

RESUME WRITING

Kristen Stout, Corporate Recruiting Manager

WHY IS A STRONG RESUME IMPORTANT?

- ❖ Your resume will set the stage
 - Employer's first impression of you
 - Initial comparison amongst many qualified candidates –
SEPARATE YOURSELF FROM THE COMPETITION
 - Resume must clearly show that you meet all minimum requirements for the position
 - Resume should be a one page summary of your qualifications that shows you deserve an interview
 - Shows your eagerness for the position and to work for this company

CHARACTERISTICS OF A GOOD RESUME

- ❖ Demonstrates the candidate's potential
 - Fit for the position?
 - Fit for the company?
 - Fit for growth and leadership potential?
- ❖ Speaks clearly and concisely
- ❖ Sells the candidate's transferable skills
- ❖ Communicates your contribution in previous roles
 - K - Knowledge
 - S - Skills
 - A - Abilities
- ❖ Engages/sparks an interest that warrants an interview

RESUME LAYOUTS

Chronological

- ❖ Most common and readily accepted
- ❖ Reverse chronological listing of work history

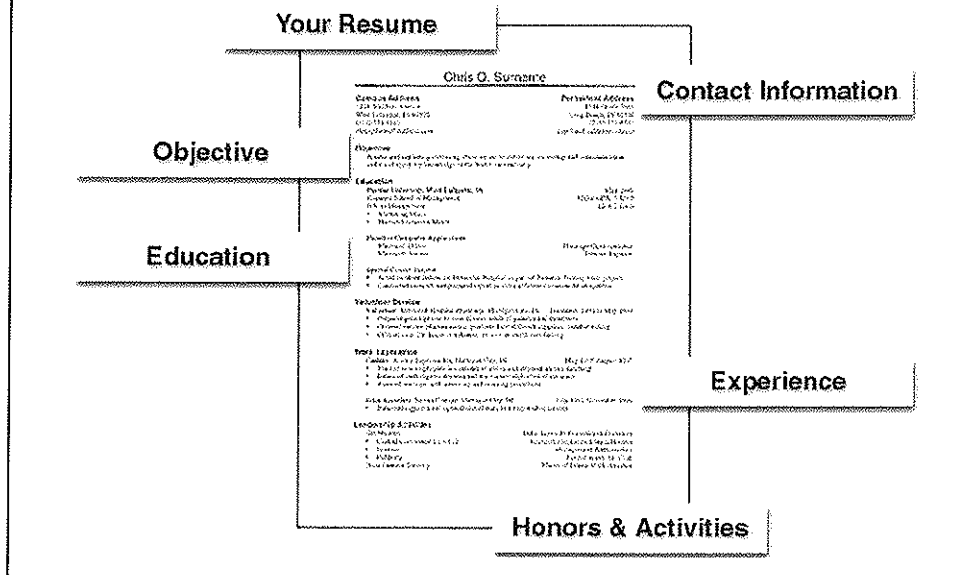
Key components of a successful resume include...

• Personal Information:	Name, address, phone number, email address, professional voicemail.
• Objective Statement (optional):	One or two sentences that depict your career goals and the skill-set you will bring to the company. Recruiters look for this!
• Education:	Educational institutions with degrees awarded, dates attended, city and state, major concentration, GPA (if over 3.0)
• Experience:	Work history listed with most recent position listed first. Bullet points should show duties and responsibilities
• Skills:	Additional skills that are relevant to the position (computer skills, language skills, proficiency of relevant training, etc.)
• Activities	List any relevant professional affiliations, interests, volunteer work, or other activities
• References	If you use statement "Available Upon Request" - bring a separate typed sheet of references with you to the interview.

RESUME LAYOUTS CONTINUED

Functional	Combination (Chrono – Functional)
<ul style="list-style-type: none"> ❖ Focuses on the professional skills relevant to the position ❖ More free-form ❖ Found and used less than the traditional chronological format 	<ul style="list-style-type: none"> ❖ Slowly becoming the resume of choice for some industries <ul style="list-style-type: none"> • Career summary • Highlights functional skills • Chronological history • Education

RESUME FORMATTING



RESUME EXAMPLE

PROS

- ✓ Formatting
 - Easy to read, clear, layout is easy to follow
- ✓ Complete contact information
- ✓ Clear breakdown of relevant experience for position
- ✓ Education
- ✓ Skills Section (Computer skills)
- ✓ Community Service (Optional, but shows involvement on teams and in the community)

CONS

Candidate did include her background and accomplishments, but...
 I would like to see these examples fall under her work history to better understand her duties and responsibilities in each position

Would like to see months included in her employment dates.

