Resumés Employers Select:
Getting an Interview Invitation

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Kim Sapp Dinwiddie, MEd, Counseling – UCB for 18.5 years

- **Currently, the Training Manager in Talent Management & Workforce Planning at University Development & Alumni Relations ~ 5.5 years**

- **Was formerly a Senior Talent Acquisition Consultant and Staff Career Development Trainer in Central Human Resources ~ 8.5 years**

- **Developed and facilitated campus recruitment and hiring training curricula for campus managers and supervisors ~ 5 years**

- **Was previously a Program Director at Extension ~ 4.5 years**

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Zoom Presentation Protocol:

- Please ask questions via Zoom Chat during allotted times.

- Moderator, Tara, will read your questions aloud.

- For follow-up questions, raise your hand (via Zoom).

- Tara will ask you to clarify your next question verbally.

- Mute yourself when you're not speaking.

- Please do not ask about personal job application stories.

- Please complete the presentation evaluation sent to you.

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Resumés Employers Select:
Self-Marketing Document

Resumé:

- **What is your objective?**

Resumé Design:

- **Demonstrate your level of responsibility/contribution.**

Resumés Employers Select:
Objective of the 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!

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Resumés Employers Select: Well-Designed Resumé

- **Apply Job Description Terminology**

- **Know Your Stakeholders**

- **Resumé Design**

- **Resumé Formatting**

- **Resumé Mechanics**

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Resumés Employers Select:
Well-Designed Resumé

Resumé needs to be aesthetically pleasing, designed and formatted well - easy for STAKEHOLDERS to read.

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!

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Resumés Employers Select:
Well-Formatted Resumé

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]

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Resumés Employers Select:
Well-Formatted Resumé

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 <u>Underline</u> in a consistent manner that makes the resume easy to read and follow

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Resumés Employers Select:
Strategic Sections & Headers

- **Header & Contact Information**

- **Summary of Qualifications**

- **Technical Skills Summary (optional)**

- **Professional Experience**

- **Education (degrees first, then certifications and/or professional licenses)**

- **Honors/Awards & Associations**

Resumés Employers Select:
Well-Designed & Formatted Resumé

Questions about:

- **Resumé Design?**

- **Resumé Formatting?**

- **Resumé Sections/Headers?**

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Resumés Employers Select: 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.

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Resumés Employers Select: 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	Functional Title
Sr. Network Engineer	Programmer/Analyst
Payroll Assistant	Assistant III

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

Resumés Employers Select: 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.**

Resumés Employers Select:
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.**

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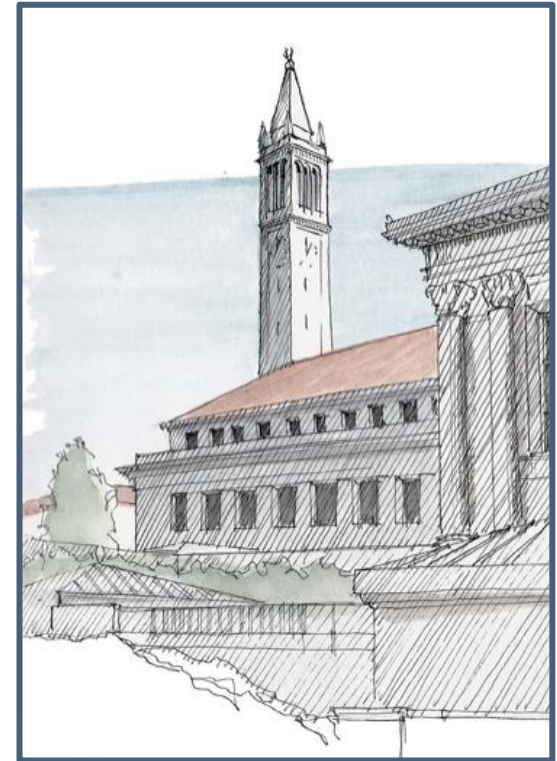
Resumés Employers Select: Summary of Qualifications

Step 4:

Followed by a statement that defines what you are largely recognized for by managers and colleagues/team members.

Examples:

- **Recognized for strong leadership, innovation and operations management.**

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Resumés Employers Select: 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 operations management.

