of your resume.

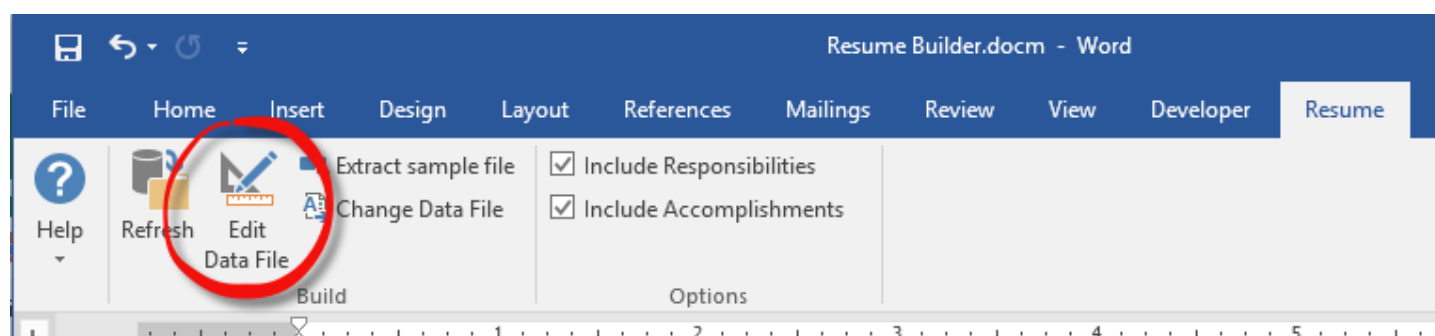
If you are ready to work on your own Resume now [make sure you extract the sample file](#)

If you are ready to customize the sample file, open it in excel and save it as a different file name. E.g. **"Jim Smith Resume Data.xlsx"**

## Editing the workbook

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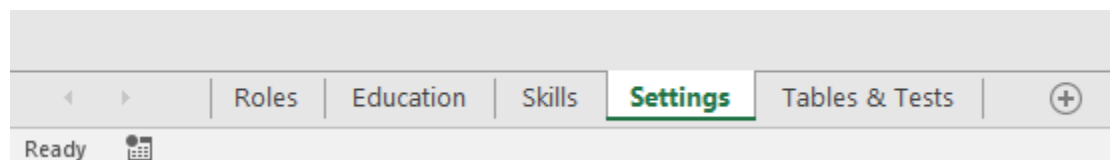
You can open the workbook directly from Excel or by clicking on the "Edit Data File" button in the Resume builder toolbar:



## The structure of the workbook

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The Resume data file contains the following tabs:



- **Roles** contains all the job experiences you have had in your career (job roles)
- **Education** is your academic history
- **Skills** contains skills, certifications and other accomplishments you wish to list
- **Settings** contains general personal information such as your name, an overall description for your resume and contact information
- 
- **Tables & Tests** should not be modified. It contains a series of tests which indicate if there are any errors on any of the tabs. You should briefly review it before applying the data to your resume

## After you make changes to the data workbook

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Simply hit the "Refresh" button on the Resume toolbar and your changes will be reflected in the word document! You can keep the excel open on one half of your screen and the word document on the right half and see the changes reflected immediately.

**Note:** the word document never writes or updates the excel file

# Roles

The Roles tab is where you enter your job experience. It contains the following fields:

ID	FROM	To	COMPANY	TITLE	LOCATION	DESCRIPTION	RESPONSIBILITIES	ACCOMPLISHMENT 1	ACCOMPLISHMENT 2	ACCOMPLISHMENT 3
----	------	----	---------	-------	----------	-------------	------------------	------------------	------------------	------------------

Example (taken from my actual resume):

