



Resume Writing

A practical guide from an
Employer's Viewpoint

Homework assignment –
update resume for Interview
Workshop



The Basics of Job Recruitment

- There are 2 questions a Hiring Manager asks himself / herself, that are the essence of the recruitment process.
 - Q1. Is this person qualified to do the job?
 - Q 2. Will this person fit into my organization?
- If the answers to both questions are YES you are on the short list with a good chance of being hired.



The Basics of Job Recruitment

- The process has two parts –
The Resume & the Job
Interview.
- The Resume answers Q1 and
gets you the Interview.
- The Interview answers Q2 and
gets you the Job.

The Online Job Search Process



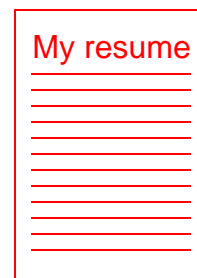
1. You and a thousand other people submit your resume online.



2. An optical scanner reads them and selects the 50 best according to key word matches



3. Someone in HR reads the top 50 and whittles the stack down to about 8 to 10 for the hiring manager to review



4. The hiring manager interviews about 3 to 5 and, if he/she likes a candidate, makes a selection. Hopefully, it's you.



Tailor Your Resume to Each Job Application

- It is no longer considered a successful tactic to have a “one-size-fits-all” resume
- Create a “base” resume that contains all the facts and details
- For each application, submit a tailored resume, tweaked to make it relevant to the job you are applying for
- Use “key words” from the job description in your resume – use all of them you can without lying
- The optical scanning software used by employers will score your resume higher if you use the key words – thus a better chance of getting noticed in the big pile

Job Description

Classification: Temporary-to-full-time

Compensation: \$13.00 to \$15.00 per hour

A highly skilled **Executive Assistant** is needed immediately to join a reputable corporate retail company in downtown Houston. This confidential client has been listed on Fortune's Most Admired Companies for the past 5 years. The Executive Assistant would report directly to the Chief Executive Officer, Chief Financial Officer, and Chief Strategic Officer. Primary responsibilities would include **calendar management**, **expense reports**, and **arranging travel**. Determined Executive Assistants will need to adjust approach to meet different management styles. The Executive Assistant would also be responsible for answering multiple phone lines, **screening calls**, and routing appropriately. **Organization** and **time management** skills are key to being successful in this role. The environment at this location is **business professional**. In this position, the Executive Assistant would be using **MS Excel**, **MS Word**, and **MS PowerPoint** on a daily basis and must be advanced in the required software. This temp-to-hire position could start immediately. Contact OfficeTeam today to be considered at 713-xxx-yyyy.

Job Requirements

Typing 75+ WPM, **advanced travel arrangements**, **advanced scheduling appointments / calendar management**, **scanning**, **ordering office supplies**, **excellent spelling**, **grammar and editing of written material**, **files**, **expense reports**, **event planning**, **e-mail**, **coordinate meetings**, **conference room setup**, **conference call coordination**, **advanced office skills**, **advanced MS Excel**, **advanced MS Word**, **advanced MS PowerPoint**.



Resume Writing – Do's

- The Best Resumes:
 - Should target a specific job.
 - Make sure every word supports your qualifications for the targeted job
 - Should be concise.
 - Should clearly ID your skills and qualifications.
 - Should be an honest presentation of your best attributes



The Resume - Don'ts

- Don't Lie – Automatic rejection.
- Don't use colored paper – it doesn't scan or photocopy well.
- Don't use thick paper – it jams copy machines.
- Don't use strange fonts. (Use good quality plain white paper and a commonly used font.)

Note: Gaps are a big red flag. Be prepared to explain them.



The Resume – Content

- Make it easy for them to contact you.
- Contact info. prominently displayed.
- Name and address on separate lines.
- Include Tel. #s and email address.
- You may only get ONE call - make sure the tel # has a answering machine or service. The message should be professional.
- Use a common app. such as Word – every business has it.



