

Results-Oriented Resumes

2018



Purpose of A Resume

What is the primary purpose of a resume?

- To introduce you to a networking contact
- To get you a job
- To help an employer/contact remember you
- To get you an INTERVIEW

Answer

While the other answers are valid too, the primary purpose is:

- ❑ To get you an INTERVIEW

Your Resume

- ❑ Creates a first impression of you
- ❑ Targets the specific job you want
- ❑ Demonstrates that you have the skills and accomplishments to do the job
- ❑ “Sells” you to the employer
- ❑ Can open the door to an interview

Sample Resume

What's wrong with this example?

Objective:

To obtain a secure position with a progressive company that will utilize my experience and skills and provide opportunities for advancement.

Experience:

ABC Company Clerk Typist & Key punch Operator	Wilberforce, Ohio	March, 1968 – July, 1980
Homemaker	Brooklyn, Ohio	August, 1980 – May, 1999
Happy's Pub Waitress/Cashier	Parma, Ohio	June, 1999 – October 2016

Sample Resume

Employers take about 7 - 10 seconds to scan a resume before deciding if it is worth reading.
Would yours make the cut?

Objective: We don't use an Objective. It states what you want. Instead, tell them what you can do for them.

To obtain a secure position with a progressive company that will utilize my experience and skills and provide opportunities for advancement.

Experience: List jobs in reverse order and don't go back more than 10 to 15 years unless something older is very important to the job you are targeting.

ABC Company Clerk Typist & Keypunch Operator	Wilberforce, Ohio	March, 1968 – July, 1980
Homemaker	Brooklyn, Ohio	August, 1980 – May, 1999
Happy's Pub Waitress/Cashier	Parma, Ohio	June, 1999 – October 2016

Resumes

A resume is a Marketing Tool

A jobseeker uses it like a salesman uses a brochure or catalog. You are the product you are selling.



Objective vs. Career Summary

- ❑ Employers no longer want to see Objectives (but you must know what yours is)
- ❑ A Career Summary is better - a concise overview of your skills, experience, and knowledge that apply to this position
- ❑ Use strong Key Words in the Summary or a Skills list
- ❑ Or use a short Title Line such as “IT Manager” or “Financial Analyst” or the title of the specific position for which you are applying

Target Your Resume

*Every resume you send needs to be a
Targeted Resume*

- ❑ Your skills list should be edited to match a specific position at a specific company
- ❑ Select Accomplishment / Achievement Statements that fit best the specific targeted position
- ❑ Include training, volunteer work, or other activities only if they support this specific job

Skills & Accomplishments

- ❑ They answer questions: How did I benefit my previous employer? What skills do I have? What can I do for you?
- ❑ Location on resume varies depending on which format you use
- ❑ Be clear and concise; relate them to the targeted job or to your transferable skills

Format of an Accomplishment Statement

Action word (what did you **do**?)

Topic (what was it?)

Impact (how did your action benefit the employer?)

Measurement

ACTION

TOPIC

Developed an employee orientation program

IMPACT

that increased productivity of new hires by

MEASURE

25% in first 90 days on the job.

Resume Formats

CHRONOLOGICAL

FUNCTIONAL (seldom used anymore)

COMBINATION

(Employers are most likely to respond to this format)



Chronological Resume

- ❑ Career Summary or Job Title
- ❑ Skills section (optional; may be part of summary)
- ❑ Work History (reverse chronological order)
- ❑ Education (reverse chronological order)
- ❑ Optional (Military, Volunteer, etc.)

Functional Resume

- ❑ Career Summary or Job Title
- ❑ Accomplishments, Qualifications, & Skills
 - Separate section – no company names or dates
- ❑ Work History (reverse chronological order)
 - Company, job title, and dates only
 - No bullets under each job
- ❑ Education (reverse chronological order)
- ❑ Military, Volunteer, etc. (optional)

Combination Resume

- ❑ Career Summary or Job Title
- ❑ Major Accomplishments
 - Important to grab their attention
 - Only those that relate to the targeted job
- ❑ Work History
 - Format as chronological resume, omitting statements moved into top section
- ❑ Education (same as on other formats)
- ❑ Military, Volunteer, etc. (optional)

Why a Combination?