ID	FROM	To	COMPANY	TITLE	LOCATION	DESCRIPTION	RESPONSIBILITIES	ACCOMPLISHMENT 1	ACCOMPLISHMENT 2	ACCOMPLISHMENT 3
1	10/15	Current	IBM	Digital Emerging Technologies, North America	New York, NY	Leading an internal and external services organization to design optimal employee and customer experiences with mobility, analytics, cognitive, IoT, physical security. Starting with visioning and experience design, followed by technology strategy and road mapping and culminating in the deployment of software, hardware, managed services and integrations. Launched new offerings for IBM and led public and private hackathons to drive experimentation with experience enabling technologies.	Celgene, Sony Interactive, ABB, WPP, Atlanta Falcons, Universal Parks, Blackrock, Bridgewater, Alltel Stadium, Laureate Education	Grew business from \$2M to \$12M in direct revenue and \$50M+ in overall revenue to IBM within 2 years	Generated > \$100M with the launch of a firm-wide solution offering (Workplace of the Future)	Drove > \$10M in revenue to IBM Watson through use of public & private hackathons
2	05/13	10/15	IBM	Partner, Strategy & Analytics	New York, NY	An executive with IBM's services arm responsible for full customer life cycle design and implementation in M&E (broadcast, cable, parks, film, information publishers and advertising). P&L responsibilities: \$100M+. Managed a managed organization of 120 practitioners in analytics, consulting and interactive experience design and oversaw the Apple-IBM partnership mobile solutions for M&E, Twitter & Facebook partnerships	Digital advertising workflow optimization, Marketing analytics predictive tools to enable supply chain, product and manufacturing in support of go-to-market for major CPG	Generated \$50M+ revenue for IBM in the implementation of Guest Experience for Universal Theme Parks	Developed the partner network with 15 partner vendors and created joint account roadmaps leading to \$8M incremental revenue	
3	11/10	04/13	Ernst & Young	Broadcast & Cable Leader	New York, NY	Led the consulting services for EY's customers in TV, Cable and film studios. From the development of go-to-market strategy in content monetization and advertising to driving scalable revenue growth in their linear and digital properties	EY Scripts Ad Ops, Disney Enterprise Cost Reduction, ABC TV Ad Sales Strategy, Lucasfilm Star Wars Content Strategy, 1 Acquisition, Amazon Music, Amazon	Grew consulting practice from ground up to \$30M in 2 years	Launched the digital ad sales practice within EY	Fostered C-level relationships with major media firms (Disney, Univision, Comcast)

Tip: DO NOT delete or insert rows into the table. Keep the rows intact and just edit/clear/replace the content in these tables.

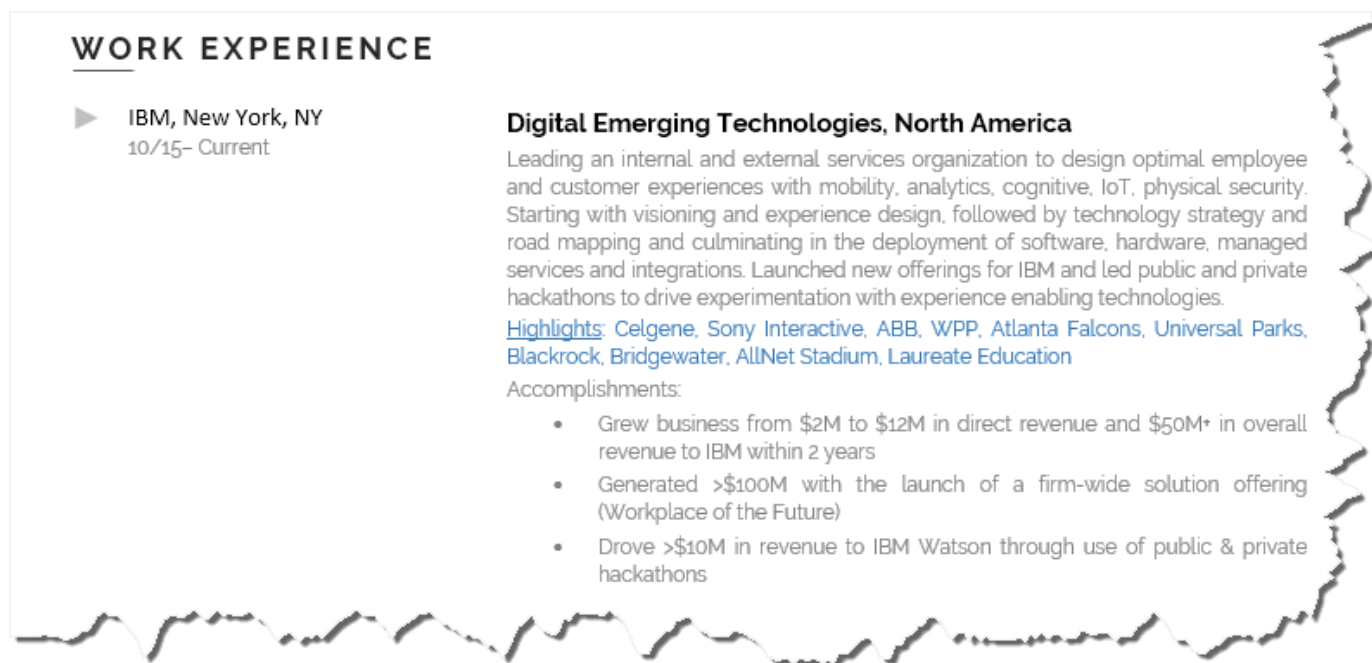
The Resume Builder word template was built to read a maximum of 11 career rows. If you create more than that then only the first 11 will be displayed in the document. For most resumes this is more than enough. If you need more you can create new rows in the word document following the instructions in the "Field Codes" help document.

