

Transforming your CV into an Effective Resume and Building an Effective LinkedIn Profile

Andrew Green
PPI June 2016

PIEP POSTDOC INDUSTRY EXPLORATION PROGRAM



Website: <http://piep.berkeley.edu>

LinkedIn: <https://www.linkedin.com/groups/3890299>

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Berkeley
UNIVERSITY OF CALIFORNIA

Email us at ucb.piep@gmail.com

**CAREER
CENTER**
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5th Annual Beyond Academia Conference

MARCH 2ND & 3RD, 2017

8:00AM-6:00PM

**CLARK KERR CAMPUS, BUILDING 14
BERKELEY, CA**

Join our 2 day conference with over 100 PhDs who transitioned into industry. They will lead career education panels and workshops empowering graduate students and postdocs to expand their careers beyond the traditional academic track.

Two Numbers + One Story (merck)

30,000

3.7 seconds

You've sent your resume to 20 HR screeners/hiring managers

EDUCATION

Postdoc **University California – Berkeley**
Molecular and Cellular Biology, 2015 – present

PhD **University of Toronto**
Biochemistry, May 2014

What terms would they “free associate”?

How often would someone think

- Plays well with Others?
- Excellent Communicator?
- Great Leadership Skills?
- One of the Most Socially Graceful People I'm Likely to Ever Meet?

Why does this Matter?

Non-academic work is rarely done in isolation

From “PhD” Job Ads

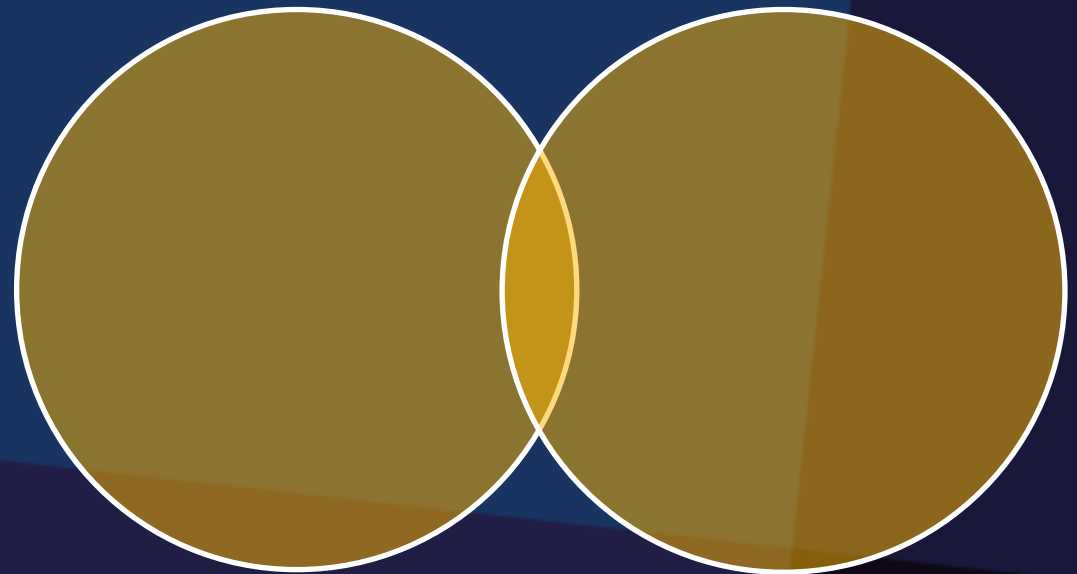
- Willingness and ability to work effectively with others in and across the organization to accomplish team goals
- Hire, develop and lead a high performing team: create a departmental culture that promotes teamwork, excellence and service
- As a member of the R&D Bio/Chem team, ... Excellent interpersonal skills. Respectful and open to others’ views; contribute to building a positive team spirit.
 - “Able to work independently, but good team player” is not enough

Difference between a CV and a Resume

- CV = Accomplishments (output)
- Resume = Skills (bench + soft) and **Relevant Experience**
- Resume is not your biography (inside out)

Sources of Value

- Am I going to hire you because you spent the last 5 years working on X/ or ???
- Different scenarios call for different resumes



Going back to those PhD job ads

- Where on your Resume would I find evidence of a strong track record of
 - Collaboration?
 - Leadership?
 - Teamwork?

