

Creating a Winning Resume

By Enid Turner

Insurance Industry Consultant

Disclaimer

Want rainbows and unicorns? This is not the class for you

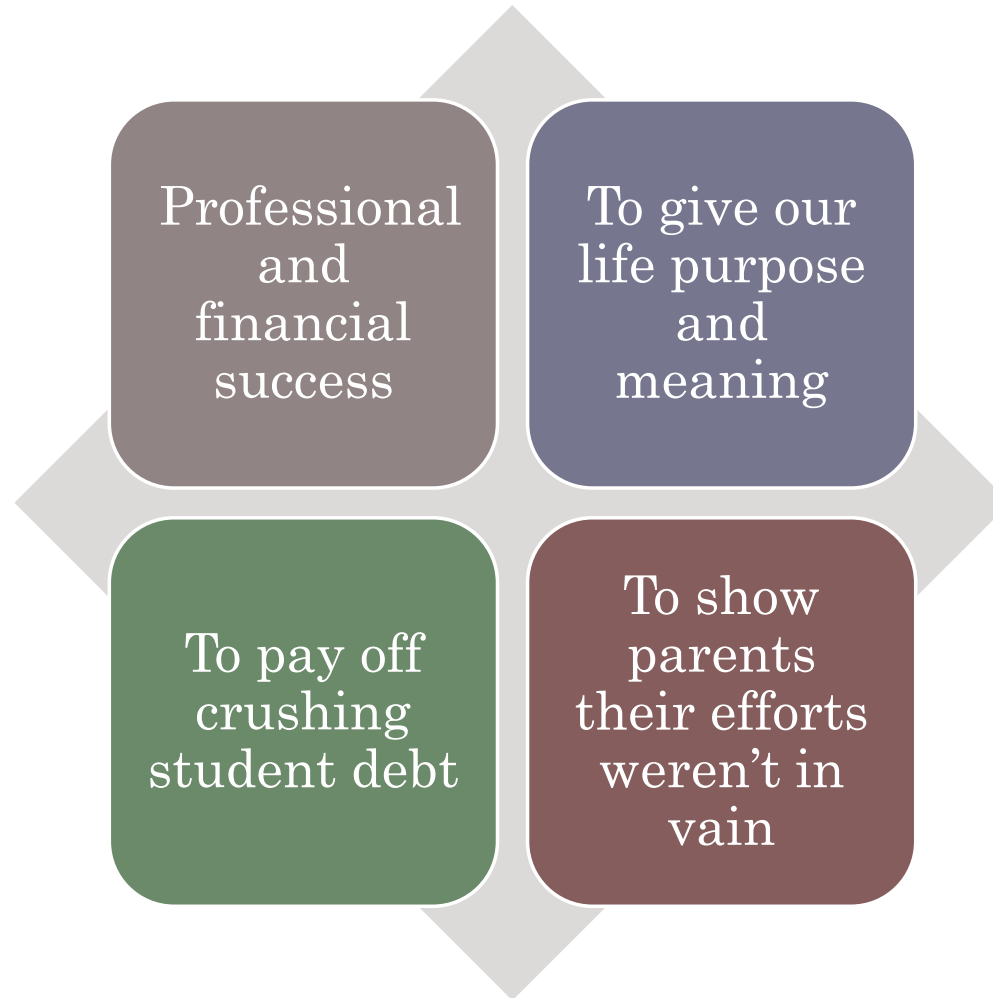


Nothing I tell you in the next hour will guarantee you a job.



What will guarantee you a job is grit and perseverance.

What's our Goal?





What's our Goal?



To Get An Interview

Will it Trigger an Interview?

Does it sing your praises?



Does it share your passions?



Does it reveal your strengths?



Does it make the reader say: WOW!!!

Employment Catch 22

You can't get experience because you don't have a job.

You can't get a job because you don't have any experience.

Your “Why?”

You want them to read your resume and say: I have got to meet this person.

Composing your resume will be the most important creative writing assignment ever.

