

PHOTO BY JIM CARCHIDI

Jeanne and Mark Simon's newly formed business, Your Resume Sucks, helps entertainment industry talent update and reformat their resumes into something to be noticed.

## Rebels with a cause

New company gets to the heart of the matter with entertainment-related resumes.

BY CINDY BARTH | MANAGING EDITOR

ORLANDO — In her 22 years working in film and television, Jeanne Simon has done just about every kind of job there is on a set.

Simon also has had plenty of opportunity to hire hundreds of industry professionals, based on the strength of their resumes alone, after producing more than 400 shows, including Nickelodeon's *Clarissa Explains It All*, Cartoon Network's *Carrot Top's A.M. Mayhem* and TNN's *Roller Jam*.

Her findings?

"Most people don't have a clue how to format a resume that helps producers have any idea what they've done or what they're even applying for," says Simon.

That's why she, along with her husband, Mark — himself an industry professional of 20-plus years as a storyboard artist, animator and author — has

### Your Resume Sucks

**Top official:** Jeanne Simon, president

**Description:** A resume-writing service that specifically targets those in the entertainment industry

**Cost:** \$99, \$129 and \$179, respectively, for a resume only, or \$129, \$159 and \$219, respectively, for a resume and cover letter package

**Contact:** (407) 351-0893, [www.yourresumesucks.biz](http://www.yourresumesucks.biz)

launched a new business specifically designed to help film and TV hopefuls land their dream jobs.

It's called, perhaps aptly enough, Your Resume Sucks.

"After years of sorting through resumes trying to figure out if people are even qualified for the job they're applying for, we decided to just cut to the chase and help them get the

information we, as the hirers, needed to know from them," says Simon.

It's a critical role in the entertainment industry, notes Suzy Allen, vice president of film and digital media development with the Metro Orlando Economic Development Commission and a former film industry freelancer herself.

"Resumes for the film and television industry are completely different than regular resumes for corporate America," Allen says. "When I worked as a freelancer, I would have loved to have a place to go to for help with my resume."

**Simon says:**

#### Understand the screening process

Jeanne Simon says one of the first critical mistakes most newbies to the entertainment industry make is

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not really understanding the way resumes are screened.

"Honestly, most of us who are looking for people with specific skills or experience don't care about your education background or what your career goal is as much as we want to know what it is you're applying for," Simon says.

That's why the most important first thing you can do is start with your job title and telephone number, not the usual "objective statement."

"You have, maybe, all of 3 seconds to grab someone's attention with a resume," Simon says. "Most resumes are way too wordy. You have to remember that the resume doesn't get you the job — it gets you the call. And that's if the person looking at it understands what it is you have to offer."

Jody Hill, a former production manager with Universal Studios' Florida Production Group, has experienced that problem firsthand.

"I saw hundreds, if not thousands, of resumes during my 7½ years as production manager for the Universal Studios production group," Hill writes in an e-mail. "If they were too wordy, or filled with extraneous information, they generally got thrown away."

And that's not what you want to happen, Simon says.

"You have to communicate clearly and concisely what you do and that you're qualified," she says. "I'm sure

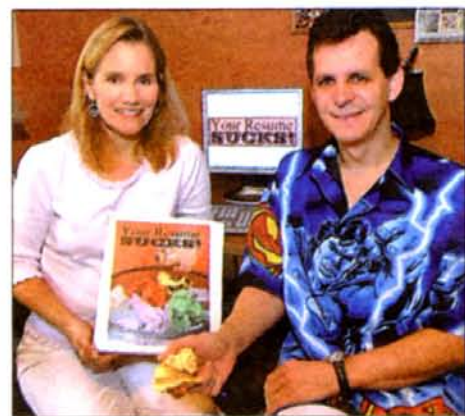


PHOTO BY JIM CARCHIDI

The Simons say one of their goals is to keep your resume from ending up in the trash.

in my years of hiring, I have probably thrown away resumes from people who had more than enough qualifications for certain jobs — I just didn't have time to try to decipher what they were trying to tell me."

Adds Jeff Scheetz, founder of The Digital Animation & Visual Effects (DAVE) School, There's nothing worse for our students than to go through school, get the education they need and then blow it with their resume. Anything that can help students have a better chance at landing jobs is a good thing."

## Resume rebels

Besides personal frustration in dealing with resumes over the past few decades, the idea for the company also grew from the Simons' co-authorship of a book titled *Your Resume Sucks!*. After using their experiences in the entertainment industry as a roadmap of sorts, they came up with three resume types they now offer: entry level, midcareer and seasoned professional, which go for \$99, \$129 and \$179, respectively, for a resume only, or \$129, \$159 and \$219, respectively, for a resume and cover letter package.

The finished resumes come in Word Perfect, Word, PDF and RTF formats and can be edited so that recent industry-related work — "which is critical to have at the top of your list of credits," Simon says — can be easily added.

If the company takes off as expected, Jeanne Simon says she would like to expand their resume services outside

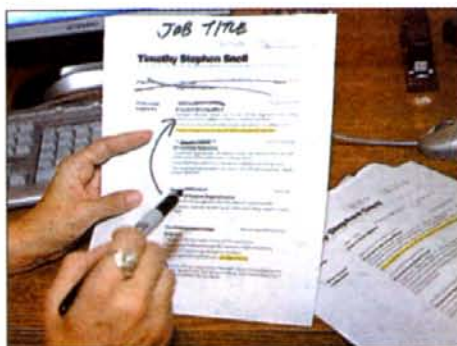


PHOTO BY JIM CARCHIDI

One of the most common errors is not including a job title at the top.

the entertainment industry.

After all, she points out, she and Mark have been coming up with creative ideas their whole professional career.

"Yes, we break the rules when it comes to certain things, but we're doing that based on our collective years of experience," says the self-described "Resume Rebel." "For instance, objective statements are a waste of time because no matter how well they are written, the underlying meaning behind each one is, 'I want to earn the most money possible doing a job I like or can at least tolerate.' We replace this duh-judgmental statement with a job title and a branding statement that sells you."

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