Resumés Employers Select:
## Summary of Qualifications

Questions about:

- **Professional Identifier Statement?**

- **Summary of Qualifications?**
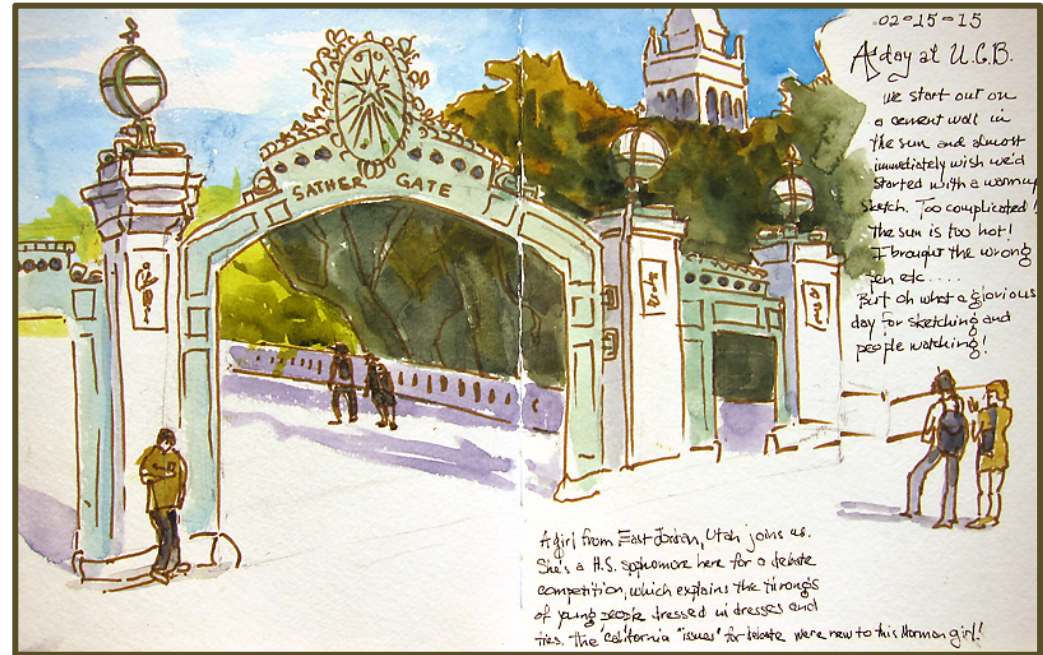
Resumés Employers Select:
Technical Skills Summary

- Used for professionals to highlight specific technologies (i.e., software, hardware, or 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.
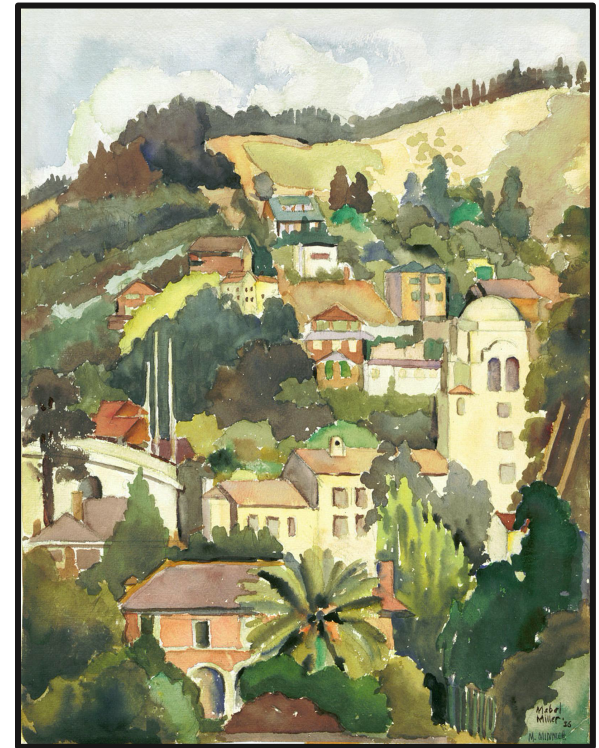
Resumés Employers Select: Professional Experience

Start with most recent employer and go backwards (chronologically):

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   5/2010 – 7/2017

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

Resumés Employers Select: 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).

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Resumés Employers Select: Professional Experience

Questions about:

- **Professional Experience?**

- **Jobs Listed on Resumé?**

- **How to Address Job Gaps?**

- **Use of Secondary Headers?**

Resumés Employers Select:
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.

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Resumés Employers Select:
Accomplishment Statements

Use the PARS Method:

P = PROJECT – What was the situation or challenge?

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

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

S = SUMMARY – Summarize the three.

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Resumés Employers Select:
Accomplishment Statements

PARS

P = Project, Situation, or Responsibility

Describe one of your projects or primary responsibilities.