Brief Exercise

- Spend five minutes filling out the exercise portion of the of the handout. Select either an aspect of your research or other experience.
- Draft at least two bullets that speak to you leadership, collaboration, mentoring, teamwork experience
- Exchange papers with your neighbor
- Spend five minutes giving each other feedback

Your sources of value

Postdoc – University of California, Berkeley

PI: Sam Castaneda, Rocket Science lab

- Use Monte Carlo simulations programmed in C to calculate the impact of non-stochastic turbulence in re-entry trajectories
- Initiated inter-disciplinary, multi-site collaboration to analyze x
- Led team in the creation and implementation of new lab safety protocols
- Served as liaison to outside vendors
- Trained and mentored 3 undergraduates and 2 graduate students

Member – Postdoc Industry Exploration Program (PIEP) Advisory Board

- As part of five person board, developed guidelines and mission statement for career-related, postdoc program.
- Performed outreach to hiring managers at targeted companies to recruit host sites
- Collaborated with VSPA staff and postdoc peers to organize 8 week speaker series
- Paid off speakers from VSPA slush fund

Translate the experience

- Turbulence of leading edge of a propeller
- GSR to Editorial Assistant

What might that look like?

GSR – UC Berkeley

Assisted faculty member in the preparation of manuscript for publication

Editorial Assistant – UC Berkeley

- Assisted faculty member in preparation of book-length manuscript published by University of California Press
- Line edited, copy edited, and indexed manuscript
- Coordinated with production editor to ensure that key milestones were met and galley corrections were received in a timely manner
- Collaborated with art director and consulted on the reproduction of images and illustrations

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The Four Basic Resume Formats

- Chronological
- Functional
- Hybrid
- Highlights of Qualifications

LANA S. TURNER

1245 Corona Court #11
La Jolla, CA 91234
lana@hollywood.com

(619) 567-8910



WORK EXPERIENCE

- Mind Opener S.A. (Apertura)** Buenos Aires, ARGENTINA
Account Manager
Marketing/
Public Relations
Developed marketing campaign for start-up magazine, *Information Technology: tecnología para ejecutivos*. Represented and met with over 300 companies. Sold over \$1000, 000 worth of advertising space. January 2016 – July 2016
- Smith Group** Buenos Aires, ARGENTINA
Project Coordinator
Part of a team designing a communications plan for a local firm specializing in promotions and marketing, opening a new division within the firm specializing in the areas of press, public and institutional relations. Created a library to maintain projects. Basic translations. October 2015 – January 2016.
- Fundación ECOS** Buenos Aires, ARGENTINA
Coordinator Punta del Este, URUGUAY
Event Coordination
Organized media seminars for a non-profit educational center created to promote sustainable development in South American and transform the principles of Agenda 21 into concrete action at the local, regional and national levels. Organized all materials passed out to the participants and the press. Drafted proposal sent to the Tinker Foundation for follow-up seminars to include CEOs and other primary level decision makers. 2011
- Peter D. Hart Research Associates** Washington, DC
Executive Assistant
Public Opinion
Polling
Gatekeeper for CEO and President of leading Democratic polling firm. Facilitated polling for corporate, political, media, and labor clients. Prepared principals for media appearances, public speeches, and presentations to clients. Provided initial review of findings from firm's surveys, including NBC/*Wall Street Journal* poll, on issues ranging from NAFIA to the Internet. Liaison between top management and all six internal departments. October 2010 – December 2010
- Tokyo Electric Power Company, Inc. – Business Training Program** Tokyo, JAPAN
Foreign Student Trainee
Improved relations with foreign clientele by instructing employees at TEPCO's Energy Museum. Revised museum's guide manual. Analyzed TEPCO's public relations, advertising, and marketing procedures. Summer 2009.

EDUCATION

- MA **University of California, at San Diego**
Graduate School of International Relations and Pacific Studies
Latin American & Economics, expected June, 2016
- BS **Northwestern University**
Communication - Minor in Political Science, June 2010

ADDITIONAL INFORMATION

Fluent in Spanish, Portuguese, and Greek. Marathon runner. Mac & PC proficient.

