

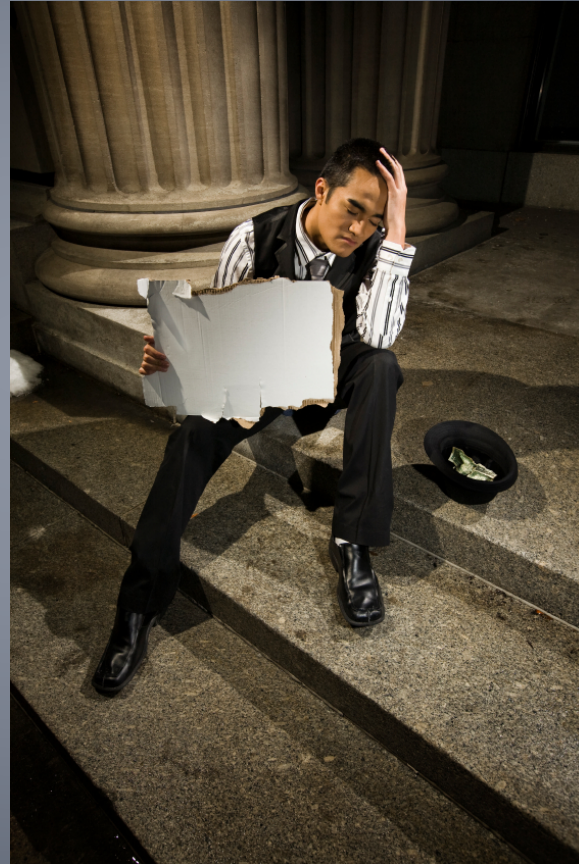
RESUME WRITING WORKSHOP

Marketing Yourself on Paper and Online

Student Leadership Academy- Fall 2011

RESUMES...NOT JUST ON PAPER ANYMORE

- ◉ Online application systems are the new gatekeepers
- ◉ Uploading materials
- ◉ Companies utilizing social networking



WHY DO I NEED TO HAVE ONE?

- ◉ Still seen as a necessity in job market
- ◉ Quick summary of your qualifications
- ◉ Need to supply at moment's notice



THE HONEST TRUTH...

- ⦿ Employers will spend less than 60 seconds reviewing your resume
- ⦿ Unformatted resumes get tossed to the side
- ⦿ People have preferences when it comes to resumes
- ⦿ There isn't always a correct or incorrect method

Now let's get started...

RESUMES: THE OLD SCHOOL WAY

Paper Resumes

RESUMES: THE OLD SCHOOL WAY

◎ PAPER

- 8 ½" X 11"
- Neutral colors
- Subtle designs only!
- High quality
- One-page for entry-level

◎ FONT

- Between 10-12
- Readable!
- Good spacing
- Bullets or dashes

Quick Tip:

Arial, Times New Roman, Century Gothic are good font choices.

HEADER: YOUR INTRODUCTION

- ◎ Name in bold print or larger font
- ◎ Address
- ◎ Email address
- ◎ Phone numbers

EXAMPLE:

MARISA V. NAFTZGER
6000 Frank Ave. NW
N. Canton, OH 44720
mnaftzge@kent.edu
330.244.3278

OBJECTIVES VS. PROFILES...

PICK ONE OR THE OTHER!

- ◉ Goals
- ◉ Reason for submitting

Example:

"To obtain an entry-level position in the field of event planning that utilizes strong communication skills."

- ◉ Quick introduction
- ◉ Qualifications

Example:

"Self-motivated leader with two years of internship experience in marketing and event planning."

OBJECTIVE

PROFILE

TIPS FOR OBJECTIVES AND PROFILES

- ◉ Tailor to fit the description
- ◉ Phrases or sentences...pick one!
- ◉ Change for each position
- ◉ What can you do for them?



EDUCATION INFORMATION

- ◉ Most recent or highest level first
- ◉ Name of university, degree earned, major/minor, GPA if applicable*
- ◉ Specialized coursework, if applicable

EXAMPLE:

Kent State University, Kent OH
Bachelor of Arts
English major, Communications minor
GPA: 3.8

May 2011

LISTING YOUR EXPERIENCES: THE TOUGH PART!

