



# **RESUME WRITING**

# Writing a Resume

- There's no one format or approach
- Every resume is a one-of-a-kind marketing communication
- It does not have to be one page or follow a specific resume format.
- It should be appropriate to your situation and do exactly what you want it to do
  - Advertise yourself in a way that is most likely to make the reader to want to talk with you further

# The Hard Facts

- Only one interview is granted for every 200 resumes received by the average employer
- Your resume will be quickly scanned, rather than read
- Ten to 20 seconds is all the time you have to persuade a prospective employer to read further
- The decision to interview a candidate is usually based on an overall first impression of the resume

# First Impressions Count

- The top half of the first page of your resume will either make you or break you
- By the time they have read the first few lines, you have either caught their interest, or your resume has failed.
  - You do not need to hard sell or make any claims that are not absolutely true.
  - ***You do need to get over your modesty and unwillingness to toot your own horn***

# Ask Yourself

- What type of person is the employer really looking for?
- What special abilities, knowledge or training would this person have?
- What would set a truly exceptional candidate apart from a merely good one?
  - gather hints from the help-wanted ad you are answering, from asking other people who work in the same company or the same field

# Basic Resume Formats

- **Chronological**
  - Most common and readily adaptable to all levels and types of positions
- **Professional**
  - Typically mid to Senior level professionals and/or management
- **Functional**
  - Less commonly used recapping functional knowledge of experience and/or expertise





# Including an Objective

- Make it *employer*-focused, not *you*-focused.
- Focus on results!
- K.I.S.S. – Keep it Short and Simple
- Make sure it is written in a way:
  - To help you stand out from all the other hundreds of resumes
  - Make them immediately interested
  - Convey that you want exactly the job they are offering
- Don't make the mistake of having a nonexistent, vague or overly broad objective



# Examples: Bad vs. Good Objective

## ***Example 1:***

A challenging opportunity where I can apply my skills in a dynamic organization with plenty of room for advancement

## ***Example 2:***

An IT position with an organization seeking an expert in the areas of xxx, xxx, problem solving and in achieving outstanding customer satisfaction



# Examples: Bad vs. Good Objective

## ***Example 1:***

An opportunity to fully utilize my skills and experience

## ***Example 2:***

An HVAC position with an organization seeking superior up-to-date HVAC systems knowledge and expertise to resolve issues and maintain positive long term customer relations.

# Customize for Different Positions

- If you are applying for several different positions, adapt your resume to each one.
  - It's perfectly OK to have several different resumes, each specifically crafted (including the objective) for a different type of position

# How To Present Your Work History

- **List jobs in reverse chronological order**
  - Most current to oldest
- **Focus on the most recent and/or relevant jobs**
  - Summarize earliest jobs in one line or very short paragraph, or list only the bare facts with no position description.
- **For dates, don't include months, unless the job was held less than a year.**
- **Include military service, internships, and major volunteer roles if desired;** because the section is labeled "Experience" It does not mean that you were paid.
- **Describe your most relevant and strongest job responsibilities first**

# Education

List education in reverse chronological order; degrees or licenses first, followed by certificates and advanced training.

- **College Degree(s) Received**
  - Set degrees apart so they are easily seen.
  - Don't include any details about college except your major and distinctions or awards you have won
  - Include grade-point average only if over 3.4.
  - List selected course work if this will help convince the reader of your qualifications for the targeted job.
- **College Degree in process?**
  - Include the degree and in parentheses, the expected date of completion: B.S. (expected 200\_).

# Education - continued

- **Incomplete Degree**

- Start with a phrase describing the field studied, then the school, then the dates

- **Other Related Education/Training (Trade Schools, Related college coursework, Professional training or Certifications**

- List the month and year, the Institution and Certification or Training Received
- List each separately
- You can also include related college coursework (month/year, college, course)

# Professional Affiliations

- Include only those that are current, relevant and impressive.
- Include your membership in association(s) that would enhance your appeal as a prospective employee.
  - Include leadership roles if appropriate.



# Key Guidelines

- **The resume is visually enticing**
  - Simple clean structure.
  - Easy to read.
  - Keep writing sections to no longer than six lines, or shorter
- **There are absolutely no errors.**
  - No typographical errors.
  - No spelling errors.
  - No grammar, syntax, or punctuation errors.
  - No errors of fact.
- **Jobs listed include a title, the name of the firm, the city and state of the firm, and the years of employment**

# Key Guidelines - continued

- **Remember your target** - the ideal position(s) you are seeking.
  - Consider what the key skills, areas of expertise or body of experience the employer will be looking for in the candidate.
  - Gear your resume structure and content accordingly to prove these key qualifications
- **Strengths are highlighted / weaknesses de-emphasized.**
  - Focus on whatever is strongest and most impressive.
  - Make careful and strategic choices as to how to organize, order, and convey your skills and background.