William Otter

821 Cornell Ave
Berkeley, CA 94720

otter@berkeley.edu
(510) 876-5432

EDUCATION

- MA **University of California, Berkeley**
Mathematics, May 2015
- BA **Reed College**
Mathematics and Computer Science, May 2012

HONORS

Phi Beta Kappa • National Science Foundation Graduate Fellow

SKILLS/EXPERIENCE

Programming

- Invented, implemented, and analyzed fast algorithms for kernels and images of integer matrices as part of the LiDIA number theory package
- Implemented and documented Buchmann's class group algorithm in 3500 lines of C++ code, also using LiDIA number theory package
- Built operating system from the ground up, using NachOS instructional operation system, as part of senior-level operating systems course; extended NachOS by implementing a language for user control of memory paging strategy
- Designed and maintain web page (<http://math.berkeley.edu/~fox>)
- Developed skills in cryptography, algorithm analysis, operating systems, C, C++, Java, & HTML

Leadership

- Taught two sections of Berkeley's nonmajor calculus program, demystifying mathematics with energetic lectures and surprising examples
- Guided eighteen freshmen through their first year of college life, co-ordinating innovative dormitory activities and mediating conflicts

Business

- Founded and managed small, very profitable health-care business by aggressive networking and underselling the market

EMPLOYMENT HISTORY

Graduate Student Instructor, UC Berkeley (8/11-present)
Guest Scientist, TU Darmstadt, Germany (5/08—7/09)
Dormitory Adviser, Reed College (8/07—5/09)
State-licensed clinical Massage Therapist, self-employed (1/09—8/10)



MARTHA STEWART 123 Smith Avenue, Berkeley, CA 94701 510.876.3456
 marthast@uclink4.berkeley.edu

OBJECTIVE: Internship in an organization specializing in education policy research and implementation.

EDUCATION

M.Ed. **University of California, Berkeley**
 School of Education, expected May, 2016

B.A. **Vassar College, 2008**

EDUCATION RESEARCH EXPERIENCE

Jan – June 2015

Special Projects Consultant – Berkeley Unified School District

- Designing, and implementing assessment of secondary level “Safe Schools” after-school tutoring program for at-risk students using quantitative and qualitative tools of analysis. Providing report to key decision-makers in school administration.
- Designed and implemented statistical evaluation of academic performance differences by ethnicity and gender using 800 records, student database of all grades 6-8 at MLK Jr. Middle School.
- In conjunction with the Superintendent of Schools, facilitated and recorded work of district-wide goal-setting policy committee for Berkeley Unified School District.

SKILLS

Policy Design and Implementation

- Interpreted and implemented personnel directives and decisions for over 400 tenured academic and research personnel in compliance with university, state and federal employment policies.
- Initiated and designed training program in hiring procedure policy compliance for managers and supervisors in large academic department.

Planning and Administration

- Created computer-based tracking system to facilitate retrieval of 100,000 document data set.
- Created and maintained multi-room library of materials for 2 major civil litigation proceedings.
- Provided executive-level administrative support to UC Berkeley Dean, including managing Dean’s calendar and travel arrangements.
- Compiled and reviewed confidential documentation for legal compliance in tenure-level academic personnel cases.

Communication

- Designed, wrote and edited sixteen page alumni/donor newsletter sent to 1,500 individuals & corporations.
- Coordinated confidential communications between Chancellor’s and Dean’s office on personnel matters.
- Counseled faculty members on university-wide benefits and human resource policies and procedures.
- Prospective Student Interviewer – Vassar College Alumnae Association.

EMPLOYMENT

University of California, Berkeley	Administrative Specialist	2009 – 2011
StarWare, Inc., Berkeley, CA	Marketing Assistant	2008
Morrison & Foerster, San Francisco, CA	Paralegal	2007 – 2008



Todd E. Fox

821 Cornell Avenue, Albany CA 94706

(510) 643-1597

fox58@aol.com

Objective: Position as Student Affairs Officer II – Career Center #02-310-30/SS

HIGHLIGHTS OF QUALIFICATIONS

- Have experienced both sides of the academic job market
- Have worked in and hired for non-profit organizations
- Advised students, and non-profit & public policy professionals
- Have planned and organized large and small-scale seminars and colloquia
- Experienced speaker before small groups & large, and published writer & editor

PROFESSIONAL EXPERIENCE

AIDS Vaccine Advocacy Coalition, San Francisco, CA 2015-Present
 ▪ Policy Analyst/Writer for annual report on progress towards an AIDS vaccine.

