Creating an Effective Resume

Wayne Community College Career Services

waynecc.edu/career-services

What is a Resume?

A Marketing Tool

A "living document" that will be adapted for specific positions/needs.

▶ <u>Sell</u> yourself to a potential employer

▶ <u>Display</u> your skills and experience

▶ <u>Demonstrate</u> your skills, accomplishments, and results

▶ <u>Connect</u> what you offer with what the company needs

Before You Begin

▶ Print the job description of the target job (or several job descriptions for the type of job you want to get)

▶ Highlight common industry specific words

▶ Highlight common characteristics describing the potential candidate

▶ Highlight common educational/certification requirements

▶ Use a resume creation data sheet to organize and perfect verbiage and content

▶ Use the highlighted key words in your resume as much and as early as reasonably possible

7-10…

The approximate number of seconds employers look at your resume before they decide to move forward or not.

Follow these tips to make sure your resume passes the test!

► <u>Customize</u> your resume for each position
  ► Purpose is to spark the potential employer's interest
  ► Make them want to call you in for an interview

► <u>Avoid Templates/Wizards</u>
  ► Hard to customize and rearrange
  ► Use a blank Word document instead
  ► Keep your formatting consistent and easy to read

The Importance of Formatting

- Use your resume to obtain an interview, not a job
  - Be clear and concise
  - Generate enough interest they want to talk to you in person
- Construct your resume to be read easily
  - Use bullets with short sentences or phrases
  - No less than size 11 font
  - No curly or "cute" fonts (Times New Roman, Calibri, Cambria are some safe fonts)
  - Use ivory, white or beige resume paper

Key Words Are Key

When you upload a resume online, it passes through a **database** that filters for **key words** before your resume reaches a human.

It is imperative to use <u>key words</u> in your resume to ensure it gets to human hands.

► Use key words (industry specific words)

  ► Find several job descriptions for the type of position you want (or the specific description of the position you are applying for)

  ► Locate words that are common in the listings

  ► Incorporate them into your resume

► Use action verbs to demonstrate your effect on the company instead of listing tasks.

  ► Created, Managed, Supervised, Organized, Coordinated, Facilitated…

Key Words - Examples

- Examples of industry specific words for Accounting
  - Cash management
  - Credit and collections
  - Audit controls
  - Accounts receivable
  - QuickBooks
  - Financial reporting
- Choose words that are specific to your industry/program area

Include the Correct Content

- Leave off irrelevant personal information
  - Date of birth/religion
  - Race/marital status
  - Personal hobbies or interests
  - Social fraternities or sororities (DO add honor fraternities/sororities)
- Resume Length (General rule, not requirement)
  - Recent graduates or 5-10 years experience – 1 page
  - More than 10 years and/or management level experience – 2 pages
  - Should be no more than 2 pages in length
- Never fold or staple your resume!
- It is no longer necessary to put references on your resume.

Edit, Edit, Edit!

- Ask someone to look over your resume
  - It always helps to get an outside opinion
  - Encourage them to ask questions-they can help you remember important things you may have left off the resume
- Your resume should be error free, concise and **factual**

Career Services can look over your resume, check for errors and make recommendations for you.

Call or visit www.waynecc.edu/career-services to request an appointment.

919-739-7005

Transferable Skills

- Transferrable Skills
  - General skills you learn in any line of work that can "transfer" to a new position
  - List skills you learned from your jobs/volunteer experience, etc.

Office Assistant
Organization, following directions/procedures, multi-tasking, professionalism

Wait-staff
Customer service, organization, prioritization, dependability, flexibility, fast-paced environment

Farmhand
Flexibility, determination, work ethic, machine operation, following directions