Kathy Jobseeker

1021 Harvard St., Apt. 704 | Pittsburgh, PA 15214 | 412.732.5552 | kjobseeker@earthlink.net

Informal and unorganized. Administrative professional with previous experience in Customer Service, Marketing, and Retail, and Program Management

- Experienced in cold calls and marketing
- Well-developed administrative abilities
- Excellent math, data entry, and management
- Excellent written and verbal communication skills
- Background in customer service support
- Able to work alone or in fast-paced
- Good working skills in Microsoft Office/Word
- Excellent family, leadership, organized

PROFESSIONAL BACKGROUND AND ACCOMPLISHMENTS

Customer Service / Marketing

- Created and designed marketing materials, support for web development company. Personal call center, managed appointments with sales representatives, trained new hires
- Updated sales and marketing information, forwarded information to personal clients via postcard and e-mails

Administrative

- Supported business and management team for corporate operations. Responded to queries, created reports, business associates
- Managed telephone, operated office equipment. Handled all correspondence and filing
- Reported and resolved customer concerns, administrative and support, and advised of customer resolution
- Assisted with training activities, successfully managed travel for large group of clients. Experienced scheduling, made flight and hotel arrangements, prepared travel itineraries

Program Management

- Served as volunteer leader - organizer for an annual corporate operation and community event
- Led youth-oriented program for Boys and Girls Club that focused on assisting students, providing language help and job opportunities for students with limited English skills, post-graduation
- Assisted with program development and implementation, post-graduation assistance program
- Selected to participate in voluntary national conference. Different presentation, and organizational support for various issues related to disabilities in business training

EDUCATION & DEGREE

- Marketing - Sales Representative**, The Institute for Business, U.S.A. 2008 - 2007
- Comp. Certificate**, Rose-Adams College of Business, Rose-Adams College, U.S.A. 2006
- Business Associate**, Columbus Park Boys and Girls Club, Southwestern, U.S.A. 2004 - 2003
- Management**, East Bay Institute for Humanity, Oakland, U.S.A. 2003 - 2002
- High School Diploma**, Northwood High School, Northwood, U.S.A. 1999
- Artistic Diploma**, Center for Holistic Learning, Berkeley, U.S.A. 1998

LANGUAGES

English - Native, Spanish - 4, 20 Spanish - 2, 20 years / Fluently / Fluently / Advanced / Intermediate / Basic

COMPUTER SKILLS

Windows, Microsoft Office, Access, Outlook, MSN, eBay, Facebook, Twitter, LinkedIn

ADDITIONAL SERVICE

Writing Materials: Disability, Accessibility, Learning Disabilities, Hearing Loss, Deafness, Post-Coronary, Post-stroke, Visually Impaired. (Articles published in various magazines)

Trained by the American Lung Association, Lung Center for the Blind and Visually Impaired

ADDRESSING EMPLOYMENT GAPS AND TRANSITIONS



- ❖ Use your Cover Letter to explain significant gaps in your employment history
 - Taking care of a sick family member, returning to school, etc.
- ❖ Highlight other experience while out of the workforce
 - Freelance work, consulting, volunteering, professional organization membership, coursework, etc.
- ❖ Tell the truth
 - Never lie about your employment history, it will find a way to resurface. Employers can, and will, verify your work history.

