First Impression: Resumes in Action

Presenter: David Braunsberg
Date: May 13, 2020
Objectives

• After today, you’ll be able to:
  • Identify the components of a resume
  • Tailor your resume to specific jobs
  • Identify the 3 most common types of resumes
  • Transform and properly format your resume
  • Identify the components of a cover letter
What is a resume?
What is a resume?

• Your “Brand”:
  • A summary of your work history, skills, education, and professional achievements

• Usually it is your first impression with a potential employer

• A great resume will make a strong impression with a potential employer and increase your chances of getting the job you want
Major Resume Components

• Heading/Contact Information

• Work History

• Professional Experience/Skills

• Education

• Other Information
  (volunteer/coursework/certifications)
Tailoring Your Resume
Tailoring Your Resume

• Avoid using a generic resume

• Although it is more time consuming, regardless of the resume format that you decide to use it is important to tailor your resume for each job that you apply for.
Why You Should Tailor Your Resume

- Each job will have specific skills and requirements you need to address in your resume, based on the job description
  - Need to use technical language or industry/job specific jargon

- Many companies use an ATS (Applicant Tracking System) that specifically look for the keywords listed in the job description to filter out candidates
  - Even if you are a qualified candidate, you may not get past the ATS

- Hiring managers will be able to tell a tailored resume from a generic one
Tailoring Your Resume - How

• Include the title of the position you are applying for somewhere on your resume:
  • Especially if you held that position before
  • If not, you could include it in a Heading Summary section

• Print out the job description and highlight keywords, skills, and other important requirements, including numerical qualifiers – years of experience, number of supervised employees, etc.

• Go through your resume and rework your headings, lists, and descriptions to include the exact words, in the same tense, as the job description
Community Options, Inc. is a national non-profit agency providing services to individuals with disabilities in 11 states.

We are in search of a Senior Administrative Assistant to be based in Princeton, NJ. The Senior Administrative Assistant manages the CEO’s schedule for all meetings, screens phone calls, shapes agendas for executive and other meetings, makes travel arrangements, handles all expense reports and all logistics.

Requirements:

- Bachelor’s degree or minimum three years equivalent managerial or supervisory experience in a non-profit or private sector firm.
- Valid driver’s license
- Ability to multi-task within very short timelines and under extreme pressure
- Ability to maintain relationships with other management staff within multiple state and national locations.
- Experience in operating special events and in-depth background of travel arrangements.
- Exemplifies commitment to all aspects of the philosophy of the organization.
- Excellent and professional written and verbal communication skills.
- Ability to present facts and recommendations effectively.
- Must have time management skills and demonstrate prioritization.
- Possesses proactive anticipation of the needs of leaders and a high sense of urgency.

Responsibilities:

- Researches and recommends immediate and long-range scheduling to the CEO.
- Supervises, provides support, and trains 2 administrative assistants.
- Interacts with key partners, customers, vendors, donors and visitors.
- Troubleshoots with families, staff, vendors and volunteers as it relates to operational aspects of the organization.
- Assists the CEO with all elements of operations including but not limited to correspondence, travel, logistics and complex meeting coordination.
- Follows up on all open items assigned by the CEO to ensure a timely response.
- Plans, organizes and controls activities of the CEO under his direction.
- Reviews and prepares all documents and other correspondence sent to CEO.
- Attends committee functions and meetings.
- Performs office duties that may include ordering supplies, ensuring office organization and improving office environment.
- Assists with public speaking or special events planning when necessary.

Working Conditions:

- Occasional overtime required.
- Fast paced environment.
- Must be on call generally at all times by the CEO.
- Must act confidentially relative to all aspects of environment.

Competitive Benefits:

- Insurance Options (Medical, Dental, Vision)
- Paid Holidays—including a Birthday Holiday
- Generous Paid Time Off (PTO)
- Employee Incentive & Discount Programs
- 403b Retirement Plan with Employer Match
- Exceptional Career Growth Opportunities

Equal Opportunity Employer

Job Type: Full-time

Connecting people with information through libraries
Alexa McGuire  
City, State Zip  
(206) 555-5555 • alexamcguire@email.com 
linkedin.com/in/your-name-here

WORK EXPERIENCE

The BIG Pharmaceutical Company, Big City  
Administrative Assistant  
02/2016 - Present