Connecticut College 2009-2014
Assistant Professor, Government Department
 ▪ Specialized in counseling/advising foreign and non-traditional students, and students at risk.
 ▪ Served on six faculty search committees.
 ▪ Assisted in screening candidates for national fellowship competitions.
 ▪ Information Technology Committee member.
 ▪ Published research & taught courses on Asian development and international political economy.

University of California, Berkeley 2003-2009
Lecturer, Berkeley-Hong Kong Project, School of Public Policy
 ▪ Taught year-long public policy & administration seminar to mid-career, Hong Kong civil servants.
 ▪ Developed innovative teaching methodology, still in use and later published, designed to enable working professionals to apply theoretically sophisticated academic material to practical problems.

Coordinator, Political Science Internship Program 2003-2016
 ▪ Supervised placement of student interns, and provided liaison with sponsoring organizations

Head Teaching Assistant, Department of Political Science 2001-2002
 ▪ Supervised staff of 12 graduate teaching assistants.

COMMUNITY SERVICE

Consultant – American Project Partnership, New London, CT 2009-2010
Consultant – Centro de la Comunidad, New London, CT 2007-2008
Founding Board Member – Break the Cycle, Berkeley, CA 2001-2003

EDUCATION

PhD University of California, Berkeley
 MA University of California, Berkeley
 BA Occidental College, Phi Beta Kappa

Political Science 2008
 Political Science 2003
 Economics 2001

IAN M. BRIGHT

EDUCATION

PhD University of California, Berkeley December 2015	Comparative Biochemistry <i>Research on biochemical mechanisms of microbes</i> Professor Ikura Wasabi, Chair
BA University of California, Santa Cruz June 2009	B.A. in Biology (Conferred with honors) B.A. in Environmental Studies (Conferred with honors)

RESEARCH SKILLS

BROAD KNOWLEDGE OF BIOLOGY AND CHEMISTRY	Working in a multidisciplinary laboratory environment. Research integrated microbiology, biochemistry, and natural products chemistry.
PROTEIN PURIFICATION	HPLC and column chromatography, SDS-PAGE, Western blotting, protein Quantification. Experience with membrane proteins and detergent extraction.
ENZYME INHIBITION	Created new assays, especially microplate adaptations for cuvette methods to increase efficiency and throughput (Molecular Devices readers and Softmax software).
MICROSCOPY	PC, DIC, fluorescent; digital image capture and manipulation
SMALL COMPOUND CHARACTERIZATION	HPLC, thin layer chromatography, rotary evaporation
STRUCTURE-ACTIVITY ANALYSIS	Qualitative and quantitative using ChemDraw, Chem3D, Trips' Alchemy and SciVisions' SciQSAR & SciLogP, Beilsteins' CrossFire

EXPERIENCE

ADMINISTRATION	Coordinated between professor, 8 lab members, and office staff to facilitate ordering, personnel hiring and management, budget monitoring and grant management, and compliance with university regulations.
OPERATIONS	<p>Taught other lab members proper lab procedures, especially related to scientific equipment and computers. Instituted standardization of tests. Organized shared duties among lab members and monitored progress. Facilitated communication in a multilingual work environment.</p> <p>Obtained new lab space. Coordinated logistics of lab move of over 3,000 square feet of equipment, furniture, and supplies. Mediated decisions among lab members for placement of items.</p> <p>Maintained and repaired equipment of diverse types either by self or with assistance of campus technicians or company service representatives. Formed group of faculty to share relevant equipment purchases and maintenance costs, and retain common lab space for this equipment.</p>
COMPUTER SKILLS	<p>Designed, setup, and maintained networked PC's (Win95, 98 NT). Software applications setup and training. Established data archiving. Familiar with Macintosh. Word, Excel PowerPoint, WordPerfect, SigmaPlot, Photoshop, Illustrator, others.</p> <p>Standardized laboratory software applications to streamline intra-lab communications and customized software with macro programming to optimize research and publications.</p>

GRANT WRITING	Initiated search for new grant opportunities, initiated conceptualization and writing of grants, co-wrote with PI. Written over 10 grants to agencies including NIH, NSF, USDA, EPA, California AIDS, and various University of California grants.
PATENTS	Actively participated in the patent process of two technologies related to fungal control.
APPLICATIONS	Decided on equipment and assay methods, validated the assays, and taught them to visiting scientist.
TEACHING	Taught undergraduate courses: Biochemistry, Chemical Ecology, and Biology of Drugs. Mentored two undergraduates and taught research methodology and experimental design.
SCIENTIFIC PRESENTATIONS	Interdepartmental Symposium in Microbiology, March 2000 39 th ICAAC, San Francisco, California, September 1999 Western Biotech Conference, San Diego, California, October 1995

