

# A good pitch can make all the difference

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Julia Peterson of Princeton Junction

## TODAY'S APPLICANT

Julia Peterson of Princeton Junction has more than 20 years of experience in the apparel industry, most recently as a quality control manager.

And while she is seeking a job in the apparel/textiles industry, she is also open to a career that includes her passion for home decor.

**What I do outside work:** I design and construct wall hangings and window coverings, do some home remodeling (tiling baths, built-in bookcases) and cultivate vegetable and flowering plants.

**My favorite movie:** "Batman Begins"

**If I didn't have to work...:** I would open a cross-generational "community meeting place" where coffee and smoothies were served, newspapers and books were well worn, clothing and rugs were recycled and events were scheduled (i.e.: book groups, reading to kids, crafting groups, open mikes, etc.)

**Why you should hire me, in 25 words or less:** I am focussed, thorough and take ownership of each project. I deliver on challenges even if it means pulling a rabbit out of a hat.

## RECENT EXPERIENCE

2007-09: **Sean John Clothing.** Senior manager of quality control who enforced the Brands make and performance standards, established protocol and managed the lab testing program per AATCC, ASTM & FTC.

2005-07: **I. Spiewak & Sons Outerwear.** Fabric and production sourcing manager who planned, sourced and executed all elements of outerwear production

delivering on Designs' challenges for this New York company.

## STRENGTHS

My depth of apparel production knowledge, love of textiles, thoroughness and ability to create win-win solutions.

## TOP ACHIEVEMENT

Acquiring thorough knowledge of the 2008 CSPIA as it applied to our products and getting our related regulatory certificate program running to meet a deadline.

## EDUCATION HIGHLIGHT

Northeastern University  
Boston, Mass.  
*B.S. Fine Arts*  
Fashion Institute of Technology  
New York, N.Y.  
*A.A.S. Fashion Design*

## TODAY'S EXPERT

Lisa Chenofsky Singer, executive and career coach/human resources consulting, Chenofsky Singer and Associates LLC ([ChenofskySinger.com](#))

## THE MARKET

Julia's primary industry, the U.S. apparel manufacturers, has been restructuring and consolidating to stem their losses.

Many have developed their own brands, created new product lines and completed acquisitions to increase revenues. The use of overseas factories has increased due to cost of labor. The quality control role is diminishing in the U.S. as it is typically done on site at the factory.

Although Julia's career has been primarily in one field, her diversified experience includes quality control, fabric and production sourcing, buying and product development. This diversified experience in managing a product from inception to completion will help her secure a position in a product development role in any industry.

## THE RESUME

Julia needs to focus on what she wants emphasize to the hiring manager. For example, she should bold either her companies or her title progression, but not both, depending upon which she wants to emphasize. The dates should not be bold either.

Since she has been in her industry for some time, Julia may want to consider adding a "Professional Development and Affiliation" section to show her commitment within her industry or within her functional skills.

Leveraging herself in a new industry should not be an enormous effort if Julia understands her skills and knows how to market them into another industry. After all, in these changing times it is important that we all remember to be a person who is open to learning new techniques, new systems and new processes.

## ADVICE

- Julia can improve her summary section to better capture the hiring manager's attention. The use of a shorter pitch with highlights of key achievements emphasizing quantitative results will enable her to market herself more effectively.
- Remember a resume is a "living document" in a constant state of revision. Julia's resume must identify what value she can bring to the table. It should be strategic and forward selling. In addition, while there are many ways to create a resume it is important that it be stylistic to the targeted audience.
- Always check for spelling errors beyond spell check. Asking a friend to read it is helpful as he/she may pick up the correctly spelled word that is incorrectly used (for example, there and their)
- When a resume is two pages, ensure page two has your name, phone number and e-mail address as pages do get separated.
- Have another friend, who is not in your line of work or industry, proofread your resume so that he/she can question the appropriate use of any jargon you may have used. This is especially important if you are venturing into a new industry -- your experience may not be understandable to that recruiter/hiring manager.

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**Employers:** If you'd like to contact a candidate featured in this column, e-mail [HireMe@starledger.com](mailto:HireMe@starledger.com).