TOPICS TO AVOID

- ❖ Salary expectations/requirements
- ❖ Reasons for leaving previous employer
- ❖ Protected characteristics
 - Age, race, religion, sex, national origin, marital status, social security number, etc.
- ❖ Photograph
- ❖ Personal beliefs/paragraphs
- ❖ Avoid using abbreviations or acronyms

TRICKS OF THE TRADE

- ❖ Keywords are KEY
 - Relevant key words are critical for pulling your resume from internet based searches (CareerBuilder, Monster, Internal Databases, etc.)
 - Could include job titles, locations, computer languages, certifications, companies, etc.
- ❖ Actions verbs and phrases
 - Sell your duties, responsibilities, and transferable skills
- ❖ Sentence Structure
 - Short, simple words
 - Keep sentences under 20 words
- ❖ Voice and tense should remain consistent throughout resume
- ❖ Length
 - One page for every 10 years of relevant experience

The screenshot shows an "Advanced Resume Search" form with the following fields and options:

- Search Terms:** Includes fields for "Keywords", "Location", "Company Name", "Education", and "Certifications", each with a search icon.
- Location:** A dropdown menu with "Country or State" and "City/State/Zip" options.
- Job Category:** A dropdown menu with "All", "Full Time", "Part Time", and "Contract" options.
- Advanced Search:** A checkbox labeled "Use the Advanced Search for Job Options".

SPECIFIC KNOWLEDGE AND SKILLS

- ❖ Market Trend Analysis
- ❖ Needs Analysis
- ❖ Business Savvy
- ❖ Contract Negotiation
- ❖ Profit & Loss
- ❖ Budget
- ❖ Sales
- ❖ Computer Training/Applications
- ❖ Technical Expertise
- ❖ Multi-Site Management
- ❖ Performance Evaluation
- ❖ Team Training
- ❖ Leadership Responsibilities
- ❖ Language Skills
- ❖ Customer Service Interactions

What external skills/experience are you bringing to the company?

VALUE OF A STRONG COVER LETTER

A well written cover letter can separate your application from the rest of the crowd; thus yielding a higher likelihood of receiving an interview. Cover letters work in combination with your resume to introduce yourself as a serious applicant with the necessary qualifications and experience to succeed in this specific role.

**** Cover letters should always be employer AND position specific.**

COVER LETTERS

- ❖ Brief, never more than 3-4 short paragraphs
 - Grab your reader's attention; be engaging!
 - Generate interest with your skill-set and qualifications
 - Use the cover letter to get your resume noticed!
- ❖ Key Components
 - Introduction and interest in position
 - Qualifications, education, and experience that show you are a strong fit for the role
 - Enthusiasm and willingness to learn
 - Timeline on when you will follow up with the recruiter, if possible (1-2 weeks)

DIANA KEATING
dkeat@abc.com

54 West Maplewood Drive
Georgetown, TX 77626 (274) 499-6502 (H)
(274) 537-9712 (M)

February 1, 20XX

Mr. Alan Weiss
Human Resources Manager
ABC of No Marketing
Suite 12, 1432 West Madison Avenue
Arapahoe, WY 82242

Dear Mr. Weiss:

It is with your organization that I desire to offer nearly 15 years of marketing management expertise and resourceful insight in strategic marketing methodologies. Having a strong background using a variety of direct response advertising materials, I am certain that my skills and experience, when linked with the vision of your company, will serve to create dramatic, profitable results.

As Marketing Director for ABC Associations, I am consistently energized by opportunities in overcoming promotional challenges as I continue to ensure that our sites receive the best representation in achieving new customer acquisition and creating brand awareness through direct marketing efforts. With full accountability for over a multi-million dollar budget, I currently offer significant contributions in revenue growth through visible skills in the tactical planning, strategy, packaging, and execution, as well as, other strategies and mail planning.

Having natural interpersonal and communication abilities, I have acquired a solid reputation for effective networking and strategic alliances building a strong group of industry resources. In providing a solid foundation for the marketing operation of ABC Group, I was able to build and stabilize highly effective marketing programs that achieved record profit performance for this group target financial continuity program under my guidance was:

- Grew revenue per customer, 10% and retained 5% more customers by involving managers to reflect the needs of the target market.
- Expanded new prospects 35% by investigating, developing, and testing new creative initiatives and list strategies, responses, and references.
- Increased ABC Association's response rate and track and performance 15% while containing expenditures.

As there is considerable more to relate, I look forward to our meeting and discussion regarding how I might assist the marketing needs and further enhance the viability of your company.