MISCELLANEOUS

LIBRARY COMMITTEE	Collectively decided and recommended policy adjustments regarding Public Service. Helped decide journal and book selections, library layout, and functional issues as a member of the Bioscience Library Planning Committee.
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EMPLOYMENT

UNIVERSITY OF CALIFORNIA, BERKELEY 2010-2015	Research Assistant. Lab Manager second year.
UCLA COGNITIVE STUDIES RESEARCH CENTER summers 2008 & 2009	Research Assistant. Aid in neurophysiological research. Conducted experiments with human subjects, computer data acquisition and analysis, maintenance of networked computer systems.
WHOLLY GOOD FOODS summer 2003	Retail sales, stocking. Explained function of vitamins and herbs to customers.

PUBLICATIONS

Wasabi, I. And Bright, I.M.	Antimicrobial activity of the cocoa bean flavor compounds. <i>J. Agric. Food Chem.</i> 43:1629-1633.
Wasabi, I. And Bright, I.M.	Phytochemical potentiators of polymyxins against <i>Pseudo38nas aeruginosa</i> and <i>Escheria coli</i> . <i>Antimicrob. Agents Chemother.</i> 40: 1943-1441.
Grant, U.S., Grant, T.N., Bright, I.M., and Wasabi, I. 1996.	In vitro antifungal susceptibilities of <i>Candida albicans</i> and other fungal pathogens to polygodial, a sesquiterpene dialdahyde. <i>Nature.</i> 65: 204-208.
Bright, I.M. and Wasabi, I.	Effect of polygodial on the mitochondrial ATPase of <i>Saccharomyces cerevisiae</i> . <i>Antimicrob. Agents Chemother.</i> 44: 1943-1953.
Wasabi, M., Bright, I.M., and Wasabi, I.	Polyphenol oxidase activation of a plant growth inhibitor from <i>Mucuna</i> seeds. <i>J. Chem. Ecol.</i> (submitted)
Bright, I.M. and Wasabi, I.	Structure-activity relationships of polygodial's reactivity toward amino acids and the suppressive effect on antifungal action. <i>J. Agric. Food Chem.</i> (submitted)

Appearances matter

- Short attention spans
- Glance–able documents that use spacing and formatting options to structure the key information about you and present it in a way that guides the reader’s eye to the most relevant info

Lucais Wallen

21 Cornell Avenue
Albany, CA 94706

Lucais@yahoo.com

510-558-1111 (h)

519-643-1711 (lab)

2004-present **Ph.D. Candidate in Biochemistry**, University of California, Berkeley, *The biochemical mechanisms of Lyme disease in ferret-type animals*, Ikura Wasabi, Examination Fields: Biochemistry and Molecular Genetics

IAN M. BRIGHT

EDUCATION

PhD University of California, Berkeley
December 2015

Comparative Biochemistry
Research on biochemical mechanisms of microbes
Professor Ikura Wasabi, Chair

BA University of California, Santa Cruz
June 2009

B.A. in Biology (Conferred with honors)
B.A. in Environmental Studies (Conferred with honors)

RESEARCH SKILLS

BROAD KNOWLEDGE OF BIOLOGY AND CHEMISTRY

Working in a multidisciplinary laboratory environment. Research integrated microbiology, biochemistry, and natural products chemistry.

PROTEIN PURIFICATION

HPLC and column chromatography, SDS-PAGE, Western blotting, protein Quantification. Experience with membrane proteins and detergent extraction.

ENZYME INHIBITION

Created new assays, especially microplate adaptations for cuvette methods to increase efficiency and throughput (Molecular Devices readers and Softmax software).