Types of Resumes

- **Chronological**
  - Work history in reverse chronological order (current or most recent position working backward)
  - Recommended for people with no gaps in employment or those with related or transferrable work experience
- **Combination**
  - Combines the style of a chronological format with a section that highlights skills and abilities developed instead of chronological work history
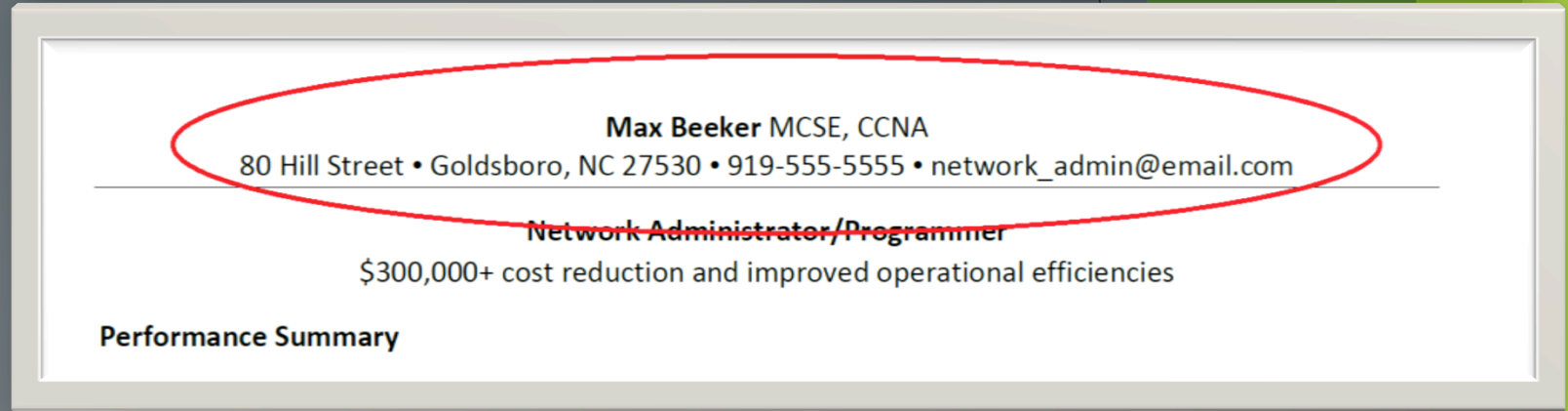 - This is often the preferred style
  - Still list dates and work history
- **Chronological-Combination Resume**

Sections of a Resume

> Max Beeker MCSE, CCNA
> 80 Hill Street • Goldsboro, NC 27530 • 919-555-5555 • network_admin@email.com
>
> Network Administrator/Programmer
> $300,000+ cost reduction and improved operational efficiencies
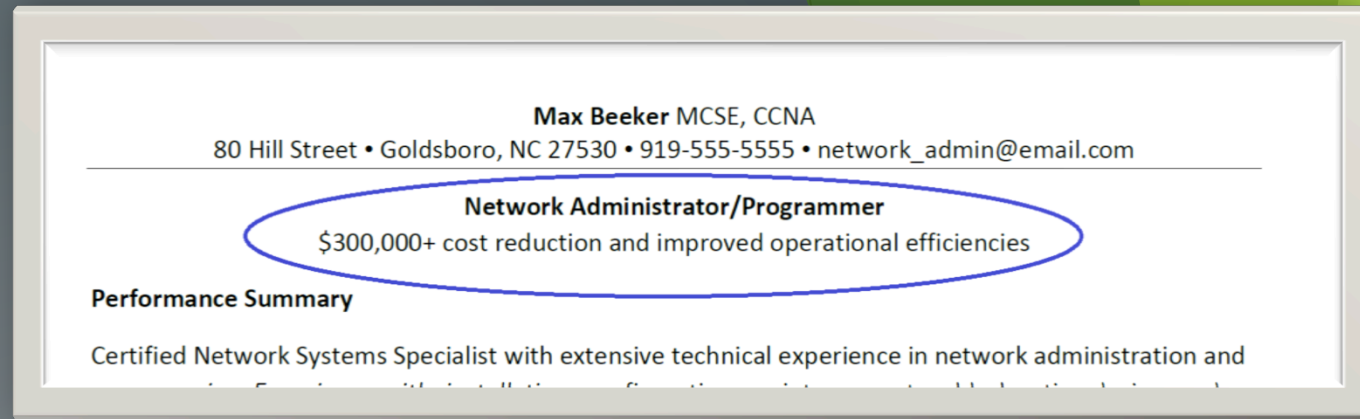>
> **Performance Summary**

- Heading/Contact Information
  - Name
  - Permanent address
  - Home and/or cell number
    - Make sure it is a good number that YOU can answer during normal business hours
    - *Professional* voicemail greeting (do not use music or "ring-backs")
  - *Professional* email address (do not use the WCC email, it will be cut off after graduation)
- Do not use a traditional objective statement. Employers are not interested in what *you* want, they are interested in hiring someone who will do what *they* want.

