

NOW
2018

Staff Career Development
Conference

Inspiring
Sustainable
Opportunities

Resumés Employers Select

Getting an Interview Invitation

Resumé – Self-Marketing Document

Resumé:

- What is your objective?

Resumé Design:

- Demonstrate your level of responsibility/contribution

Objective of a Resumé

Purpose of a Resumé:

- **Get an Interview!**
- Highlight qualifications and experience relative to the job to which you are applying

Why You Need a Resumé:

- Marketing document of your skills and experience
- Demonstrate your level of responsibility/contribution
- Point of reference for employer exploration

A resumé will **NOT** get you the job on its own merits!

Resumé Design

- The Readers' Eyes
- Applying Job Description Terminology
- Resumé Format & Formatting
- Resumé Mechanics

Resumé Design

- Resumé needs to be aesthetically pleasing, formatted well and easy to read for READERS/STAKEHOLDERS.
 - Resumé must contain appropriate content to summarize and highlight your knowledge, skills and abilities (KSA's) for the job you are applying.
 - Use “key words” from the job description:
 - Put it in ***their*** words – specific JD terminology
 - ATS – key word searches, attachments, and text versions
- * YOU MUST SURVIVE THE 15 SECOND SCAN!**

Resumé Formatting

- **Chronological Resumé** outlines your background from most recent experience, and proceeds backward throughout your work history
- **Functional Resumé** highlights your KSA's, but can leave recruiters and hiring managers guessing on where a particular skill or experience was utilized or acquired
- **Combination Resumé** lists your experience in a chronological format, and highlights KSA's
[PREFERRED]

Resumé Formatting

- Use Professional/Business Font
 - Times New Roman – Arial – Verdana
- Choose Font Size that is appropriate to fill the paper without being too small or too large (**10 – 12pt**)
- Use **Bold**, *Italic* and Underline in a consistent manner that makes the resumé easy to read and follow

Resumé Sections

- Header & Contact Information
- Summary of Qualifications
- Technical Skills Summary (optional)
- Professional Experience
- Education (degrees followed by certifications and/or professional licenses)
- Honors/Awards & Associations

Resumé – Summary of Qualifications

- Should always “lead” the resumé following your name
- Short list of 4-5 descriptors that summarizes your qualifications as they relate to the position of application
- Can include headers that pertain to the areas of expertise you want to highlight for the NEW employer
- Should engage the recruiter or hiring manager to “dig in” and read your resumé more thoroughly
- **AKA Qualifications Summary or Professional Summary**

Resumé – Summary of Qualifications: Step 1

- Begin with **YOUR PROFESSIONAL IDENTIFIER** statement followed by a broad description of the industry in which you have experience and your primary areas of expertise.
- Be sure to use the *Business Title*, rather than *Functional Title*.

Example:

Business Title

Sr. Network Engineer

Payroll Assistant

Functional Title

Programmer/Analyst

_____Assistant III

- **Sr. Network Engineer with seven years experience in the telecommunications industry. Particular expertise in A, B, and C.**

Resumé – Summary of Qualifications: Step 2

- Followed by a statement of broad or specialized expertise. This is where you describe what is unique about your experience. *Example:*
- **Proven expertise in design, development and implementation of complex infrastructure systems.**

Resumé – Summary of Qualifications: Step 3

- Followed by 2 or 3 additional statements related to breadth or depth of experience. *Examples:*
- **Initiated system design changes, published analysis, and presented at international conferences.**
- **Uniquely skilled in communication of complex data to general audiences.**

Resumé – Summary of Qualifications: Step 4

- Last statement can describe your work style or a significant recognition. *Example:*
- **Recognized for strong leadership, innovation and hands-on management.**
- Consult your annual performance evaluations for this descriptor.

Resumé – Summary of Qualifications: Step 5

Finally, put it all together (with Bullet Formatting):

Senior Network Engineer with nine years of experience in the telecommunications industry. Particular expertise in A, B, and C.

- Designed, developed and implemented complex infrastructure systems.
- Initiated system design changes, published analysis, and presented at international conferences.
- Uniquely skilled in communication of complex data to general audiences.
- Recognized for strong leadership, innovation and hands-on management.

