




Resume Success



Purpose of a Resume

- The goal of any good resume is to show that you are a *qualified* candidate and a *good match* for the job.
- The resume motivates employers to interview you.



*Most employers
spend 10-20 seconds
scanning a resume. Keep
your resume
to 1 page!*



Stop, Think and Plan

- Know yourself!
- Know the position!
- Prepare!

Know Yourself!

- Do you work better by yourself, on a team, or both?
- Can you work mornings, afternoons, evenings, weekends?
- Would you be able to work in a noisy environment, like a factory, or construction area?



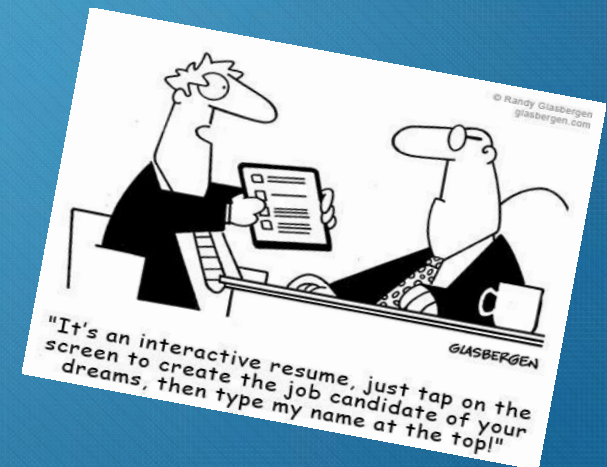
Know Yourself!

- Can you work in tight spaces?
- Are you fast, or are you more thorough?
- Do you work best with written directions, or verbal instructions?



Make it Fit!

- **First** – Create a **Master** Resume.
- **Second** – Prepare an inventory of your skills, accomplishments, education, goals, and experience.
- **Third** – Customize **each** resume to fit **each** job description.



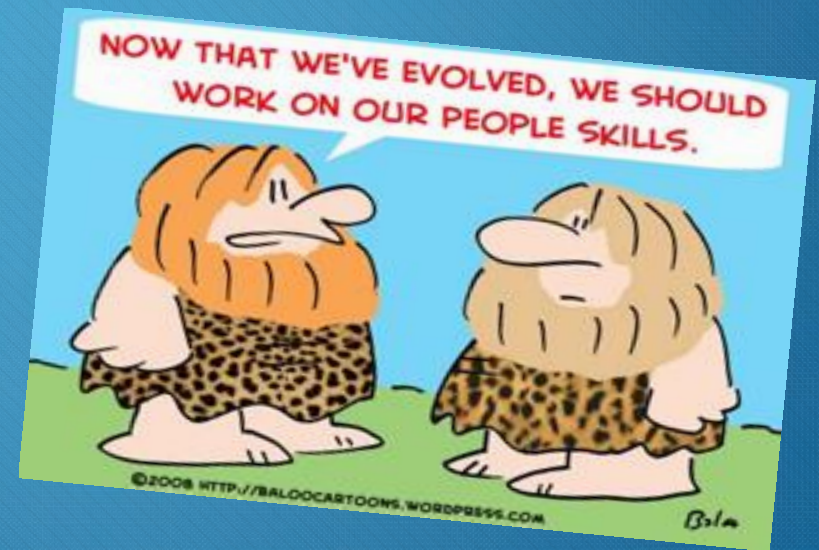
Your Skills

- Do you know what skills you have?
(skills that you could tell an employer you have)
- Has anyone taught you what skills are?



Know Your Skills

- Do you know what hard skills are, or soft skills?
- How many do you have?
- What kinds of experiences have you had in which you've demonstrated those skills?





Hard vs. Soft Skills

- **Soft skills** are personal attributes that enhance an individual's interactions, job performance and career prospects.
- **Hard skills** are about a person's skill set and ability to perform a certain type of task or activity.

Hard skills will get you an interview, but you need soft skills to get and keep the job.





Research the Job

- Do you know what medical scientists actually have to do?
- What is the most difficult part of a game designer's job? (there *is* a difficult part)
- Can you tolerate the smell?
- How will you know what to expect?





Check out VisualCV.com

- 56% of hiring managers are **more impressed** by a **personal portfolio** than any other branding tool. A **well-made online resume** (or portfolio) will **help**
- **you stand out** when employers **Google search** your name. An **online resume** is an **excellent addition** to any
- **job application.**



Links and Work Experience

- Social links are highly recommended.
 - **Link** to your relevant **social media profiles** to give a more complete picture of who you are.
 - **Include relevant work experiences.**
 - Don't include all of the nitty-gritty details of each work experience, but a general **summary of your best accomplishments.**



Education

- Your education is important to employers. Include any relevant education on your
- online resume like you would a traditional resume.



Skills

- Even if your experience doesn't fully match up, you can make up for that with an emphasis on the right skills.
- **Add your top 6 skills** to your online resume and make sure these **are relevant** to an employer, and not redundant.
- It's 2016 - your Microsoft Word skills should be automatic, not advertised.