- ❑ A Combination Resume is best to focus attention on what is most important to this specific employer for this specific position
- ❑ List key “accomplishments” that support the position you are seeking; highlight skills from early jobs or volunteer work only if they “sell you” for this job

Usual Resume Content

- ❑ Heading – Personal Contact Information
- ❑ Career Summary – or Statement
- ❑ Skills & Accomplishments
- ❑ Work History
- ❑ Education
- ❑ Volunteer, Military, or Outside Affiliations
(optional-use only if they will help to “sell” you)

Resume Tips

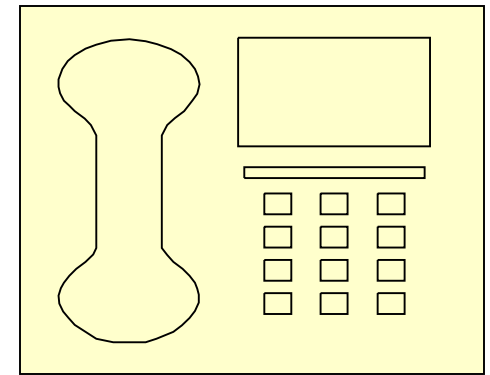
- ❑ Emphasize specific accomplishments
- ❑ Put your strongest achievements and qualifications at the top of your resume
- ❑ Use a highlights section to catch the hiring manager's attention
- ❑ Include only relevant job experience
- ❑ Don't try to be all things to all people - focus on your top skills for this job

More Resume Tips

- ❑ Read the job description carefully and note keywords to focus on your resume
- ❑ Use an eye-catching, easy-to-read format
- ❑ Resumes are definitely not one-size-fits-all (Make them fit the position)
- ❑ Tell them what you can do for their company
- ❑ Proof and double-proof your resume - a typo may eliminate you

Heading/Contact Information

- ❑ Name
- ❑ City, State, Zip Code (optional)
- ❑ Telephone Numbers
(Home, Voicemail, Cell)
- ❑ Email and/or LinkedIn profile
address (as live links)



Skills & Accomplishments

- ❑ Ask yourself -- What skills do I have? What can I do for the employer? What value do I bring?
- ❑ Include a result in the accomplishment, but allow for questions to be asked later; make the result quantifiable when possible
- ❑ You can also just include a list of skills, but check to be sure they are not obsolete

Work History

- ❑ List the most recent first
- ❑ Must include dates (generally use start and end years only on the right side of resume, no months)
- ❑ Go back 10 - 15 years (more only if you need to; you decide what is relevant and how old you want to appear)

Education

- ❑ Goes after Work History, except for recent graduates with little or no work experience – then it goes above the Work History
- ❑ Dates in Education section are optional; omit them if they are not recent
- ❑ Training (on-the-job, seminars, or classes) may be included if relevant to the target job

Optional Categories

- ❑ List past or present membership in Professional Associations for your field
- ❑ Military experience provides training and skills valued by employers and some employers give preference to veterans
- ❑ Include Volunteer Work and Outside Affiliations only if relevant to the job you want and if you are certain they will not hurt you (due to possible employer bias)

What Employers Really Want

An Employee who can help them:

- To Make More Money
- To Save Costs
- To Save Time and Effort
- To Improve Company Image
- To Provide Peace of Mind



And it's all about the money!

Applicant Tracking Systems

- ❑ Send the resume as a Word document or a PDF attachment
- ❑ Remember that employers are scanning resumes now and KEY WORDS are critical
- ❑ Each system may be different and some may not take a PDF – read directions (they often tell you the format they want)
- ❑ Specific skills should be in the resume several times to be noticed

Important Resume Tips

- ❑ Lead with your strongest accomplishment statements related to the job
- ❑ Emphasize your skills and accomplishments
- ❑ Be clear and concise and consistent in format
- ❑ Make it neat and attractive
- ❑ Proofread to remove typos, poor grammar, and spelling errors

In Summary

- ❑ Sell yourself – your resume is your sales brochure
- ❑ Use Key Words throughout
- ❑ Leave something to talk about in the interview
- ❑ Be alert and aware of Scanning and Tracking Systems
- ❑ Be ready to change the resume as needed to fit a specific job – TARGET

Good Luck!