MICROSCOPY

PC, DIC, fluorescent; digital image capture and manipulation

SMALL COMPOUND CHARACTERIZATION

HPLC, thin layer chromatography, rotary evaporation

STRUCTURE-ACTIVITY ANALYSIS

Qualitative and quantitative using ChemDraw, Chem3D, Trips' Alchemy and SciVisions' SciQSAR & SciLogP, Beilsteins' CrossFire

If You're a Postdoc

EDUCATION

Postdoc

University of California, Berkeley

Immunology, 2012 - present

Advisor: Alan Jose

PhD

University of Rhode Island

Comparative Biochemistry, May 2012

Advisors: Andrew Pask, PhD and Rachel O'Neill, PhD

BS

Sacramento State University

Molecular and Cellular Biology, May 2007

CV => Resume

- A Targeted, Focused Instrument (speed dating)
- Reflects the Job Description + Helps them Project you into the Position
- Is Concise – Emphasizing Concrete Experience, Skills, and Accomplishments

Ask Two Questions

- What is a given bullet point's function? What is it designed to tell the reader about you.
- Is it phrased/framed in such a way that the substantive importance you attach to a given experience is communicated?

Specific Guidelines

- Start with a Master File
- Don't Assert; Demonstrate
- Be Concrete and Quantify Wherever Possible
- Emphasize What “You” Did and Accomplished

Specific Guidelines

- Don't Undersell Yourself
- Format and Order are Dictated by Relevance
- Edit Ruthlessly; Leave Plenty of White Space
- Never Smaller than 10 Point
- It Speaks for You