Here is a description of the fields:

- ID** is a serial running number. You can add more rows simply by adding a running number. If this field contains a number there must be values for the other fields or you will generate an error in the Tables & Tests tab (See [Editing your Resume Data File](#))
- FROM** The start date for this job role. Because of the way Excel stores dates make sure you enter a day of the month so that the correct date is entered. E.g. for May 2013 enter 5/1/2013. The day of the month will not be displayed by excel or the template (because of the formatting applied to the date) but that is something you can change, see [Field Codes](#). This will come in handy if you ever find yourself entering resume data into a recruiting website which requires a date of the month in their system.
- TO** The end date of the role. If you are still working at this job you can enter any text value you want ("Current", "Present", etc) - it will work just fine
- COMPANY** The name of the company you worked for
- TITLE** Your job title
- LOCATION** The location of your job. You can format it any way you wish but try to keep it simple (e.g. City, State for US locations)
- DESCRIPTION** The description of the job role. Make sure to include quantifiable measures of success. E.g. describe the \$ in revenue you generated, % growth, # of products launched in a specific time period. You want to be as specific as possible
- RESPONSIBILITIES** Use this field to describe your span of control and responsibilities. In my resume I use this to list the customers I did project work for. That way I can chose to disable that list if I am sending a resume to a non-consulting employer so they see only my job description and the specific accomplishments. You will be able to toggle on/off this field when generating the resume.
- ACCOMPLISHMENT 1 - 3** In addition to the quantifiable achievements you list out in the description field, use these 3 columns to list specific accomplishments in detail. You might list a successful product launch, a consulting engagement for a client or a marketing campaign and the impact it had on sales. The default template lists each accomplishment as a separate bullet. If you want to only specify one or two accomplishments, leave the rest blank. You will be able to toggle on/off this all 3 when generating the resume.

## Roles Output

Here is how my sample data (above) is displayed within the Resume Builder word document:



# Education

The Education tab is where you list your academic accomplishments. It contains the following fields:

ID	FROM	TO	SCHOOL	DEGREE TYPE	PROGRAM	LOCATION	DESCRIPTION
----	------	----	--------	-------------	---------	----------	-------------

Example (taken from my actual resume):

ID	FROM	TO	SCHOOL	DEGREE TYPE	PROGRAM	LOCATION	DESCRIPTION
1	01/89	01/92	Tel-Aviv University	MBA	International Marketing	Israel	MBA program in International Marketing & Finance. Awarded the Wharton Dozenberg award for international marketing plan
2	01/85	01/86	SUNY + Ramapo College	B.Sc.	Computer Science	NJ, USA	Enrolled in multiple schools to complete degree requirements in 18 months. Studied Artificial Intelligence and Mathematics

This table is OK

Tip: DO NOT delete or insert rows into the table. Keep the rows intact and just edit/clear/replace the content in these tables.

