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Effective Resume Writing



Agenda

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This presentation will give you a basic understanding of resume writing for corporate jobs and how you can make your resume stand out above the rest.

Topics:

- Introduction
- First Impressions
- Understanding Keywords
- Resume components
- Tips for success



Introduction

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Goals of a Résumé

- To get an interview!
- To make a great first impression
- To clearly represent your unique skills and accomplishments
- To pass the “Skim Test” – recruiters view many resumes and have limited time to read unless one stands out.



First Impressions

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What Recruiters Look For

- A balanced document that is easy to read
 - Should be formatted correctly with no typos or grammatical errors. Have others proofread/critique/edit.
- You have about six seconds to make an impression via your:
 - Name
 - Current company, title, and dates of employment
 - Previous position company, title, and dates of employment
 - Education
 - Key Words

Using Keywords

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Keywords

- It is important to tailor your resume to the job you are applying for next and align your language with that industry.
- Understand what the required and desired qualifications are and showcase them in your resume.
- Keep in mind that the initial review of your resume may not be done by a person at all. Resumes often go through an electronic screening process as a first step.
- Without these key words, your resume may not make it through to the next step. Identify the keywords in the following example.

Using Keywords

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Sample Posting – Keywords Exercise

Operations Manager

RESPONSIBILITIES/DUTIES:

- Responsible for overall communications with direct-to-consumer operations including call center.
- Responsible for supervising area efficiencies including internal and external processes.
- Communicates directly with Marketing team regarding member acquisitions and other campaigns.
- Supervise the day-to-day operation of outsourced staff including teams that head up the customer service call center, mail processing, warehouse and fulfillment.
- Technical proficiency in Excel[®]. Knowledge of SAP, Microsoft[®] Access[®] and PowerPoint[®].



Using Keywords

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Sample Posting – Keywords Answers

Operations Manager

RESPONSIBILITIES/DUTIES:

- Responsible for overall **communications** with direct-to-consumer operations including call center.
- Responsible for **supervising** area efficiencies including internal and external processes.
- **Communicates** directly with Marketing team regarding member acquisitions and other campaigns.
- **Supervise** the day-to-day operation of outsourced staff including teams that head up the customer service call center, mail processing, warehouse and fulfillment.
- **Technical** proficiency in Excel[®]. Knowledge of SAP, Microsoft[®] Access[®] and PowerPoint[®].

Résumé Components

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Heading

Career Summary

Work
Experience

Education

Special Sections

Jo Castmember

1212 Dreams Street, Los Angeles, CA 51515

Home: (555) 555-5555 • E-mail: JoCmember@ACE.com

CAREER SUMMARY

- Energetic, results-driven, bilingual Guest Service specialist.
- Extensive problem solving experience at the Disneyland® Resort.
- Personable, independent, and motivated to producing top-quality work.
- Recognized by leadership for demonstrating strong time management skills.

WORK EXPERIENCE

Food & Beverage Host/ess Disneyland® Resort, Anaheim, CA Jan 2006–Present

- Enthusiastically serve more than 3,000 meals per day at Stage Door Café.
- Ambitiously train new hires to ensure safety and deliver magical Guest experiences.
- Demonstrate adaptability skills while deployed at various Theme Park locations.
- Successfully completed multiple training courses through Disney University, including F& B Core and Basic Food Safety classes.

Retail Cashier AI Supermarkets, Cliffside Park, NJ Nov 2000–Dec 2006

- Processed orders efficiently and accurately at checkout while developing rapport with customers.
- Maintained perfect attendance for three consecutive years.
- Cultivated repeat business through excellent customer relations.

EDUCATION

New York University, New York, NY

- Bachelor's Degree in Business Management. Est. date of completion, May 2008.
- Certification - Cash Handler.

RECOGNITION AND SPECIAL SKILLS

- Received Partners of Excellence Award.
- Demonstrated proficiency with point of sale cash register system.
- Performed annual volunteer work Give Kids the World.
- Recognized by leadership as a Great Service Fanatic for demonstrating impeccable Guest Service skills.



Résumé Components



Work Experience

- Use action words to describe accomplishments
 - Ex: Supervise, coordinate, prepare
- Turn tasks into the end result
 - Ex: Reduced cost, improved system performance
- Go beyond a statement of military experience and career accomplishments because you are changing cultures as you transition to civilian and corporate culture.

Tips for Success

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4 Tips to Positioning Military Experience

1. Highlight your military experience
2. Translate your military experience into civilian terms
3. Feature your results
4. Keep things simple and direct



Tips for Success

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Tip 1 - Highlight Military Experience

- Employers value a disciplined work ethic
- Display veteran credentials in a prominent location on the document
- When saving a resume, write the file name to include ‘Veteran’ and your specific division



Tips for Success



Tip 2 - “Translate” Military Experience

- Turn military jargon into corporate speak
- Identify your transferable skills:
 - Technical
 - Interpersonal
 - Leadership
- Identify the core value or expertise in each transferable skill
- Give the full picture of your experience

Tips for Success



Tip 2 Example – From Infantry to Logistics Management

- **Military Experience:** An infantryman with 23 years in the Army (E-9/Command Sergeant Major). He says he operated tanks, weapons and dug ditches.
- **Experience to market to civilian employers:** Supervised, trained and evaluated 40 personnel, supporting over 2,000 troops in four countries, with an inventory list of 1,500 line items, and material assets valued at \$65M.

Tips for Success



Tip 3 – Feature Results

Put your results in context by demonstrating your expertise and performance by describing:

- The situation you faced
- The task to be completed
- The actions you took
- The results you achieved

Ex: In the midst of military budget cuts by 10%, streamlined processes to reduce costs by 18%.



Tips for Success



Tip 4 - Keep it simple and direct

- Use supporting bullets (3-4 per position)
- Keep sentences to 10-15 words in length
- Avoid personal pronouns (I, me, my), negative terms, and words you cannot define

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Thank you for Your
Service