Top Projects / Portfolio

- This is the section that brings your online resume to life.
- It is your opportunity to show your skills, including:
 - Embedded video
 - Images / Art / Photos
 - Links to external resources
 - PDFs and Powerpoint



Links to Your VisualCV

- Employers go to social media to discover new candidates in the hiring process.
- Having your VisualCV visible on various social channels is an effective way to have employers contact YOU about your work experience.



LinkedIn

- A top site to link to your VisualCV is LinkedIn.
- Add a link to your VisualCV from your LinkedIn profile to give viewers a more in-depth and personalized look at your qualifications and skills.



VisualCV

- 80% of employers Google Search your name after reviewing your resume.
- A personal website with a custom domain that hosts your resume is the best way to ensure your name pops up on top of the results.
Having VisualCV as your personal website makes it
- super easy to keep updated.



Get Advice

- Your online resume (like your career) is a work in progress.
- Send your VisualCV to 5 friends or colleagues, and ask them *"What could I improve about my VisualCV?"*
- Their feedback will help you build an even better VisualCV.



Tips for Best Results

- Your chances of landing even an interview by spamming your resume to hundreds of companies is slim.
- Instead of sending your resume to every job you meet the basic criteria for, focus on quality applications for fewer jobs.
- Only apply to jobs that excite you - this excitement will show in your application.



Competition

- For every job, you are competing with dozens, sometimes hundreds, of people. Throwing your resume into the pile is not
- a successful strategy - in fact, it is usually a waste of time.



Tips for Finding that Job

- Spend extra time finding a job you really want and put in the extra work for a winning application.
- It is more productive to focus on 1-3 quality job applications per week, than 30 half-hearted ones.
- Think about 3 jobs you really want.



Know the Position

- Do the research and tailor **EACH** resume to the position you are applying for.
- **What you need to know:**
 - Necessary Skills
 - Desired Qualifications
 - Required Education & Work Experience
 - Key Values
 - Job Duties



Tracking Results

- VisualCV's analytics dashboard lets you know when your resume is viewed or downloaded. If you sent a PDF, it will track click-throughs.
- If you sent a specific resume to an employer you can then view if and when they look at it.





Traffic Sources

- For your online resume, it is also useful to view the breakdown of traffic - whether it's from search, social media, or your email signature - it is best to have a variety of traffic sources.



Resume Types



Functional Resume

- A functionally formatted resume works well for those entering the workforce for the first time. It lists experience in skills clusters.
- A truly functional resume omits dates and may
- not even list specific jobs and employers.



Chronological Resume

- **Reverse Chronological Resume is most preferred with previous employment.**
 - It is date oriented.
 - It provides a history of education and experience.
 - It lists the most recent experience first.
 - It highlights consistent work record.
 - It illustrates experiences within job titles.



Format

- **Heading**
- **Objective**
- **Summary of Qualifications**
- **Education**
- **Experience**



Heading

- The heading is placed at the top of the page and can be aligned at the center or off to the side. Your name appears on the first line and should be in bold.
- The heading includes:
 - Address
 - Phone number
 - Email



Objective

- The objective should consist of 1-2 short sentences.
- The objective specifies the type of position you are seeking.
- Tailor your objective to the company.
- Do not use generalized statements.
- Do not focus only what the company can do for you.



For example

Instead of:

“To gain a position where I can be an asset to my employer and grow as an individual.”

Try:

“To gain a position as a at
Company.”



Summary of Qualifications

- **Optional** - Use a qualification summary only if it puts emphasis or links your background that is most relevant to the job requirements.
- Use 3-6 bullet points of special accomplishments, key work skills, outstanding traits, relevant work history.
- Highlight skills that aren't obvious from past work experience.



Expand on Your Skills

- *Look for ways to demonstrate:*
 - Good communication skills
 - Leadership and organizational skills
 - Ability to work on a team
 - Good work ethic
 - Interpersonal skills



Craft Your Resume for Each Job Position

- Your resume must speak to the position.
- Put most important facts at the top.
- List accomplishments, not titles.
- Qualify with facts, maybe percentages.
- Name dropping is okay.
- Use outline format, not paragraphs.
- Include volunteer work you are passionate about.



Specific Job Preparation

- Many forget the job posting once they have begun the application process, but this is so important to read and read again.
- Print it out so you can read it thoroughly and know what is expected of you.
- Having it printed will help you so you can go back to it anytime.



Accomplishments & Skills

- Experience and skills don't just come from jobs you've had.
- They also come from volunteer work, unpaid work, relevant hobbies, extracurricular activities, temporary
- jobs, and more.
- You're not limited to your previous jobs.



Keywords and Phrases

- Most recruiters and hiring managers have a software that your resume will go through.
- If the resume doesn't have the keywords and phrases in it that match the job description and requirements it may never get to their email!