The Resume Builder word template was built to read a maximum of 5 Education/Academic Accomplishment rows. If you create more than that then only the first 5 will be displayed in the document. For most resumes this is more than enough. If you need more you can create new rows in the word document following the instructions in the "Field Codes" help document.

Here is a description of the fields:

- ID** is a serial running number. You can add more rows simply by adding a running number. If this field contains a number there must be values for the other fields or you will generate an error in the Tables & Tests tab (See [Editing your Resume Data File](#))
- FROM** The start date for this job academic program. Because of the way Excel stores dates make sure you enter a day of the month so that the correct date is entered. E.g. for May 2013 enter 5/1/2013. The day of the month will not be displayed by excel or the template (because of the formatting applied to the date) but that is something you can change, see [Field Codes](#). This will come in handy if you ever find yourself entering resume data into a recruiting website which requires a date of the month in their system.
- TO** The end date of the program.
- SCHOOL** The name of the school you studied at
- DEGREE TYPE** One of 10+ academic degree types allowable in the spreadsheet
- PROGRAM** The major or a description of the academic program you completed
- LOCATION** The location of the school or learning program
- DESCRIPTION** Any additional information you want to include. For instance if you did not complete your education, list here further information such as military duty interfering with the program, etc. You might want to describe how your academic achievement relates to your career path or the specific job you are applying to

## Education Output

Here is how my sample data (above) is displayed within the Resume Builder word document:



## EDUCATION

● Tel-Aviv University, Israel  
1989–1992

### International Marketing

MBA program in International Marketing & Finance. Awarded the Wharton Dozenberg award for international marketing plan

● SUNY + Ramapo College, NJ, USA  
1985–1986

### Computer Science

Enrolled in multiple schools to complete degree requirements in 18 months. Studied Artificial Intelligence and Mathematics

# Skills

The Skills tab is where you enter your job experience. It contains the following fields:

ID	SKILL/CERTIFICATE	YEARS EXPERIENCE	LEVEL EXPERTISE	SKILL LEVEL	AUTHORITY	DATE ISSUE	
----	-------------------	------------------	-----------------	-------------	-----------	------------	--

Example (taken from my actual resume):

ID	SKILL/CERTIFICATE	YEARS EXPERIENCE	LEVEL EXPERTISE	SKILL LEVEL	AUTHORITY	DATE ISSUE	DESCRIPTION
1	Lean Six Sigma Master Black Belt	>10 Years	Advanced	9			Process engineering and simplification using statistics (Six Sigma) and by eliminating waste (Lean Thinking, or as it is better known "Toyota Production System")
2	Agile Scrum Master	>10 Years	Advanced	9			Agile is both a project management tool and a philosophy. Tiran has been an Agile coach for major organizations, e.g. deploying CapitalOne's Agile campus in 2006 where the "Create your own credit card" marketing campaign was conceived as an Agile project
3	Design Thinking	6 Years	Expert	10			Design thinking focuses on clients, both customers and users. This framework was devised not just to create great user experiences but also to deliver them in complex matrix organizations. The tools and facilitated workshops of design thinking bring together business and technology teams to relentlessly focus on user outcomes: a better experience for bank branch customers, airline passengers and theme park guests.
This table is OK							

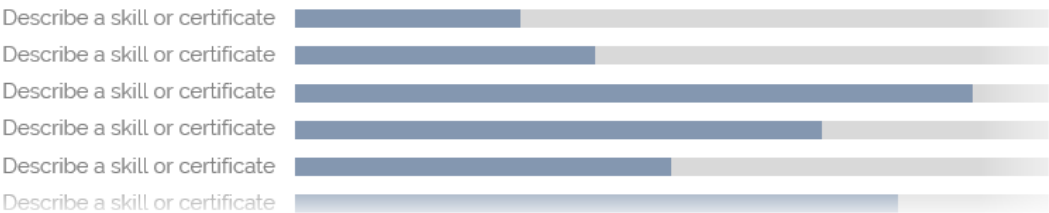
Tip: DO NOT delete or insert rows into the table. Keep the rows intact and just edit/clear/replace the content in these tables.

