




RON MCKEEFERY

PLAE


“Resume and Branding”

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 **PLAE**

Building A Strength & Conditioning Resume


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Outline


- Application Materials
 - Cover Letter
 - Resume
 - References

1 **Cover Letter**

Cover Letter 

- Brief
- Answer 4 Questions
 1. What position do you want?
 2. Why are you qualified?
 3. Where have you done it?
 4. How well have you done it?

2 Resume

Resume Components 

- Name & Contact Information
- Objective
- Education
- Certifications
- Coaching Experience
- Related Experience
- Speaking Engagements
- Publications
- Athletics Experience
- Honors

Contact Information

- Name & Contact Info
 - Common Name w/Credentials
 - Address
 - Permanent
 - Current
 - Telephone Number
 - Home
 - Cell
 - Email
 - Establish a generic email

Objective


- Brief
- Exact position you are applying for.

OBJECTIVE Application for NSCA Strength and Conditioning Coach of the Year.


Education

- Format
 - University/College, Location
 - Degree
 - Date Completed
- Resume Builder
 - Exercise Science Related Degree
 - Academic Honors


EDUCATION University of South Florida, Tampa, Florida
 Master of Arts in Adult Education
 December 2004
 * Thesis: Exercise Science PhD
 Ottawa University, Ottawa, Kansas
 Bachelor of Arts in Biology
 Bachelor of Arts in Physical Education Health/Fitness
 May 1998
 * Distinguished Graduate

Certifications 


- 3 Types of Certifications
- Format
 - Organization (Member or Cert #)
 - Certification Held (Year/Pending)
- Resume Builder
 - NSCA or CSCCA
 - Red Cross CPR/AED
 - NASM, ACSM, USAW, USATF
 - Kettlebell, TRX

Coaching Experience 

- Difference between being Qualified vs. Experienced
- Format
 - Position
 - Organization (Consolidate if multiple from same place)
 - Dates:
 - Supervisor:
 - Bullets (Max 3; Use Action Verbs)
- Resume Builder

Action Verbs 

•Accomplished	•Eliminated	•Managed	•Reinforced
•Achieved	•Established	•Mastered	•Reorganized
•Adapted	•Evaluated	•Motivated	•Revamped
•Administered	•Expanded	•Operated	•Revised
•Analyzed	•Expedited	•Ordered	•Reviewed
•Approved	•Facilitated	•Organized	•Scheduled
•Conceived	•Found	•Originated	•Simplified
•Conducted	•Generated	•Participated	•Set up
•Completed	•Increased	•Performed	•Structured
•Controlled	•Influence	•Planned	•Streamlined
•Coordinated	•Implemented	•Pinpointed	•Supervised
•Created	•Initiated	•Prepared	•Supported
•Delegated	•Instructed	•Produced	•Surpassed
•Demonstrated	•Interpreted	•Programmed	•Taught
•Designed	•Improved	•Proposed	•Trained
•Developed	•Inspected	•Proved	•Used
•Directed	•Lead	•Provided	•Utilized
•Earned	•Lectured	•Proficient In	•Won
•Effectuated	•Maintained	•Purchased	•Wrote

Related Experience 


- **Format**
 - Same as coaching experience without bullets
- **Resume Builder**
 - Non S&C Coaching Experience

RELATED EXPERIENCE

<p>Human Performance Coordinator Army - Special Operations 2010-2011 Supervisor: LTC Matthew Garber</p>	<p>Head Strength and Conditioning Coach Gridiron Classic All-Star Game January 2001 Supervisor: Bill Biaggi, Head Athletic Trainer</p>
<p>State Director-Florida (North) National Strength and Conditioning Association November 2006-Present</p>	<p>Assistant Defensive Backs/Strength Coach Ottawa University January 1999-May 1998 Supervisor: Chris Creighton, Head Football Coach</p>

Speaking Engagements 

- **What Successful S&C's do?**
- **Format**
 - Organization (Year) "Title"
- **Resume Builders**
 - Local HS
 - College Courses
 - Youth Leagues

Publications 

- **Format**
 - Publication, Title, Year
- **Resume Builders**
 - Websites


PUBLICATIONS

- American Football Monthly, The Strength Report: 9 Articles (2008)
- National Strength and Conditioning Coaches Association, Contributing Author College Coaches Corner (2006-2008)

Athletic Experience 

- **Format**
 - Organization & Sport
 - Years
 - Head Coach: Name
 - Specific Honors
- **Resume Builders**
 - Weightlifting/Powerlifting
 - MMA
 - Crossfit

ATHLETIC EXPERIENCE
 Ottawa University Football /Track & Field
 1994-1997
 Head Coach: Chris Creighton / Kirk Wren
 - Wheat Bowl (2006)
 -All Conference Free Safety
 - All Conference Honorable Mention (Javelin)

Honors 

- **Format**
 - Honor (Year)

HONORS
 - National Association of Sport PE Major of the Year Award
 - NAIA Academic All-American (1996, 1997)
 - U.S. Achievement Academy's All-American Scholar Collegiate Award (1996,1997)
 - Who's Who Among Students In American Universities & Colleges

3 References

References

- Format
 - Name
 - Current Organization
 - Best Phone Number
 - Email Address
- Suggestions
 - Know what they are going to say
 - Only have references to speak to what is on your S&C resume.
 - Let them know when someone maybe calling

Success = T+M+E

- Technician
- Manager
- Entrepreneur



Thank You!!!

- Questions?
- Email
 - Ron.McKeefery@PLAE.Global
- Website
 - www.RonMcKeefery.com
- Social Media
 - Twitter/Instagram: @RMcKeefery