Resumés Employers Select:
Accomplishment Statements

PARS

A = Actions

Describe one of your actions taken to demonstrate how you handled it.

Resumés Employers Select: Accomplishment Statements

PARS

R = Result

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

Resumés Employers Select:
Accomplishment Statements

PARS

S = Summary

Starting with an action word, describe the action you took to handle a project or situation and the outcome or result.

Resumés Employers Select: Accomplishment Statements

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.

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Resumés Employers Select:
Accomplishment Statements

Questions about:

- **Accomplishment Statements?**

- **Qualitative or Quantitative Results?**

- **Key Transition Words for Incorporating Results?**

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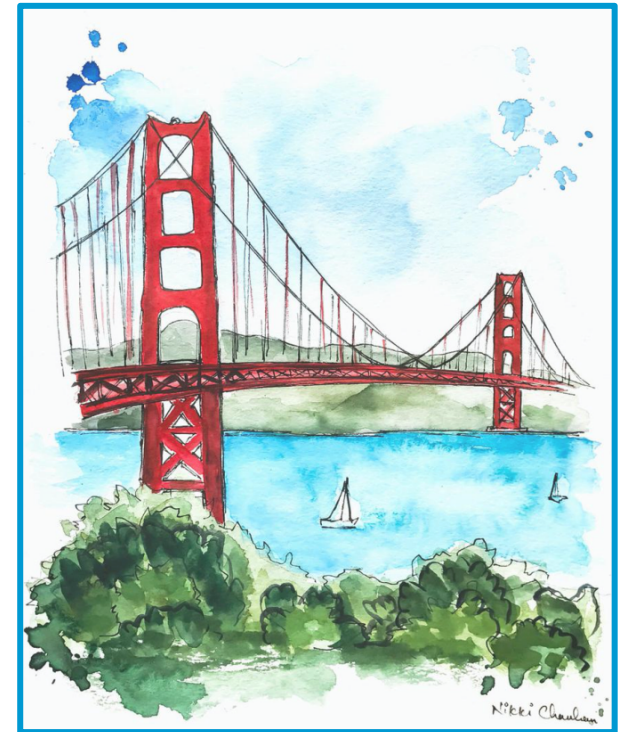
Resumés Employers Select: Education & Training

- 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 2019)

Resumés Employers Select: Honors, Awards, & Associations

- Awards should include recognition for outstanding work on a specific project or achievement.

- Associations should include specific organizations recognized by your peers that are valued within your specific field of work.

Resumés Employers Select:
Utilize Quality Mechanics
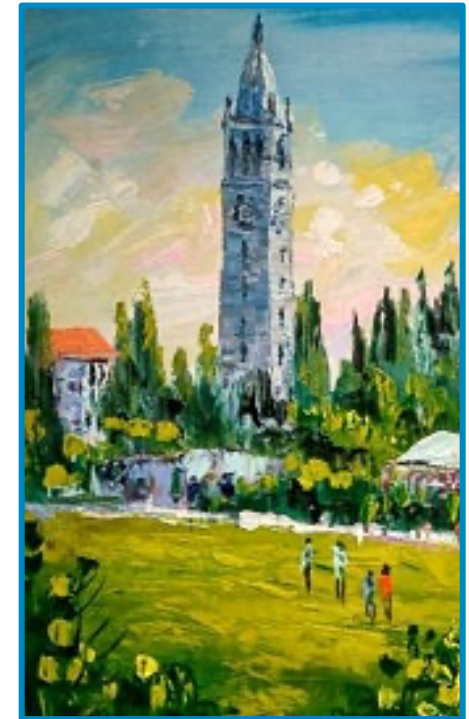
Proof Reading -

Nobody will hire a *Project Manger*:

Spelling errors are unacceptable:

- Use spell checker

- Get a friend to proof read for you before you submit

Grammar and punctuation are important:

➢ Be careful to use your commas appropriately

➢ Exclamation points do not belong in a resumé

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Resumés Employers Select:
Debunk 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 resumé that are 2 to even 4 pages in length.

* IS THE INFORMATION RELEVANT?

Resumés Employers Select:
Review & Key Takeaways

- 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 strategically 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 your resumé with a **COVER LETTER**.

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Questions & Closing

* Please complete presentation evaluation.

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Sather Gate, UC Berkeley

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NOW Conference:
Encore
Presentation
Series

Job Interviewing:
Becoming the
Candidate of Choice

October 8, 2020
1:30 – 3:00 p.m.

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