The Resume Builder word template was built to read a maximum of 6 Skills rows. If you create more than that then only the first 6 will be displayed in the document. For most resumes this is more than enough. If you need more you can create new rows in the word document following the instructions in the "Field Codes" help document.

Here is a description of the fields:

- ID** is a serial running number. You can add more rows simply by adding a running number. If this field contains a number there must be values for the other fields or you will generate an error in the Tables & Tests tab (See [Editing your Resume Data File](#))
- SKILLS/CERTIFICATION** The title of the skill or certificate. This can be a licensing (e.g. real estate license, investment advisor, etc) or a general skill (Strategy, technology, M&A).
- YEARS EXPERIENCE** How many years experience do you have practicing this skill?
- LEVEL EXPERTISE** A subjective assessment of your expertise in this area. Use any descriptive you like (Advanced, Expert, Fluent, Active, etc)
- SKILL LEVEL** A numerical representation of your skill on a scale of 1-10. This will be converted into a bar chart which looks as following:

## SKILLS



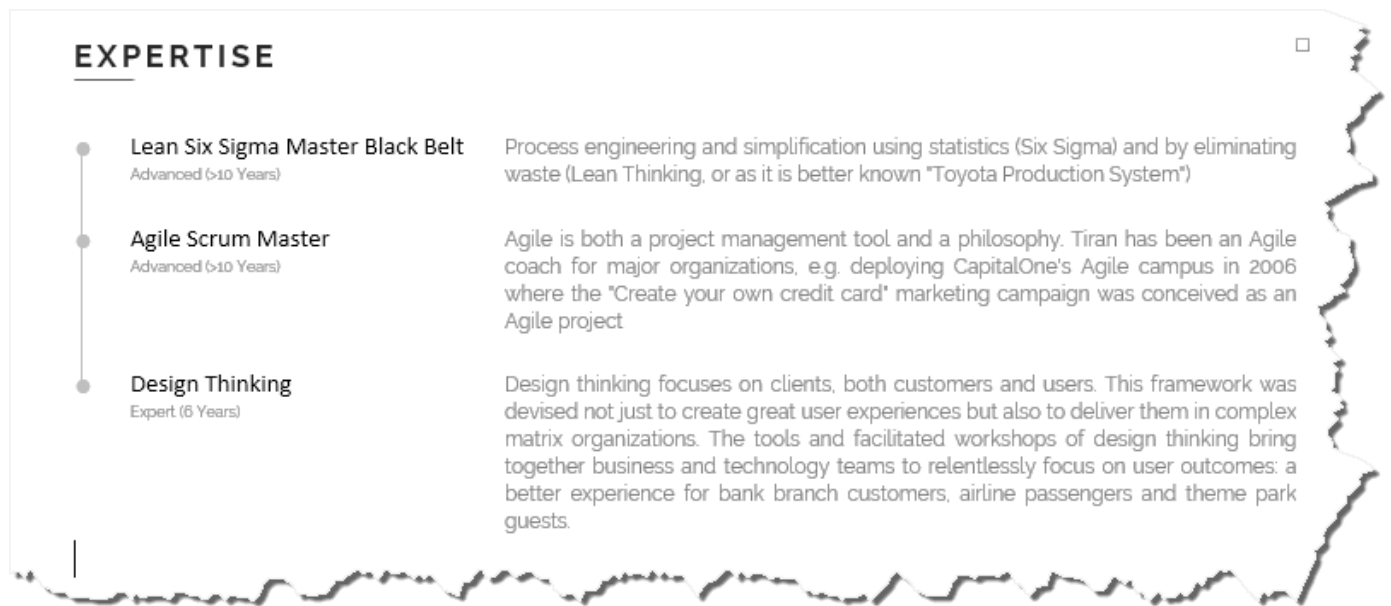
- SKILL LEVEL** Your job title
- AUTHORITY** If this is a certification you may want to record the authority which issued the certificate. The current release of the template does not make use of this field.
- DATE ISSUE** Date the certification was issued (by the authority). The current release of the template does not make use of this field.
- DESCRIPTION** Detailed information about the expertise. You may want to define how this skill is relevant to

