

Building Your Personal Brand: Resume Workshop

GOLDMAN SACHS | January 2019

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AGENDA

- What Makes a Strong Resume
- What Belongs in a Resume (and what doesn't)
- Resume Formatting & Design
- Key Sections & What to Include
- Tips for Writing a Strong Cover Letter
- Why LinkedIn is Important (and what to include)
- Questions

WHAT MAKES A STRONG RESUME?

Tells a Story: What value can you offer through your experience, skills, education, and knowledge.

Has a Target Audience: Who will be reading your resume and what's important to them?

Easy to Read: Balances descriptive content with strong design.

Shows Impact / Potential / Is Accomplishment-Driven: How did you excel in previous organizations, classes, clubs, or other activities?

Customized to the Role: Your resume should be tailored to each role you apply to, by mirroring language and keywords.

WHAT BELONGS IN A RESUME?

INCLUDE:

- Summary or Objective
- Education & Training
- Work Experience / Internships
- Skills & Proficiencies
- Volunteer Work & Memberships
- Awards
- Relevant Social Media Profiles

DO NOT INCLUDE:

- Photographs or Images
- Personal Data (Marital Status, Nationality, Date of Birth)
- Pronouns – “I”, “They”, etc.
- Slang or Abbreviations
- Social Media Profiles (Personal Use)

FORMAT & DESIGN

- Entry-level resumes should be 1 page.
- List positions in chronological format starting with most recent.
- Choose a font that is easy to scan (serif/sans serif, 10 to 12 point) – Arial, Times, Helvetica, Gill Sans, Georgia, Palatino.
- Use consistent fonts, formatting, and margins
- Using (some) color can make the resume stand out
- Send your resume as a PDF with your name/date in the file name.
- Avoid graphics – they are not ATS compliant.

SUMMARY

- Introduces you to potential employers, and sets the tone for the rest of the resume.
- Gives a quick snapshot of your skills, experience level, and desired position.
- Communicates type of jobs you are targeting.
- Highlights your best attributes and top skills.
- 3-5 sentences (or bullet points) in length.

SKILLS

Highlight hard skills (tactical / technical) and soft skills (attributes) that bring value.

- Job-Related Skills
- Technical Skills / Software Proficiencies
- Coding Languages / Platforms
- Soft Skills (Personal Attributes, Traits)
- Additional Knowledge or Proficiencies

EDUCATION

Recent graduates or current students should place the education section at the top of the resume, along with the (expected graduation date). Can Include:

- College Degrees (Completed, Incomplete, In Progress)
- High School Diploma
- Courses / Classes
- Training Seminars or Workshops
- Self-Paced / Online Learning
- School-Related Awards or Activities (Sports, Scholarships, Clubs, Honor Societies)

WORK EXPERIENCE

Highlight your most relevant experience, starting with most recent roles. Can include:

- Professional (Paid) Work Experience
- Paid or Unpaid Internships
- Freelance Work / Independent Projects
- Academic / Pro-Bono Projects
- Jobs Prior to College

ADDITIONAL EXPERIENCE

Experience that is unpaid, volunteer, or that doesn't fit under the primary Experience section, such as:

- Volunteer Work
- Academic / Personal Projects
- Military Experience (can also be professional)
- Leadership Experience

COVER LETTERS

A cover letter should be tailored to the individual role and organization, and complement what is in the resume:

- Keep it concise – less than 1 page
- Mention the specific position you are applying for
- Discuss how you match the qualifications of the role
- Why are you interested in this role, organization, or industry
- Reiterate key points from the resume
- Close with a call to action

LINKEDIN

- Increases your visibility – over 90% of recruiters use it
- Should complement the resume – but not replace it
- Can have a less formal tone than the resume, and include more personal information (projects, interests, activities)
- Is a great platform for building your network
- Provides access to exclusive job listings, company information, and industry data
- Optimize with relevant keywords

LINKEDIN

Should include these sections:

- Professional Photo
- Descriptive Headline
- Summary or Bio Statement
- Job Descriptions (Experience)
- Education
- Relevant Skills (Keywords)
- Additional Sections (Projects, Volunteer, Courses, Awards)
- Recommendations (Peers, Professors, Managers)

TO RECAP:

- The resume tells a story around your experience, skills, and training.
- Entry-level resumes should be 1 page.
- Choose a format that's easy to read/scan. Be consistent in formatting.
- Match language and keywords to the job description.
- LinkedIn is designed to complement the resume – not replace it.
- Having a LinkedIn profile will increase your chances of connecting with recruiters and industry contacts.
- Use the cover letter to discuss key points that don't fit in the resume.
- Like the resume, tailor your cover letter to the role you're applying to.
- Proofread documents & send as PDFs with your name/date in the file.

THANKS!

- Questions? Feel free to contact me at dana@brooklynresumestudio.com
- Download the presentation & templates at: www.brooklynresumestudio.com/GS2019