Sincerely,

Diana Keating

Enclosure

THE JOB SEARCH

Online Channels

- ❖ Resume banks often allow you to post your resume for free, while searching job openings across the country
 - www.careerbuilder.com
 - www.monster.com
 - www.linkedin.com
 - www.arkansasjobs.com
 - Company websites (www.tysonfoodscareers.com, www.walmartstores.com/careers/, www.jobhunt.com/jobs/)
- ❖ Establish “**search agents**” to alert you when new positions are available
- ❖ Use the internet to increase your professional network
- ❖ Follow-up with companies, personal interaction is critical to getting your foot in the door



THE JOB SEARCH



Employment Agencies

- ❖ State employment agencies (Arkansas Dept. of Workforce Services)
- ❖ Private employment agencies
- ❖ Consulting firms
- ❖ Temporary employment agencies
- ❖ Executive recruiters (usually deal with candidates at salary levels above \$70k per year)
- ❖ College & University placement networks (Razorback Career Link at the U of A)
- ❖ The National Job Bank

**Fayetteville Local Office -
Workforce Services**

Counties Served:

Madison and Washington

Street Address:

2143 West Martin Luther King
Blvd.

Fayetteville, AR 72701-6219

Mailing Address:

P.O. Box 1205,

Fayetteville, AR 72702-1205

Telephone Number:

479-521-5730

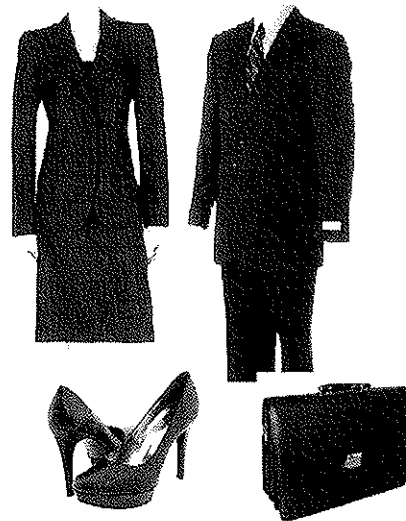
THE INTERVIEW

PREPARING FOR THE INTERVIEW

- ❖ Research the company and the position for which you have applied
 - What are the company's values, culture, new initiatives, products, etc.
- ❖ Preparation:
 - Rehearse answers to potential behavioral interview questions (STAR – Situation, Task, Action, Result)
 - Prepare a professional notebook (resume, questions to ask hiring managers, examples to use for behavioral interview questions, familiarize yourself with interviewers and their titles)
 - Familiarize yourself with the exact location of your interview; arriving late will not yield a good first impression

PROFESSIONAL DRESS

- ❖ Your attire should showcase your professional persona
- ❖ For Women:
 - Business suit is preferred
 - Be moderate with make-up and perfume
 - Wear simple jewelry and sensible, closed-toed shoes
- ❖ For Men:
 - Clean, ironed shirt and conservative tie are a must
 - Simple jacket or business suit is preferred
 - Clean-shaved and nicely groomed
 - Use cologne or after-shave sparingly



MAKING A GOOD IMPRESSION

- ❖ Be on time
 - Arrive 10 minutes early
- ❖ Be positive
 - Handshake & Smile
- ❖ Relax
 - Conversational
- ❖ Show self-confidence
 - Eye contact
 - Know the line between confidence and arrogant
- ❖ Listen
 - Ask applicable questions following each interview
- ❖ Reflect
 - Take your time, give honest and thorough answers
- ❖ Avoid negative body language. – Everything you do communicates!
- ❖ Sell Yourself!
 - Discuss the benefits you will bring to the team
 - Give details from previous work experience that allows the interviewers to see you succeed in the position, and grow within the company



COMMON INTERVIEW QUESTIONS

- ❖ Tell me about yourself.
- ❖ How did you discover your professional strengths and weaknesses? What efforts have you made to overcome that weakness?
- ❖ What are your short and long term career goals?
- ❖ What is your greatest accomplishment? Why?
- ❖ What does success look like in this position?
- ❖ What motivates you to do your best work?
- ❖ How does this job fit into your career plan?
- ❖ What do you find least rewarding in a job?
- ❖ Why do you want to work for this company?