Sections of a Resume

Max Beeker MCSE, CCNA
80 Hill Street • Goldsboro, NC 27530 • 919-555-5555 • network_admin@email.com

Network Administrator/Programmer
$300,000+ cost reduction and improved operational efficiencies

Performance Summary

Certified Network Systems Specialist with extensive technical experience in network administration and

Instead of the traditional objective statement, many resumes are including branding and Performance Profile/Performance Summary. These are designed to better describe you and your qualifications.
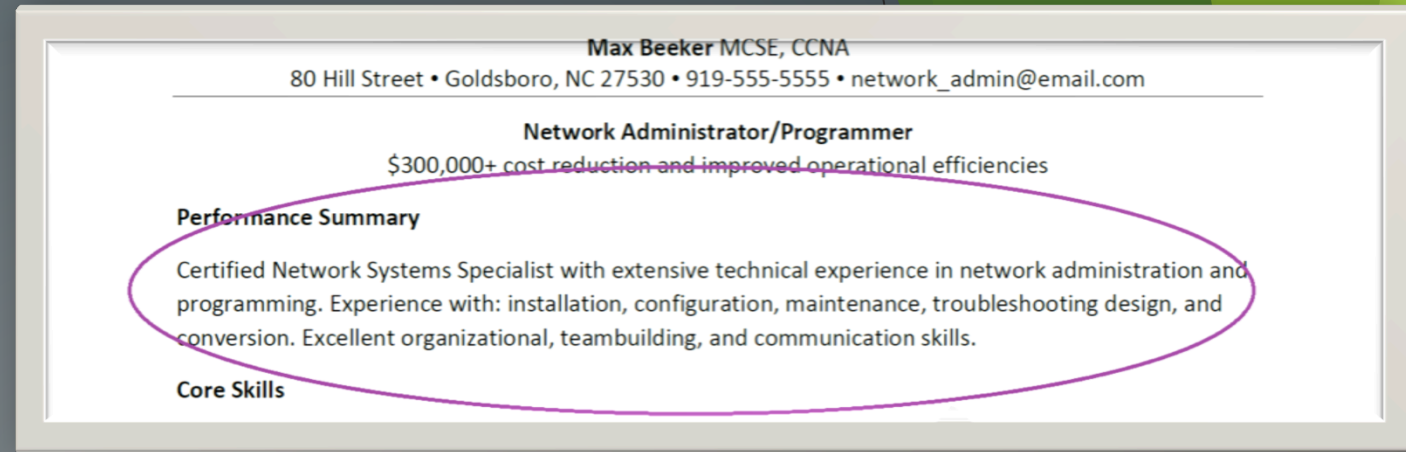
▶ Branding

  ▶ Three to four descriptive words or phrases to highlight your expertise and skills

  ▶ Goes directly under your contact information

Trauma Coordinator
Bilingual Registered Staff Nurse

Entry-Level Computer Technician/Software Customer Service

Network Administrator/Programmer
$300,000+ cost reduction and improved operational efficiencies

Sections of a Resume

Max Beeker MCSE, CCNA
80 Hill Street • Goldsboro, NC 27530 • 919-555-5555 • network_admin@email.com

Network Administrator/Programmer
$300,000+ cost reduction and improved operational efficiencies

Performance Summary

Certified Network Systems Specialist with extensive technical experience in network administration and programming. Experience with: installation, configuration, maintenance, troubleshooting design, and conversion. Excellent organizational, teambuilding, and communication skills.