Resume Writing - Content

- There are 3 types of Resume:
 - Functional
 - Chronological
 - Combination – Recommended!
- Specify the job you are applying for.
Example: *Candidate For: Job Title
Company*
- Next a Professional Summary of what you have to offer a potential employer.
(Version of your elevator speech.)
- Bulleted list of skills & abilities.
- Follow this with your Employment History.



Employment History

- For older workers go back 10 – 15 years. Younger workers list jobs even if they are not relevant to the position advertised.
- List employment –
 - Last job first.
 - Name and address of employer.
 - Dates employed MM/YYYY.
 - Describe OTJ accomplishments, achievements and results.
- You **WILL** be asked why you left – be prepared to answer.
- Note: it is OK to be laid off in this economy.
- If you worked for several companies via an Agency – list the Agency and the total time with them. Sub-head the actual Companies.



Education

- If you have lots of job experience but lack education - list experience first.
- If you lack job experience but have lots of education - list education first.
- Only list graduation date if recent.
- If you have a college degree - no need to list your high school
- Include:
 - Name of Institution.
 - Location – City and State.
 - Degree earned – field of study.



Education

- Have Post HS classes, no Degree – List High School. List college as “Attended.”
- GED can be listed as a HS Diploma.
- No HS Diploma or GED – do not include an Education Section.
- Include Employer sponsored training if it is relevant to the new job.
- Currently taking classes relevant to the job – list skills acquired, accomplishments, projected Graduation date.



References

- List on a separate sheet – Write “References available on Request.” on Resume
- References – Check with your references before you list them – “Can I use you as a reference please.”
- Check you have current contact information for them.
- Ex-Military
 - list type of discharge.
 - Use Civilian language e.g. change “NCOIC” to “Supervisor”



Job Application Forms

- There will be a job application to fill out – fill out everything applicable to you. Write in N.A. where not. Do not leave anything blank.
- Make sure it matches your resume – they check. (Have a copy of your resume handy.)
- Do not write “As per resume” even if you are repeating the information on the Resume. 1.The Application could get separated from the Resume. 2. It shows you take short cuts and could be viewed negatively.



Cover Letters

- Always include a cover letter when mailing your resume.
- The same text can be used in an email simply copy and paste.
- Must haves:
 - Your contact information.
 - Date.
 - Person you are writing to – name and title.
 - Why you are writing.
 - Position you are applying for.



Following Up

- Once you have submitted a resume (or an application), it is still YOUR RESPONSIBILITY to follow up on it if you want an interview.
 - Some managers wait to see if you will follow up as a tool for whittling down the pile
- To follow up, you must have a name and contact information.
 - Try to get the name, phone number and email address of the person responsible for processing the application. You will have better success if you follow up with a person by name
- Use “polite persistence” and follow up once per week, or on whatever schedule they tell you.
- Use a system to keep track of your applications, so you know when to follow up.
- This is not tennis. The “ball” is never “in their court”. It’s always in your court.



Keep a Log

Job Application Log

Date Submitted:		Company:		
In Person Meeting?		Submit Resume?	Submit Application?	
Hiring Mgr:		Phone:	Email:	
Followup 1:	Date:	Action Taken:		
	To do:			
	Followup 2:	Date:	Action Taken:	
		To do:		
	Followup 3:	Date:	Action Taken:	
To do:				
Date Submitted:		Company:		
In Person Meeting?		Submit Resume?	Submit Application?	
Hiring Mgr:		Phone:	Email:	
Followup 1:	Date:	Action Taken:		
	To do:			
	Followup 2:	Date:	Action Taken:	
		To do:		
	Followup 3:	Date:	Action Taken:	
To do:				
Date Submitted:		Company:		
In Person Meeting?		Submit Resume?	Submit Application?	
Hiring Mgr:		Phone:	Email:	
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		To do:		
	Followup 3:	Date:	Action Taken:	
To do:				