What We Will Cover

Types of Resumes

The Graphic Image

The Content Quality

The Various Sections

Five Resume Tips

Two Types of Resumes

Functional Resume

- Details your specific skills and/or industry knowledge.
- Best format for experience across industry sectors.

Chronological Resume

- Reflects your employment timeline by employer.
- Best format for experience that is industry specific.

**Have
Multiple
Versions**

One Functional

One Chronological

One Private Sector

One Public Sector

One Page or Two?

If you are new to the workforce with minimal experience and few core competencies, your resume should be one page

If you have robust experience combined with scholarly achievements and/or awards in your profession, then your resume should be two pages.

The Graphic Image

Let's start with the visual representation on the page

Does it stand out graphically when compared to others

Is there balanced and prudent use of white space

Does the document and its text look busy or cramped?

Ann Miller

High School Junior Student

EXPERIENCE

West Valley Girls Softball, Woodland Hills — Snack Shack

2017 - 2018

I managed money, interacted with customers, and worked in a fast-paced environment.

Cutting Edge Karate, Woodland Hills — Substitute Teacher

2018 - 2019

I work with and teach children, reciprocate learned information in an understandable and efficient manner, and appreciate and respect my studio.

Girl Scouts

2007 - 2017

I performed community service, marketed and sold cookies and nuts, and learned how to work effectively with others.

Navy Junior Reserve Officer Training Corps

2017 - PRESENT

I participate in military drill, academics, physical training and community service, I wear my uniform correctly and with pride, and I have learned to be respectful of my peers and instructors.

EDUCATION

St. Bernardine of Siena, Woodland Hills — Elementary to Middle School

2007 - 2017

I was put on honor roll from third grade through sixth grade, participated in the National Junior Honor Society, was on student council, was in choir, and participated in community service.

El Camino Real Charter High School, Woodland Hills

2017 - PRESENT

I participate in NJROTC, take Honors English, and participate in community service.

SKILLS

- Money Management
- Customer Satisfaction
- Working With Others
- Fast Learner
- CPR/AED Experience
- Time Management
- Multi-Tasking

AWARDS

First Degree Black Belt
Earned in 2014.

JROTC Ribbons Earned ribbons for Community Service, Exemplary Conduct, Exemplary Appearance, Recruiting, Participation, and Orienteering.

HOBBIES

I enjoy playing guitar and ukulele, I take classes in Tang Soo Do and Krav Maga at Cutting Edge Karate, I like to read and listen to music, and I enjoy taking photos. I also babysit.



Ann Miller

HIGH SCHOOL STUDENT

CONTACT ME

REFERENCES:

Brandon Kemmer
Karate Instructor
(918) 570-0348
info@cuttingedgekarate.com

SKILLS:

- Money Management
- Customer Satisfaction
- Working With Others
- Fast Learner
- CPR/AED Experience
- Time Management
- Multi-Tasking
- Video Editing
- Photography
- Excel
- Word
- Power Point

AWARDS:

Cutting Edge Karate:
- First Degree Black Belt
- Third Place Trophy in Forms

St. Bernardine's:
- Student Council Award
- Advanced Choir Award
- Academic Leader Award
- Choir Award
- Alter Serving Award

NJROTC:
- Community Service Ribbon
- Exemplary Conduct Ribbon
- Exemplary Appearance Ribbon
- Recruiting Ribbon
- Participation Ribbon
- Orienteering Ribbon
- Distinguished Unit Ribbon
- Battalion Competition Medal

EXPERIENCE:

NAVY JUNIOR RESERVE OFFICER TRAINING CORPS

August 2017 - present
- Military Drill
- Academics
- Physical Training
- Community Service

CUTTING EDGE KARATE

2008-2019
- Earned my Black Belt in 2014
- Substitute Teacher 2018-2019

ACADEMIC BACKGROUND:

EL CAMINO REAL CHARTER HIGH SCHOOL

9-12, 2017 - PRESENT
- NJROTC
- Community Service

ST. BERNARDINE OF SIENA

K-8, 2007-2017
- First Place in the Catholic Math League Test
- National Junior Honor Society
- Student Council
- Advanced Choir

Ann Miller

Experience

2016

Volunteer • Served Lunch to Senior Citizens First Friday of Month • St. Bernardine of Sienna

2015

Volunteer • Made and Distributed Flower Arrangements to Senior Citizens • St. Bernardine of Sienna

2013–2016

Volunteer • Altar Server • St. Bernardine of Sienna

2015–2017

Volunteer • Summer Vacation Bible School • Rocky Peak Church

Education

Oak View High School, Oak Park, CA
St. Bernardine of Sienna, Woodland Hills, CA

- Academic Honor Roll
- Citizenship Award
- Leadership Award
- Student Council/Commissioner of Publicity

Skills

Microsoft Office, Adobe Photoshop and InDesign
Social Media
Public Speaking

Interests

Figure Skating, Surfing, Yearbook, Photography, Girl Scouts



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123 Maine Street
West Hills, CA 91307

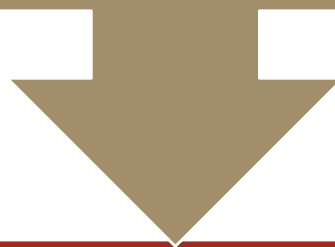
818.123.1234

AnnMiller@gmail.com

Oak View High School

Bullets

If you put a period at the end of one bullet, did you do it on all the rest? Be consistent.



Are they all the same kind, size and color with an uniform internal margin?

Impact that Quantifies

Increased revenues/profits

Improved Efficiencies

Reduced Expenses

Found billing errors resulting unexpected savings

Negotiated better terms with vendor

Show a Causal Link


Your resume indicates you reduced employee tardiness by 10%. But there was no material increase in production.

What's missing?

The fact that more employees were on time and as a result, production went up by 25%.

Should You Include a Career Objective?

Your career objective can include a wide range of information and skills. It sheds light on the job you want, which is helpful to your potential employer.



However, if your objective says “I have a passion for driving concepts toward actionable objectives”, your passion must come through with action-oriented verbs.

For Example...

I reduced costs by...

I drove sales up by...

I created a new way to...

I executed plans to ...

I designed our...

What's my Point?

Your career objective should have a specific purpose.



That purpose should be tied to in some way to your resume content.



Show a correlation between what you want to do and what you have done.

The Various Sections

Contact Information

- Include Name
- Cell Phone
- e-mail/Website
- LinkedIn, etc.

Don't Include

- Mailing Address
- Relationship Status
- Age, Religion
- Disability

The Various Sections

Work Experience

- Core Competencies
- Better, Faster, Smarter
- Moved up the Ladder
- Improvements for Co-Workers

Do not List Jobs...

- Totally different Industry
- Less than 90 days
- Black Market Ops

The Various Sections

Education – as Instructor

- Include classes you created
- Include classes you taught

Education – as Student

- Be brief – not a decision driver
- If no College, show High School
- If College, no High School **unless**
- Significant academic, artistic or athletic awards. i.e. Valedictorian

The Various Sections

Awards and Hobbies –

- These can be civic, creative, academic, professional, athletic, artistic, etc.
- Be ready to share a story about why that hobby called to you.

Publications

- These can be online or hard copy.
- Bring a hard copy in case the subject comes up.

The Various Sections

Add some Color

- These can be civic, creative, academic, professional, athletic, artistic, etc.
- Be ready to share a story about why that hobby called to you.