Resumé – Technical Skills Summary

- Used for professionals to highlight specific technologies (i.e. software/hardware/databases) that are relevant to the job
- Does **NOT** need to include everything you know:
 - Keep it relevant
 - Match to the skills applicable to the job
- Be sure to know where you used it in the Professional Experience section of your resumé

Resumé – Professional Experience

- Start with most recent employer and go backwards (chronological)
- Be consistent:
 - Use consistently formatted dates (right justified):
1999 - 2008 or 9/99 - 8/08 or 9/1999 - 8/2008
 - Use consistently formatted **title, company, city, state** to document your work history, *for example:*
Systems Support Specialist, UC Berkeley, Berkeley, CA

* Left justify bulleted text (even if you center headers)

Resumé – Professional Experience

- Begin every bullet or descriptor with an **action** word.
- Place the most **relevant** descriptors at the beginning of each position.
- Describe your accomplishments, and highlight successes and significant achievements (PARS).
- Show you know the business.
- Do not use long, run-on descriptions of complex projects - keep it short and engaging (2 to 3 lines per descriptor).

Resumé – Accomplishment Statements

Your best way to:

- Demonstrate skills noted in your summary.
- Prepare for behavioral interviewing questions.
- Show you highest level of contribution to a prospective employer.

Resumé – Accomplishment Statements

Use the PARS Method:

P = PROJECT – What was the situation or challenge?

A = ACTION – What did you do to impact the problem?

R = RESULT – Describe the outcome. *Use KEY terms.

S = SUMMARY – Summarize the three.

Resumé – PARS Accomplishments

PARS

**P = Project, Problem,
Situation or Responsibility**

Describe one of your projects or problems

Resumé – PARS Accomplishments

PARS

A = Actions

Describe one of your actions taken

Resumé – PARS Accomplishments

PARS

R = Result

**Describe how you improved, achieved,
increased or resolved the issue**

Resumé – PARS Accomplishments

PARS

S = SUMMARY

Starting with an action word describe what you did and the result

Resumé – PARS Accomplishments

Example:

- P = Managed and maintained all records pertaining to purchasing and inventory
- A = Consolidated and computerized all records into one system
- R = New tracking system reduced annual costs by 20%

S = Consolidated purchasing and inventory records management system resulting in 20% annual cost savings.

Resumé – Education

- Should be listed at the bottom of your resumé, unless you are a recent graduate without significant professional experience.
- Document degrees highest to lowest in a consistent format:
 - MBA, Haas School of Business, UC Berkeley
 - BS, Computer Science, CSU East Bay
- List certifications or licenses recognized in your field.
- **Do not** include dates or years of graduation.
- **Do use** expected graduation dates if degree is in progress:
 - BS, Computer Science, UC Berkeley
(December 2018)

Resumé – Honors, Awards, & Associations

- Awards should include recognition for outstanding work on a specific project or achievement.
 - Perfect attendance is **NOT** an award!
- Associations should include specific organizations recognized by your peers that are valued within your specific field of work.
 - Membership to the Claremont Hotel and Spa is **NOT** a professional association

Resumé – Mechanics

- Proof Reading: Nobody will hire a *Project Manger*:
- **Spelling errors are unacceptable:**
 - Use spell checker
 - Get a friend to proof read for you
 - Always proof read before you submit
- Grammar and punctuation are important:
 - Be careful to use your commas appropriately
 - Exclamation points do not belong in a resumé

Resumé – Debunking the #1 Resumé Myth

One Page is Always Best

WRONG - Although it's important that your resumé be both clear and concise, you don't have to fit 10 or 20 years of your professional history onto one page. A potential employer wants to find the best, most qualified person for the job. It is common to find resúmes that are 2 to even 4 pages in length.

* IS THE INFORMATION RELEVANT?

Resumé – Review

- Your resumé is a professional **SELF-MARKETING DOCUMENT**.
- Your resumé = success if you got an **INTERVIEW INVITATION**.
- **A CHRONOLOGICAL or COMBINATION STYLE** resumé is preferred.
- Every resumé should have a **SUMMARY OF QUALIFICATIONS** that targets the position of interest.
- **PARS METHODOLOGY** is a must for highlighting professional accomplishments and your highest level of contribution.
- Use **PROFESSIONAL EXPERIENCE** as header, not Work History.
- Make sure the information is **RELEVANT** to the employer.
- **ALWAYS** accompany resumé with a **COVER LETTER**.

Resumé – Questions?

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