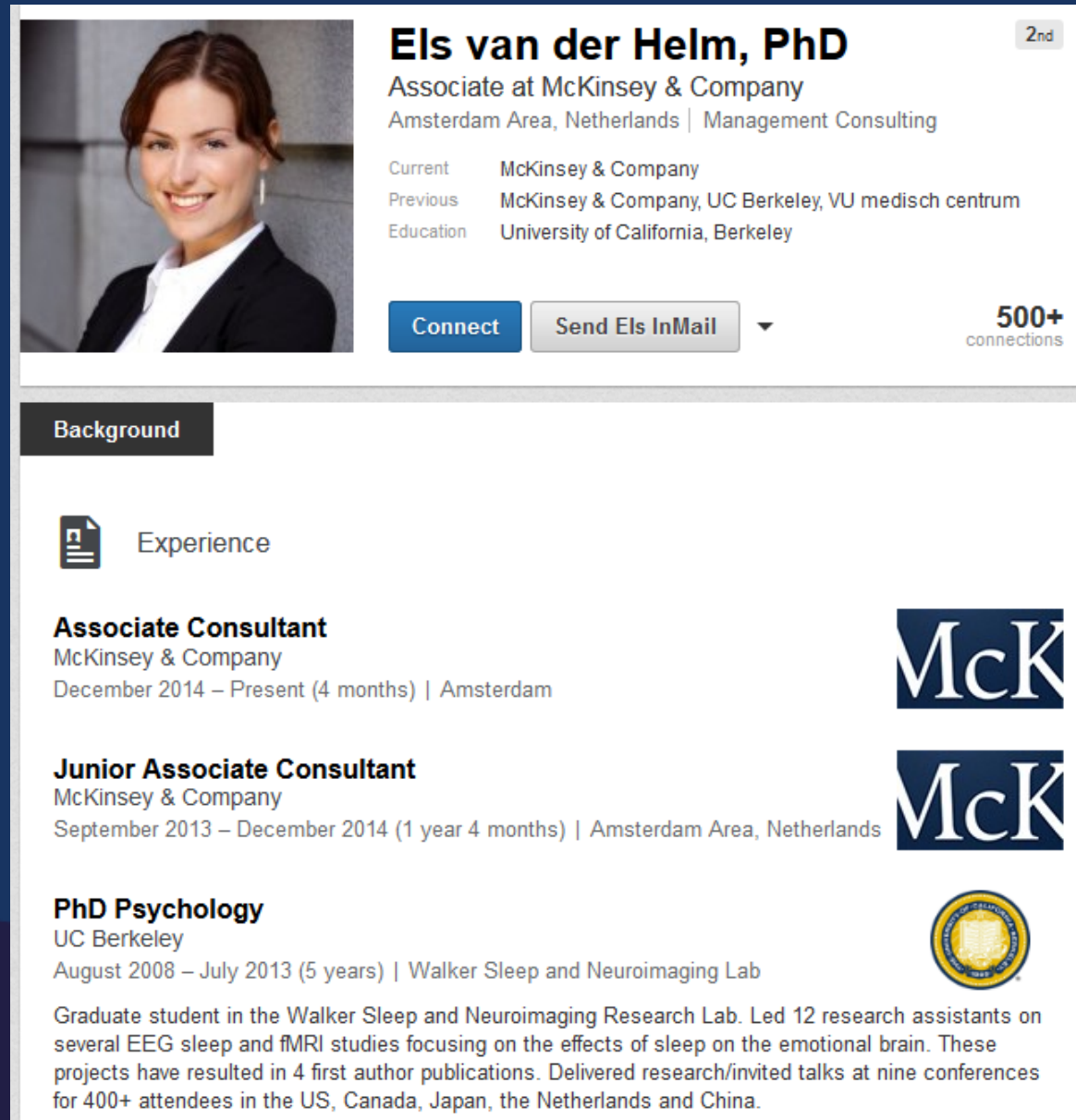
Your LinkedIn Profile

I have a LinkedIn profile that

- is forward looking and accurately reflects my skills, experience and professional interests.
- Is basically my biography up through my UC Berkeley experience
- Is as dust-laden as the jars on the top shelf of my lab space

[Show results](#)

Your LinkedIn profile is your new Front Door





Els van der Helm, PhD 2nd
Associate at McKinsey & Company
Amsterdam Area, Netherlands | Management Consulting


Current McKinsey & Company
Previous McKinsey & Company, UC Berkeley, VU medisch centrum
Education University of California, Berkeley


[Connect](#) [Send Els InMail](#) 500+ connections

Background

 Experience

Associate Consultant
McKinsey & Company
December 2014 – Present (4 months) | Amsterdam 

Junior Associate Consultant
McKinsey & Company
September 2013 – December 2014 (1 year 4 months) | Amsterdam Area, Netherlands 

PhD Psychology
UC Berkeley 
August 2008 – July 2013 (5 years) | Walker Sleep and Neuroimaging Lab

Graduate student in the Walker Sleep and Neuroimaging Research Lab. Led 12 research assistants on several EEG sleep and fMRI studies focusing on the effects of sleep on the emotional brain. These projects have resulted in 4 first author publications. Delivered research/invited talks at nine conferences for 400+ attendees in the US, Canada, Japan, the Netherlands and China.

LinkedIn Profile

A profile with a photo is 11 times more likely to be viewed



Brian Peterson 1st

Development Manager at UC Berkeley
San Francisco Bay Area

📍 friends



Garrett Ng 1st

Consulting Manager at The Permanente Medical Group
San Francisco Bay Area

📍 friends



Abram Hardin 1st

Principal Planner at University of California, Berkeley
San Francisco Bay Area

📍 friends



Alan Jose 1st

Assistant Professor at Wake Forest University
San Francisco Bay Area

📍 colleagues

Professional Headline (Not just your title)

Postdoc in Glenn Fowler Lab – MCB

- Quant with five years of bioinformatics experience
- Social Science researcher with expertise in program evaluation and four years experience in healthcare policy
- PhD with 5 years computational chemistry modeling and programming experience
- My favorite LinkedIn Headline

David Purdy

Uber Data Scientist (I am hiring!)

San Francisco Bay Area | Research

Summary - Should be forward looking

One of the nation's leading PhD career advisors, Dr. Green has over 16 years of experience working with graduate students and postdocs at UC Berkeley. His specialty is working with PhDs and postdocs in the sciences pursuing professional opportunities in the business, government, and nonprofit sectors as well as those seeking academic jobs .

He has given invited presentations at major scientific meetings and research universities across the country; appeared in the Chronicle of Higher Education, NatureJobs, and The Atlantic Online; and is available to speak to small and large audiences alike on career development topics for graduate students, PhDs and postdoctoral scholars.

Other Profile Tips

- Utilize embeddable links to showcase your projects, accomplishments and other professional aspects
- Include your email in your summary
aegreATberkeley.edu
- Break up your experience into small digestible/glance–able bites (bullet points)
- Turn off: publish changes to profile to connections

Leveraging Tips + Tactics

- Don't just connect to people; follow discussions by thought leaders and/or discussions within professional groups.
- Comment on a blog post or discussion point, or pose a follow-up questions
- Use the knowledge you gain to provide focus to your search
- Build out evidence: small non-academic projects that shows you can do the work and have something to contribute
- 30 Day free trial

What % of employers use social media/networks to source candidates? (joe)

[Show results](#)