- Scheduled meetings with salespeople and administrators, including online
- Answered emails and phone calls for the COO of Sales
- Cataloged receipts and ensured reimbursement for expenses
- Helped organize office and outreach events
- Oversaw 2 interns

Rural County Hospital, Rural America  
Administrative Assistant  
08/2012 - 02/2016

- Answered phone calls and transferred calls to different departments
- Helped the Head of Pediatrics with scheduling and travel arrangements
- Put together staff meetings for the Department of Pediatrics

The Medical Office, Campus Town  
Secretary  
06/2010 - 07/2012

- Answered phone calls at doctor's office
- Scheduled appointments and took payments

Financial Aid Office, Campus Town  
Intern  
01/2010 - 05/2010

- Updated student information
- Answered phone calls

EDUCATION

B.S. in Accounting, 2010  
Mid-Size University, Littleton USA

VOLUNTEERING

Habitat for Humanity, Mid-Size University Chapter  
12/2009

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Alexa McGuire  
City, State Zip  
(206) 555-5555 • alexamcguire@email.com  
linkedin.com/in/your-name-here

WORK EXPERIENCE

The BIG Pharmaceutical Company, Big City  
Administrative Assistant  
02/2016 - Present

• Organize and schedule on average of 5 agendas and 15 meetings monthly, including digitally, for administrators, sales staff, customers, and vendors
• Process and answer 100 correspondences monthly in a timely manner, prioritizing urgent matters and upcoming deadlines
• Receive, catalog, and maintain all expense reports as well as organize travel arrangements and all logistics for management and sales division
• Attend and summarize all administrative functions and meetings, including planning for special events such as fundraisers and company awards ceremonies
• Supervise and train 5 interns responsible for maintaining office supplies, running messages, and following up with requests from the Administrative Assistant

Rural County Hospital, Rural America  
Administrative Assistant  
08/2012 - 02/2016

• Receive and transfer 150 calls per month for the Department of Pediatrics, including patients, vendors, and donors
• Schedule internal and external meetings, prepare multiple conference travel arrangements, and ensure current and proper licensing for Head of Pediatrics
• Maintain a well-organized office environment, including ordering necessary office supplies, and ensure clear communication with other staff

The Medical Office, Campus Town  
Secretary  
06/2010 - 07/2012

• Schedule 75 appointments per month for patients and handle all payments, including medical coding
• Prepare and deliver all correspondences related to lab results, billing, and scheduling

Financial Aid Office, Campus Town  
Intern  
04/2010 - 05/2010

• Update student information in Microsoft Access and furnished reports for administrative staff

EDUCATION

Bachelor of Science - Accounting  
Mid-Size University, Littletown USA  
2010

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Equal Opportunity Employer

Mинф/D/V  
Job Type: Full-time
Types of Resumes
Types of Resumes

• There are 3 common types of resumes
  • Chronological
  • Functional
  • Hybrid
Chronological Resume
Chronological Resume

• Prioritizes work history
  • Good format to use if you have short/no gaps in your employment history
  • Shows increasing skills/advancement over the course of your career

• Most common type of resume

• Easier to read/interpret

• Useful for jobs in traditional industries (accounting, finance, engineering)
Chronological Resume

Alexa McGuire
City, State Zip
(206) 555-5555 • alexamcguire@email.com
linkedin.com/in/your-name-here

WORK EXPERIENCE

Company 4, Location
Job Title
(MM/YYYY)-Present

This is where you write about your experience. Do not simply list your day-to-day job duties. Work in resume keywords that are most relevant to the job for which you’re applying. Try replacing some of your duties with measurable results and accomplishments rather than duties. Remember, “duties tell, accomplishments sell.” To create a strong measurable result, try this format: [Action verb] [brief explanation of accomplishment] resulting in [quantifiable outcome]. Using %, $, etc. will draw the eye and make an impact. For example: “Responded to an average of 203 customer service emails per week, improving response time by 74% and customer satisfaction by 34% between 2016 to 2017.”

Company 3, Location
Job Title
(MM/YYYY)- (MM/YYYY)

Keep your sentences short and to the point. This will make it easier for a recruiter or hiring manager to read or skim. Use your limited space to focus on things that are most relevant to the new job, rather than going into every detail about the responsibilities that took up most of your time. Tailor your resume to the job description.