Photo

- The photo should reflect the position you want.
- Different Industries have different standards for head shots
- Is the image clear when enlarged

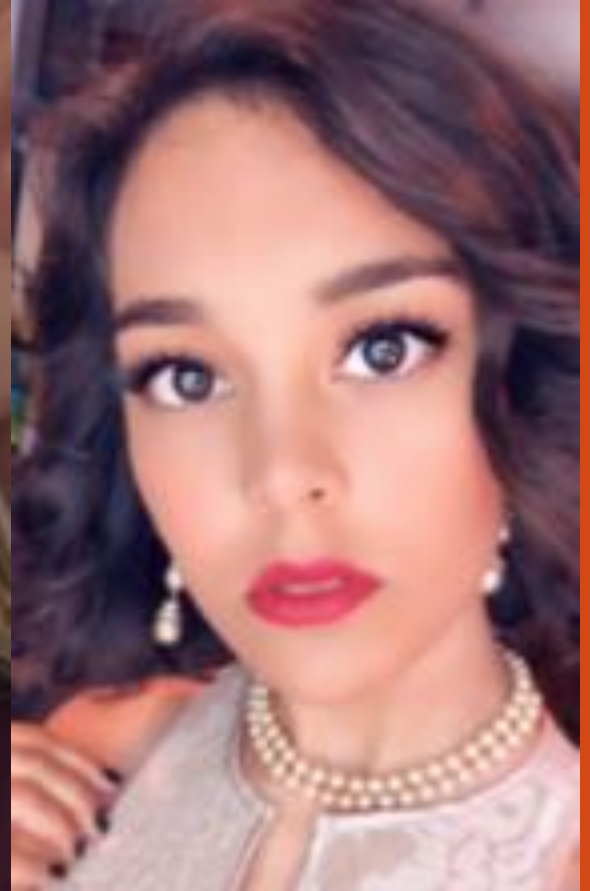


Photo Analysis

The Hazards of Scale



Photo Analysis



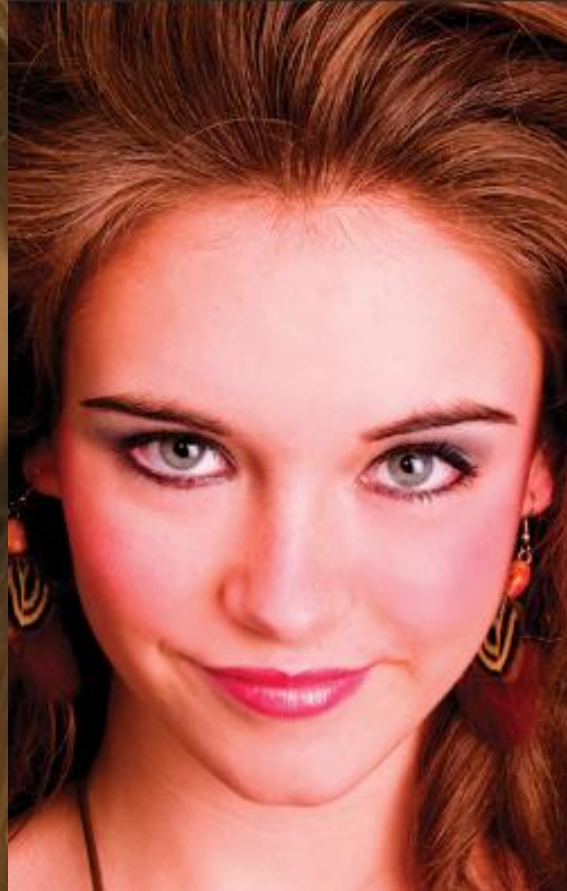


Photo do's and don'ts



Photo do's and don'ts

Five Resume Tips

Obey the English Language

Optimize White Space

Duties vs Accomplishments

Connect Content to Position

Cure Writer's Blindness

Obey The English Language

1

The English language can be a very hard task master. Showing that you know how to use it skillfully informs the reader that you pay great attention to detail.

2

Use the same tense when describing your past work experience, either all past or all present. Don't say you "trained" staff on one line and you "evaluate" packaging on the next.

3

Don't get in trouble with homophones - words that sound alike but are spelled differently. For example: their and there, here and hear, too and two, pare and pair etc.