Top Keywords

- Achieved: 52%
- Improved: 48%
- Managed: 44%
- Created: 43%
- Resolved: 40%
- Volunteered: 35%
- Influenced: 29%
- Increased/Decreased: 28%
- Trained/Mentored: 47%
- Ideas: 27%
- Negotiated: 25%
- Launched: 24%
- Revenue/Profits: 23%
- Under budget: 16%
- Won: 13%



Worst Keywords

- Best of Breed: 38%
- Go-Getter: 27%
- Synergy: 22%
- Go-to Person: 22%
- Value add: 16%
- Results-Driven: 16%
- Team Player: 15%
- Thought Leadership: 16%
- Think outside the box: 26%
- Bottom-Line: 14%
- Hard Worker: 13%
- Launched: 24%
- Strategic Thinker: 12%
- Dynamic: 12%
- Self-Motivated: 12%
- Detailed-Oriented: 11%



Get on the Shortlist

- You have to include these so that when the hiring manager scans through your resume seeking out those keywords he or she will see them and shortlist your application.
- Getting shortlisted means getting a call back for a job interview.



Customize for Success

- By customizing your resume you are showing the hiring manager that you are serious about the job opportunity and that you are the best candidate for the job.
They will see that you are qualified for the
- position because you've listed what is relevant.



Review Employer's Website

- Seek out common words the employer uses to describe its culture, organizational philosophy, and employees.
- Some employers go into great detail about organizational values, culture... and some even include quotes and testimonials from current employees.
- Use those words on your tailored resume.



Do the Work, Get Results

- The time and effort to conduct the research you need to dramatically improve your resume is minimal when compared to the better results you'll get.
- Employers do not just want to hire anyone off the streets — they want to believe they have hired the ideal candidate...



Education

○ **Students / recent grads – start with education.**

- List highest level of education achieved first.
- Highlight degrees earned or to be earned.
- List major, minor, concentration, or emphasis.
- List your GPA if it is a 3.0 or higher.
- List relevant coursework.
- List any special credentials or training.



Experience

- List your accomplishments, not just responsibilities.
 - ideas that improved workplace.
- Use vocabulary or keywords from chosen field.
- **Qualify your actions:**
 - If a supervisor, how many people?
 - If improved sales, how much?



Resume Format

- Include company name, location, job title, dates of employment and duties performed.
- Use spacing and bullets.
- Start each sentence with an action verb – do not use personal pronouns.
- Use correct verb tenses – present tense for current positions / past tense for previous positions.



Dos and Don'ts

- Use 1" margin settings all around.
- Use fonts Times New Roman or Arial, size 11 or 12 point.
- Do not use abbreviations.
- Use bold, italics, and underlining sparingly.



Other Sections

- You can add additional sections to your resume such as:
 - Honors
 - Activities
 - Skills



References

- Do not include references on your resume.
- It is not necessary to type. “References available upon request.”
- Choose professional references rather than personal ones.
- Practice good etiquette and ask your references for permission before giving out their contact information.



Skills to Add to Your Resume



List of Skills for Office Administrators

- Multi-tasking
- Communication
- Computer Literacy
(including Internet,
email & word
processing)
- Business Correspondence
- Telephone
- Office Support
- Scheduling &
Calendars
- Billing
- Organization
- General Business
Operations



List of Skills for Sales Positions

- Goal Setting
- Closing
- Networking
- Pitching
- Relationship Building
- Contracts
- Listening
- Negotiation
- Pricing
- Engagement



List of Skills for Retail Positions

- Customer Service / Relations
- Inventory Control / Management
- Teamwork
- Product Knowledge
- Sales Techniques
- Pricing
- Listening
- Complaint Management
- Flexibility
- Merchandising



List of Skills for Management Positions

- Mentoring
- Hiring & Firing
- Logistics
- Staffing
- Presentation & Public Speaking
- Critical Thinking
- Team Building
- Project Management
- Leadership
- Finance & Accounting



List of Skills for Customer Service Positions

- Patience
- Product Knowledge
- Verbal Communication
- Conflict Resolution
- Customer Retention
- Listening
- Problem Analysis
- Assessment
- Stress Management
- Feedback



List of Skills for Servers (Waiters / Waitresses)

- Memorization
- Stamina
- Problem Solving
- Verbal
Communication
- Handling Currency
- Basic Mathematics
- Computer Systems
(order entering)
- Product Knowledge
- Dependability
- Credit Card
Processing



List of Skills for Project Managers

- Trouble Shooting
- Scheduling & Calendars
- Expectation Management
- Forecasting
- Delegating
- Collaboration
- Adaptability
- Budgeting
- Evaluation
- Planning



List of Skills for Information Technology Positions

- Data Analytics
- Trouble Shooting
- Self-Motivation
- Programming
- User Experience
- Reporting
- Teamwork
- Methodology
- Metrics
- Software
(Engineering, Development, etc.)



List of Skills for Banking Positions

- Record Keeping
- Customer Relations
- Banking Systems
& Programs
- Money Handling
- Financial Markets
- Attention to Detail
- Transaction Processing
- Accounting
- Deposits /
Withdrawals
- Information
Currency



List of Skills for Teachers

- Record Keeping / Maintenance
- Leadership
- Written / Verbal Communication
- Counseling
- First Aid
- Performance Evals.
- Program Development Management
- Testing & Examinations
- Computers (Internet, Word Processing, Spreadsheets)
- Childcare



Your interview depends on it!

**The best preparation
for tomorrow is
doing your best today.**
H. Jackson Brown, Jr.

Do your best!