Company 2, Location
Job Title
(MM/YYYY)- (MM/YYYY)

It’s OK to leave positions off your resume if they aren’t relevant to the job you’re pursuing. Unless the experience is crucial, you can also go into fewer details on older positions.

Company 1, Location
Job Title
(MM/YYYY)- (MM/YYYY)

Don’t worry about having the same amount of information for each job. Spend more words on the most transferable skills and experience.

EDUCATION

Degree, Graduation Year (YYYY)
College Name, Location
Functional Resume
Functional Resume

• Emphasize skills and learned knowledge over work history
  • Transferrable skills that work across most/all jobs
  • Specified skills that unique/important for a specific field/job

• Less importance on work history
  • Good for people with gaps in work history or looking to change careers

• Useful for creative-focused jobs, such as design, computer programming, and marketing
Functional Resume

Anne Y. Choi
City, State Zip | (206) 555-5555 | annechoi@email.com | linkedin.com/in/your-name-here

CAREER SUMMARY

Add a resume summary that highlights what it is you do, the types of companies you've worked with, and why you're great at your job. Typically summaries should be very short and to the point, but you can go a little long in the functional resume format. Consider including experience levels, specializations, or areas of interest. Ensure that your summary perfectly aligns with what is asked for in the job description.

SKILLS AND STRENGTHS

- **Skill 1**: List your most relevant hard skills, soft skills, and experience for this job.
- **Skill 2**: Mention the skill then briefly add some context to it.
- **Skill 3**: For example (hard skills):
  - Forklift Operation: OSHA certified forklift operator with 5+ years of experience and a perfect safety record.
- **Skill 4**: Another example (soft skills):
  - Multitasking: Met visual design deadlines on overlapping projects in fast-paced agency environment; used project management apps like Basecamp and Trello to keep organized.

PROFESSIONAL ACCOMPLISHMENTS

- Example: [Action verb] [brief explanation of accomplishment] resulting in [quantifiable outcome]. Using %, $, etc. will draw the eye and make an impact.
- The best resume accomplishments measure your results in terms of dollars, percentages, or time saved. Use numbers whenever possible.
  - Accomplishment 1
  - Accomplishment 2
  - Accomplishment 3
  - Accomplishment 4
  - Accomplishment 5
  - Accomplishment 6

WORK HISTORY

Company 1: Location, Job Title (MM/YYYY)-Present
Company 3: Location, Job Title (MM/YYYY)-(MM/YYYY)
Company 2: Location, Job Title (MM/YYYY)-(MM/YYYY)
Company 1: Location, Job Title (MM/YYYY)-(MM/YYYY)

EDUCATION

Degree, Graduation Year (YYYY), College Name, Location
Hybrid Resume
Hybrid Resume

• Combines relevant experience and skills/knowledge

• Very flexible and allows for customization

• Able to showcase professional advancement

• Allows for more succinct professional experience to allow room for other information, such as volunteer activities
Hybrid Example

LeRoy Keller
City, State Zip | (206) 555-5555 | leroykeller@email.com
linkedin.com/in/your-name-here

Add a strong resume summary here that highlights what it is you do, the types of companies you’ve worked with, and why you're great at your job. Experience, specializations, areas of interest, etc.

SKILLS AND ACCOMPLISHMENTS

- **Skill Topic 1** (eg: Software Engineering or Warehouse Management): Skill 1 | Skill 2 | Skill 3 ...
- **Skill Topic 2**: Skill 1 | Skill 2 | Skill 3 | Skill 4 | Skill 5...
- **Skill Topic 3**: Skill 1 | Skill 2 | Skill 3 | Skill 4 ...
- **Accomplishment 1**: [Action verb] [brief explanation of accomplishment] resulting in [quantifiable outcome. Using %, $, etc. will draw the eye and make an impact]
- **Accomplishment 2**: ...
- **Accomplishment 3**: ...

WORK EXPERIENCE

**Company 4**, Location
*Job Title*, (MM/YYYY)-Present

This is where you write about your experience. Do not simply list your day-to-day job duties. Work in resume keywords that are most relevant to the job for which you’re applying. Provide context to the skills and accomplishments above.

**Company 3**, Location
*Job Title*, (MM/YYYY)-(MM/YYYY)

Because you listed skills and accomplishments above using this hybrid format, you can afford to write a little less in your experience section. Expand to two pages if necessary, but keeping your resume to one page is a good goal to have (unless you have over 10-15 years of relevant experience).