the job role or the type of knowledge that comes with the skill.

## Skills Output

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Here is how the above sample information is displayed within the Resume Builder word document:



## Switching between templates



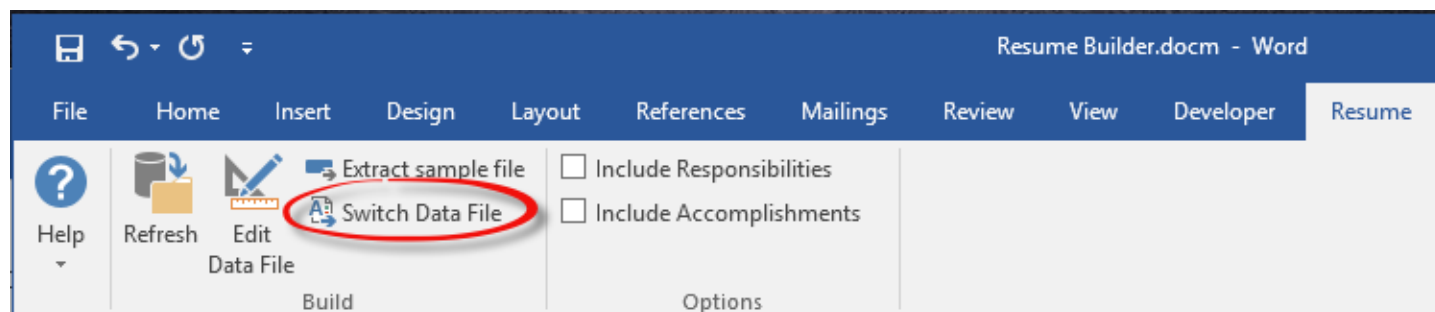
**Tip:** Before you start editing your data file, try extracting another copy of the sample data (or copy the one you extracted in the previous step and give it a new name).

## What happens when you switch?

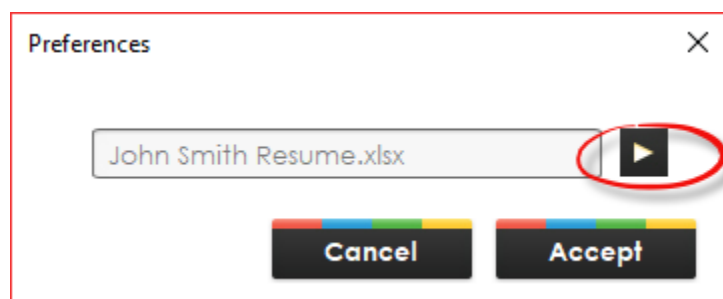
Switching between templates is a non-destructive process: you are only changes what word "sees" but the data is coming from the excel data workbook. You can switch between any resume workbooks at any time. The only thing that is stored with your word document is the link to the excel file and formatting changes you make.

When a new data file is loaded, there may be a different number of entries (for career experience, skills, etc). Resume Builder will automatically hide or unhide table rows containing this information to keep your document neat at all times.

## How do you switch?



After clicking on the button you will be presented with a file selection box:



The box displays you the current template name and Click on the arrow to to open a file dialog and choos file source.

Click Accept to finalize the link to the new excel resi refresh the fields in the document to present the ne

# Index

## E

Education, 17

Excel, 17

## R

Roles, 17

## S

Skills, 17

## T

Template, 17