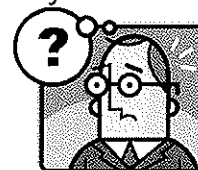
BEHAVIORAL INTERVIEW QUESTIONS

Behavioral Interview Techniques

- ❖ Looks for more objective set of facts
 - ❖ Story-based, real life – harder to embellish real life experiences
 - ❖ Specific, open-ended “tell me about” examples and/or statements
 - ❖ Past experiences and behaviors predict future performance and potential
- ❖ Describe a situation when you had to get something very difficult done with a fixed deadline. (What were the circumstances? Describe your specific actions.)
 - ❖ Describe a great success you’ve had with turning a failure around.
 - ❖ Tell me about a time when you helped a team plan and follow through with goals. What was your role on the team?
 - ❖ Describe a time when you exhibited a sense of urgency about achieving results.
 - ❖ Tell me about a time when you had to communicate under difficult circumstances.

ASK QUESTIONS DURING THE INTERVIEW

- ❖ Prepare 4-5 good questions relevant to the position and company
 - What does the progression path look like for this position?
 - What continued education/learning opportunities does this company provide?
 - What is the company culture?
- ❖ Don’t ask questions that raise warning flags
 - Pay, Vacation, etc.
- ❖ Clarify any questions you have before leaving the interview
- ❖ Always inquire about a timeline regarding when you should hear back regarding a decision



POST INTERVIEW

- ❖ Conclude the interview with a handshake and be sure to thank the interviewer(s) for their time.
- ❖ Reiterate your interest in the position.
- ❖ Ask for the appropriate timeline to expect contact from the recruiter.
- ❖ Follow up with a hand written thank you note to the interviewer (an email is acceptable, but less personable).
- ❖ Follow up with the recruiter regarding a decision if the discussed timeline has expired.

QUESTIONS OR COMMENTS?



Bad!

12345 Main Street
Springfield, VA 20183

Phone 703-555-1234
Fax 703-555-4321
E-mail janedoe@mail.com

Jane Doe

Education 2002 - 2006 James Madison University Harrisonburg, VA
BA Business Administration
Concentration in Marketing

Work experience 2006 - 2007 Acme Products Gotham, VA
Sales Representative

I sold full line of Acme Products in the Springfield territory as a business-to-business sales person. I focused mainly on corporate accounts working with C-level decision makers on a daily basis. I received two weeks of sales training at the Acme headquarters and have been over 100% of quota since I started.

2005 - 2006 Alston's Pub Harrisonburg, VA
Bartender/ Waitress

I bartended part time. My responsibilities included taking customer orders, and making sure they are enjoying there meals.

2002 - 2004 Gap Harrisonburg, VA
Salesperson

I helped to meet customers expectations by showing customers new products and assisting them. I tried to meet sales goals by getting customers to sign up for the Gap Credit Card. I also maintained the cash drawer and answered the telephones.

Hobbies Swimming, soccer, spending time with family and friends.

JANE DOE

12345 Main Street
Springfield, VA 20183

703-555-1234
janedoe@mail.com

Objective:

To leverage my strong communication skills, self-motivated nature, and past sales experience within a business development position that offers professional growth.

Education

James Madison University

B.A. Business Administration

Concentration in Business-to-Business Marketing
(financed 75% of education)

Harrisonburg, VA

May 2007

Work Experience

Acme Products

Springfield, VA

May 2006 – August 2007

Sales Representative

- Consistently exceeded monthly sales quotas, averaging 115% YTD.
- Developed relationships with C-level decision makers in efforts to build new business and generate new streams of revenue.
- Sold full line of Acme Products to both existing and new accounts.
- Developed new accounts by networking, referrals, and prospecting.

Alston's Pub

Harrisonburg, VA

August 2006 – May 2007

Bartender/ Server

- Provided excellent customer service to patrons in both the restaurant and bar sections.
- Succeeded in taking food orders, promoting items to customers, and preparing food and drink orders.

Gap

Harrisonburg, VA

January 2003 – May 2005

Sales Associate

- Identified customer needs and assisted customers in making purchasing decisions.
- Marketed and enrolled an average of 15 customers monthly in Gap's credit card program.
- Provided customer service and used sales skills to achieve daily goals.

Activities

- Competed in intramural soccer and softball throughout college.

References

- Available upon request.

Good!