# Key Guidelines - continued

- **Use power words.**
  - For every skill, accomplishment, or job described, use the most accurate active impressive verb you can think of
  - Begin the sentence with these verbs, varying as appropriate to avoid repetitious writing.
- **Show you are results-oriented.** Wherever possible, include accomplishments and quantify these accomplishment whenever appropriate.
  - Example: “Initiated and acted as project lead on converting to new financial aid verification system resulting in 20% reduction in processing time.”

# Key Guidelines - continued

- **Writing is concise and to the point.**
  - Keep sentences as short and direct as possible
  - Eliminate unnecessary information or repetitions
    - Don't use three examples when one will suffice
  - Say what you want to say in the most direct way possible, rather than trying to impress with bigger words or more complex sentences.
- **Make it look great.**
  - Use a laser printer or an ink jet printer that produces high- quality results (laser is best)
  - Use a quality off-white, ivory or bright white 8 1/2 x 11-inch paper

# Key Guidelines - continued

- **Shorter is usually better.**
  - Don't blindly follow rules! Do what works
  - Sometimes it is appropriate to have a three pager but otherwise shorter is better
  - One page is fine if you can cram it all into one page **without** sacrificing ease of readability .
    - Most Fortune 500 C.E.O.s have a one- or two-page resume
  - Remember to write only what needs to be written. Don't bore prospective employers with excessive or unnecessary details.

# Key Guidelines - continued

- **Telephone number(s)**
  - Be sure the phone number(s) on the resume will, without exception, be answered by a person or an answering machine Monday through Friday 8-5pm.
  - Include home and cell number if available
  - Always Include the area code of the telephone number.
  - If you don't have an answering machine, get one.
  - Always include your e-mail address, if you have one



# What NOT to Put on a Resume

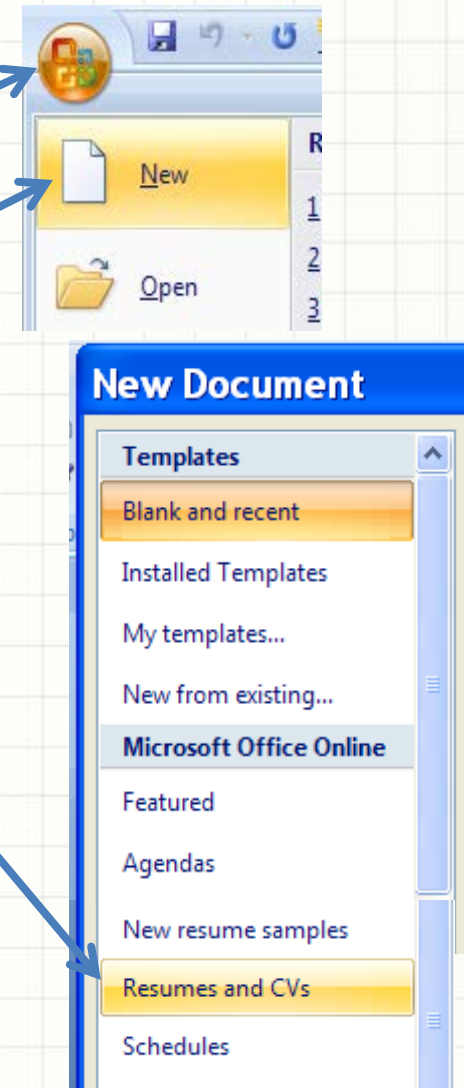
- The word "Resume" at the top of the resume
- Fluffy rambling "objective" statements
- Salary information
- Full addresses of former employers
- Reasons for leaving jobs
- A "Personal" section, or personal statistics (except in special cases)
- Names of supervisors
- References

# Microsoft 2007

## Word Resume Templates

- Open MS Word
- Click on the **Office Button**, then **New**
- Scroll down to **Resumes & CV's** and double click
- Click on **Basic Resumes**

Note: When you click on Basic Resumes, you will also see an option to click on and view **Job Specific** resume examples as well



# Resources

- Microsoft Resumes *(Basic, Job and Situation Specific)*  
<http://office.microsoft.com/en-us/templates/CT010104337.aspx>
- 44 Resume Writing Tips  
<http://www.dailywritingtips.com/resume-writing-tips/>
- Skilled Labor Trades Resume Examples  
<http://www.resumes-cover-letters-jobs.com/skilled-labor-trades-resume.html>



**QUESTIONS?**