Optimize White Space

Edit the text of a line where your hard return results in taking up an entire line with less than 2 words. It wastes valuable space on the page and looks haphazard. Either edit the text to correct it or meld that item into the next.

- These boxes are the same size
- But here's what I mean
- This is too much space
- How can you create new ways to say it

- Here's an example of what I mean
- Watch out for text that leaves too much white space
- Come up with a different way of saying the same
- It looks cleaner

Duties vs Accomplishments

If you worked at Starbucks, The Coffee Bean & Tea Leaf and Peet's Coffee, no need to show your latte making skills under each job.

Employers want to see that you experienced professional growth and/or development with each new position. Show accomplishments, not duties.

Duties vs Accomplishments

DUTY

- ✓ I reconciled the cash drawer at the end of each shift
- ✓ I parked cars for the guests at the restaurant
- ✓ I alphabetized, copied and filed documents

ACCOMPLISHMENT

- ✓ I was promoted to store manager within one year
- ✓ I created a security protocol for car keys at the valet kiosk
- ✓ I built an online database for tracking clients' files

What's Wrong with this Resume?

IAN HANSSON	UI/UX Engineer Developer
PROFILE	CONTACT
I'm an experienced graphic designer looking for a position in a company that values creativity and entrepreneurial leadership. I've got a proven track record of performance in various fields and have a passion for website design and engineering.	☎ 816-555-0146 ✉ ian_hansson ✉ hansson@example.com 🌐 www.example.com
EXPERIENCE	SKILLS
Geoffrey's Restaurant 2011-2015 I worked as a valet parking cars for the patrons of this high end restaurant. It required me to drive carefully so as not to damage the many expensive cars that were owned by the people dining at Geoffrey's.	<ul style="list-style-type: none">• Lorem ipsum dolor• Sit amet• Consectetuer adipiscing• Sed diam nonummy• Nibh euismod tincidunt• Laoreet dolore• Magna aliquam
Mastro's/Malibu 2015-2017 I managed the valet car parking operation	EDUCATION
Yelp 2017-2019 I helped create the rating system for customers using the Yelp app as well as the back end code writing which was critical to helping Yelp get additional Venture Capital Funding for their new office in Menlo Park, California. You can ignore the rest of this information.	Lorem Ipsum 20XX-20YY Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy Dolor Sit Amet 20XX-20YY Nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Connect Content to Position



If you are applying for a job as a financial analyst, don't list 3 previous jobs as a parking valet.




That tells me you cannot discern relevant experience from irrelevant experience.

Cure Writer's Blindness

Each and every writer from William Shakespeare to Dr. Seuss has occasionally, if not frequently, suffered from writer's blindness.



This is the condition where you've been working on your own writing project so long that you can no longer see the flaws.



Regardless of how many times you've read and re-read your resume, **ALWAYS** have someone else edit it before you send it out.

You got the Interview...



Average hiring decision takes place in the first five minutes of the interview.



Why you? Your answer should be succinct and include supporting evidence from your resume.



Deliver it with confidence and avoid any negative self-talk during the interview.

You got the Interview...

Breathe

Prior to interview, spend two minutes taking deep breaths. Your heart rate drops and you relax.

Smile

Have a firm hand shake and give a warm smile when you meet the interviewer.

Groom

Keep your hair off your face and check for food in teeth, bad breath or facial debris.

You got the Interview...

Breath

Don't chew gum or eat offensive foods prior to your meeting. Mints are ok if dissolved.

Look


Make eye contact and listen attentively. Feel free to make notes or ask questions.

Speak

Don't ramble, mumble or use "um", "like" every 3rd word.

GET IT IN WRITING!!!

It indicates that they are serious about hiring you.



It enables you to hold them to their word.



It gives both parties clarity with regard to expectations.

Optional - What employers want

- Hustle
- Be on time
- Be easyHustle
- If you finish a task early, ask for something else to do
- Look and learn. What are they doing over there?
- Make sure your employer is getting good value for their money.
- to work with