

# Resume Tips and Tricks

Presenter: David Braunsberg

Date: 7/27/2021

# Objectives

- Identify the components of a resume
- Identify the 3 most common types of resumes
- Transform your resume
- Tailor your resume to specific jobs
- Identify the components of a cover letter
- What effect has Covid-19 had on job searching?

# What is a Resume?

# What is a resume?

- Your “Brand”
- A summary of your work history, skills, education, and professional achievements
- Oftentimes, it is your first impression
- Must impress

# Major Resume Components

- Heading/Contact Information
- Career Statement
- Work History
- Professional Experience/Skills
- Education
- Other Information (volunteer/coursework/certifications)

# Resume 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 bit 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

# Tailoring Your Resume

Why it is important

# Tailoring Your Resume - Why

- Avoid using a generic resume
- It is important to modify your resume for each job application
- Each job will have specific skills and requirements you need to address, based on the job description
  - Need to use technical language or industry/job specific jargon



# Tailoring Your Resume - Why

- 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 somewhere on your resume
  - If you held that position before, great
  - If not, you can include it in the Heading or Summary
- Print out the job description and highlight keywords, skills, and other important requirements, including numerical qualifiers – years of experience, number of supervised employees, etc.
- Rework the headings, lists, and descriptions in your resume to include the *exact* words or phrases, in the same tense, as the job description

# Tailoring Your Resume - How

- When you apply for a job, the potential employer will only spend a short amount of time (usually less than 30 seconds) looking at your resume
- Keep your resume as concise as possible
  - Focus on most important duties
  - Mostly use bullet points for your skills and experience
    - 1-2 sentences each
  - Easier to read

# Tailoring Your Resume - How

- If you decide to include a skills/accomplishments section, include metrics if possible.
  - Examples of metrics:
    - Created a new online product ordering system which reduced yearly information technology costs by 10%
    - Developed advertisements on the marketing team which helped to increase traffic on the company's website by 20% in the year 2019 over the previous year.

# Tailoring Your Resume

## Example

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 **robust** 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

MF/D/V

Job Type: Full-time

## Alexa McGuire

City, State Zip

(206) 555-5555 • alexamcguire@email.com

linkedin.com/in/your-name-here

### WORK EXPERIENCE

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#### 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

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B.S. in Accounting, 2010

Mid-Size University, Littletown USA

### VOLUNTEERING

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Habitat for Humanity, Mid-Size University Chapter

12/2009

# 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 an average of 5 agendas and 15 meetings monthly, including digitally, for administrators, sale 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 2 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*

01/2010 - 05/2010

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

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 robust 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.
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- 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.
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- Performs office duties that may include ordering supplies, ensuring office organization and improving office environment.
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#### 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

M/F/D/V

Job Type: Full-time

## EDUCATION

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

2010



# 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

- Applicant Tracking Systems will try and 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
- Do not include any information in headers/footers

# Types of Resumes

# Types of Resumes

- There are 3 common types of resumes
  - Chronological
  - Functional
  - Hybrid
- Which do you have?
- Which is best?

# Chronological Resume

- **Prioritize work history**
  - Short/no gaps in employment
  - Increasing skills/advancement
- **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

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**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 31% 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

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Degree, Graduation Year (YYYY)  
College Name, Location

# 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](mailto:annechoi@email.com) | [linkedin.com/in/your-name-here](https://www.linkedin.com/in/your-name-here)

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## 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.

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## 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 5** - Another example (soft skills):
  - **Multi-tasking:** 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 3
  - Accomplishment 4
  - Accomplishment 5
  - Accomplishment 6
- 

## WORK HISTORY

**Company 4**, 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

- 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]
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*Job Title, (MM/YYYY)-Present*

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*Job Title, (MM/YYYY)-(MM/YYYY)*

Because you listed skills and accomplishments above using this hybrid format, you can afford to write a little bit 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

# Types of Resume Formats

ResumeGenius



## Chronological

*Best if*

- 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



## Functional

*Best if*

- 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



## Combination

*Best if*

- 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

# 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

# Joe Jobscan

Seattle, WA | (206) 555-5555

joe-jobscan@example.com | linkedin.com/in/joe-jobscan-123

# Joe Jobscan

Seattle, WA

(206) 555-5555 |

joe-jobscan@example.com

linkedin.com/in/joe-jobscan-123

## Skills Summary

A few sentences or bullet points listing off the most relevant hard skills and soft skills related to the position for which you're applying.

## Professional Accomplishments

Major Skill 1 (Example: Management)

- More detail of the skill and how it relates to the job application
- Examples of projects or situations that utilized this skill
- Measureable results and accomplishments that back up your ability

Major Skill 2 (Example: Management)

- More detail of the skill and how it relates to the job application
- Examples of projects, measureable results, and accomplishments

Major Skill 3 (Example: Management)

- More detail of the skill and how it relates to the job application
- Examples of projects, measureable results, and accomplishments

## Work History

Position 1, Company, Date Started - Date Ended

Position 2, Company, Date Started - Date Ended

Position 3, Company, Date Started - Date Ended

## Education

Degree, School, Years

## Professional Summary

- List a few bullet points that summarize what you have to offer.
- This could include a summary of your experience with certain tasks or roles across multiple companies.
- Mention the soft skills (communication, innovation, integrity) the recruiter or hiring manager will find most attractive for the position.

## Relevant Skills and Proficiencies

- List hard skills that are most relevant to the position. This includes skills that weren't used in your previous jobs but were developed on your own and are required for the position.
- Include any certifications or education you've received outside of your formal education at the bottom of the resume.

## Work History

Company 3, Job Title, Month/Year - Present

Describe your job responsibilities with an emphasis on ones that highlight transferrable skills. Add context to the claims made in the summary section above.

Company 2, Job Title, Month/Year - Month/Year

Describe your job responsibilities with an emphasis on ones that highlight transferrable skills. Add context to the claims made in the summary section above.

Company 1, Job Title, Month/Year - Month/Year

Describe your job responsibilities with an emphasis on ones that highlight transferrable skills. Add context to the claims made in the summary section above.

## Education

Degree, School, Years

# 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

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

Date

Bernadette Jones  
Community Options, Inc.  
707 Alexander Road  
Princeton, NJ 08540

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

# Covid-19 and the Job Market

- Interviews more online
- Jobs may be more from home, even after the pandemic
- Employers now more interested in your cover letter
- If you get an interview, always remember to send a thanks to the interviewer afterwards.

# Covid-19 and Your Job Search

- If you worked from home during the pandemic, show that on your resume
- On your resume, mention relevant technical skills that you acquired by working from home
  - Consider mentioning the technology that is available to you (ex. high-speed internet).
- Consider using LinkedIn to improve your professional social media presence.

# 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