**Company 2**, Location
*Job Title*, (MM/YYYY)-(MM/YYYY)

It’s OK to leave positions off your resume if they aren’t relevant to the job you’re pursuing. Unless the experience is crucial, you can also go into fewer details on older positions.

**Company 1**, Location
*Job Title*, (MM/YYYY)-(MM/YYYY)

Barely relevant positions deep in your work history can be summed up in a quick line or two.

EDUCATION

Degree, Graduation Year (YYYY), College Name, Location

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Which format is the best for you?
Types of Resume Formats

Chronological

- You are applying to a job in your current field or industry
- Your work experience and skill set are intimately linked
- You are an entry-level candidate or a student with some work experience

Best if

Functional

- You want to change careers
- You have large work gaps that you want to cover up
- You are applying to a job where the skill requirements are emphasized more than work experience

Best if

Combination

- You are a mid-career professional or higher
- You are an expert in your field
- You are applying to a job that requires a lot of technical skills and expertise

Best if
Transforming Your Resume
Transforming Your Resume - Why

- Resume is a living and breathing document

- Resume should be structured to showcase the best parts of you that relate to the specific job in the most succinct way

- Each industry/job has different requirements and skills that may best be communicated through a different format
Transforming Your Resume - How

- Determine which resume is the best fit for the job/industry you are interested in

- Create a separate list of skills from your job duties and responsibilities
  - This will allow you to easily shift from Chronological to either Hybrid or Functional
  - Include both hard and soft skills
Resume Formatting Tips
Resume Formatting

• Keep to 1 page, unless job is more involved, then no more than 2
• Use sans serif fonts, such as Courier, Times New Roman, or Helvetica
• Keep font size between 10-12, except for major headings (14)
• Adjust margins as needed to fit all of your information on 1 page if possible, but be aware that some printers may not recognize text outside of .5” margins
• Be consistent with verb tense and dates
• The more graphic the resume, the higher chance it will be unreadable or altered if opened in a different program
Electronic Resume Formatting

• Some Applicant Tracking Systems will allow you to upload your resume file from your computer
  • The ATS may try to pull information from your resume to populate fields or into a standard format for viewing

• Use sans serif fonts to ensure words are accurately transcribed

• Keep the same font style, even for headings

• Save as a .txt file to remove any formatting issues
Writing a Cover Letter
Cover Letter Basics

• Cover letters should compliment, not duplicate your resume

• Reference the job title in the first paragraph and show your interest in the company or organization

• Briefly explain your skills, qualifications, and/or accomplishments and how they relate to the job

• Express confidence in yourself to do the job, thank reader for their time, and invite them to follow-up
Cover Letter Basics Cont.

• Address cover letter as specifically as you can, including individual name, company name, and address

• Should not exceed 1 page

• Same format/font as your resume
Dear Ms. Jones,

I am writing in reference to the open position of Senior Administrative Assistant at Community Options, Inc. I strongly believe that the disabled in our community need assistance to maintain their independence and dignity, having dealt with disabled individuals and their representatives throughout my career. I feel that my experiences as an Administrative Assistant, specifically in the medical field, make me uniquely qualified for the role as Senior Administrative Assistant.

I have experience in many aspects of office administration. I am responsible for accounting, ordering stock and office supplies, maintaining records, creating and updating inventories, scheduling appointments, meetings, and travel arrangements, and coordinating administrative efforts across multiple departments. During my time as Administrative Assistant at The BIG Pharmaceutical Company, I utilized many of these skills to strengthen business-client relations, simplify the transition of administrative leadership, and create a productive and efficient office environment. One of my duties was maintaining communication between the sales department and their clients, especially in regards to coordinating travel arrangements and digital meetings. I was excited to be a part of the 20% boost in sales from my start.

My consistent progression in the administrative assistant field, including my current supervisory role, has adequately prepared me for the responsibilities associated with the Senior Administrative Assistant position. The values of Community Options Inc., and the need to develop successful community partnerships align with my experiences. Thank you for your time and consideration; I look forward to the opportunity to meet with you to discuss my future at Community Options, Inc.

Sincerely,

Alexa McGuire
Summary

• Pick the resume format that best fits your work experience, skills, and the job you are applying for.

• Qualify your duties to include metrics to demonstrate the effectiveness of your skills/accomplishments.

• Tailor your resume and cover letter to every job.
Thank You