Core Skills

- Performance Profile/Performance Summary- a very brief and succinct statement of who you are and what you bring to the position

- How to Create a Performance Profile/Performance Summary Statement
  - Take 3-6 most important/common requirements identified in the job descriptions and write 3-6 bulleted statements that tell how your skills relate to that priority
  - Combine information into no more than 3-5 short sentences.
  - Make sure you are using the same _**key words**_ that are in the job descriptions
  - Use them as much as you reasonably can in this profile statement
- Your goal is to show that you have exactly what the employers are looking for

Samples of Performance Profile/Performance Summary

Clinical Nurse Assistant

- Two years' experience as a Clinical Nurse Assistant in ER, Shock/Trauma, Immediate Care, and Triage units.

- Maintain strong observation, assessment, and intervention skills essential to providing competent patient care.

- Advocate for patients/family rights; effectively communicate a patient's needs and concerns to medical team

- Hardworking and energetic; adapt easily to change, stressful environments, and flexible work schedules

Sample Performance Profile/Performance Summary

Network Administrator/Programmer

Certified Network Systems Specialist with extensive technical experience in network administration and programming. Experience with: installation, configuration, maintenance, troubleshooting, design, and conversion. Excellent organizational, team-building, and communication skills.

Sample Performance Profile/Performance Summary

Systems Engineer

IT Professional offering 9+ years of hands-on experience in design, implementation, and enhancement of business systems automation. Demonstrated ability to develop high-performance systems, applications, databases, and interfaces.

- Part of TL9000 CND audit interviews which helped Technical get crucial TL9000 certification. Skilled trainer and proven ability to lead many successful projects such as TSS, EMX, and TOL.

- Strategically manage time and expediently resolve problems for optimal productivity, improvement, and profitability; able to direct multiple tasks effectively.

- Strong technical background with a solid history of delivering outstanding customer service.

Sections of a Resume – Skills/Professional Competencies

▶ Designed to capture all the skills you bring to the position in a succinct and easily accessible format

▶ Usually single words or short phrases in 3-4 columns

▶ Make sure you use key words in this section

▶ Each skill listed is like a "headline" and your explanation of how you acquired the skill is in your work experience section.

▶ Do not use sentences. Use the word by itself or in a two word phrase. Example: "Forcasting" or "Financial modeling"

▶ If you are skilled with using Microsoft Office, put that as one of the first bullets

Sections of a Resume – Performance/Career Highlights

▶ Choose 2-4 quantifiable (measurable) achievements and contributions from your list

▶ Capture them in confident statements:

<u>35% increase in on-time delivery + 20% reduction in client complaints.</u>

Effective Operations Management demands understanding every department's unique problems and timelines. Building these considerations into daily activities helped:

- Finance & Supply Chain, saved $55,000 in last three quarters
- Increased productivity, with a 35% increase in on-time delivery

These on-time delivery increases were achieved with improved communications, connecting Purchasing, Supply Chain, Customers, and Customer Service:

Delivered 20% reduction in client complaints.

Sample

Sections of a Resume

- Employment History
  - List after your education (if your degree is related to the job and within the last 5 years) Otherwise, list before your education
  - Include company name, city, state, start and end date (month & year only), and job title

- For each position list duties, responsibilities, and accomplishments
  - Target the duties that best relate to the target job
  - Not necessarily describing how you spent your working day
  - Use short concise bulleted phrases
  - Describe the impact you made on the company while you were there
  - Quantify with percent, dollar amount or numbers whenever possible
  - Use past tense action verbs
  - List the successful, most skilled aspects of your work and back it up with proof

Sections of a Resume

- Education
  - List *before* work experience if you are a recent graduate with little to no related work experience
  - Most recent education first
  - Name of school, city and state, dates graduated and dates attended (anticipated date of graduation)
  - You do not need to indicate high school if you have attended college
  - If you have not graduated, you can list *relevant* courses.
  - Listing GPA is optional, would not do it if it is less than a 3.0

Other Sections To Include

▶ Volunteer experience, community activities, clubs, awards, computer skills, licensure/certifications, related professional development, and professional affiliations (should all be relevant)

▶ Always list Military experience

▶ Other languages besides English

▶ Co-Ops/Internships/Externships

Questions?

Sources

Yate, M. J., & Yate, M. J. (2012). *Knock 'em dead cover letters* (10th ed.). Avon, Mass.: Adams Media.

Caldwell Community College & Technical Institute, Student Services Department (2009). "Resume and Cover Letter Development."