- ⦿ Experience is often more desirable than GPA
- ⦿ Be creative, but DO NOT LIE!
- ⦿ Don't be shy!
- ⦿ Note added responsibilities and/or promotions
- ⦿ Relate to their job description when possible

WHAT ARE THEY LOOKING FOR?!

- ◉ “Duties will vary” = Flexibility, multi-tasking
- ◉ “Work closely with” = Collaboration
- ◉ “Establishes and maintains” = Organization
- ◉ “Interaction” = Communication



HAVE YOU EVER...

- ◉ Supervised?
- ◉ Mentored?
- ◉ Presented?
- ◉ Reached a goal?
- ◉ Been responsible for money transactions?
- ◉ Trained others?
- ◉ Done research?
- ◉ Led a team?
- ◉ Led a project?
- ◉ Compiled a report?
- ◉ Organized an event?
- ◉ Worked in customer-service field?

WHAT EXACTLY DID YOU DO?

◎ General:

- “I worked as a marketing intern last summer.”

◎ Specific:

- Collaborated with a research and development team to design a new product marketing plan.
- Created and maintained a database of over 500 prospective clients.
- Served on a task force to assess client satisfaction and improve customer relations.

EXPERIENCE DO'S AND DON'TS

- Use action verbs
- Use a thesaurus
- Stay consistent with verb tense
- Use numbers if possible
- Organize with bullets
- Use pronouns (we, I, my, me, etc)
- Use paragraphs
- Forget to format!
- Mention weaknesses or failures

DO

DON'T

ALSO INCLUDE ANY...

- ◉ Activities
- ◉ Awards/ Recognition
- ◉ Community volunteerism
- ◉ Involvement with professional organizations
- ◉ Military experience
- ◉ Special skills



A WORD ABOUT REFERENCES

- ◉ Separate sheet of paper
- ◉ Always ask permission first
- ◉ Provide if asked
- ◉ Avoid personal, peer, or character references

GOOD CHOICES:

*College professors, supervisors,
organization advisors, employers*



RESUMES: THE NEW SCHOOL WAY

Applying Online and Using Social
Networking to Your Advantage

APPLYING ONLINE: WHY ARE EMPLOYERS DOING IT?

- ◉ Saves time
- ◉ Acts as a gatekeeper
- ◉ Record-keeping
- ◉ Automated screening



APPLYING ONLINE: WHAT YOU NEED TO KNOW

- ⦿ There is a screening process
- ⦿ Systems can be set up to search for key word matches
- ⦿ Always upload additional materials...the application alone is NOT enough!
- ⦿ Employers still expect cover letters
- ⦿ Spelling errors on the application still count against you!

TIPS FOR ONLINE APPLICATIONS

- ◉ Cut and paste from your resume when necessary
- ◉ Upload materials as Word documents to preserve formatting
- ◉ Don't get fancy with formatting or fonts
- ◉ Keep track of what jobs you have applied for and when
- ◉ Apply directly through the company website whenever possible

SOCIAL NETWORKING: NOT JUST FOR KEEPING IN TOUCH!

- ◉ Social networking can connect you to potential employers
- ◉ Facebook- ?
- ◉ Twitter
- ◉ Linked In

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.The Twitter logo, featuring the word "twitter" in a light blue, rounded, lowercase font on a black rectangular background.The LinkedIn logo, showing the word "Linked" in black and "in" in white inside a blue square, followed by a registered trademark symbol, all on a white rectangular background.

STRATEGIES



- ◉ Follow companies on Twitter to stay current on their projects/ initiatives
- ◉ Follow professional organizations
- ◉ Let others know you are looking



- ◉ Create a professional profile to act as your online resume
- ◉ Place a link to your profile on a resume or email signature
- ◉ Self-promote!
- ◉ Get recommendations
- ◉ Use key words in your profile

DO'S AND DON'TS OF USING SOCIAL NETWORKING

- ◉ DO self-promote
- ◉ DO use key words
- ◉ DO use professional photos
- ◉ DO use your real name if possible
- ◉ DO include your resume
- ◉ DON'T mix personal and professional
- ◉ DON'T forget you could be contacted at any time!
- ◉ DON'T speak negatively about others

TO-DO LIST: PREPARING FOR THE JOB HUNT

- ◉ Create a resume and cover letter
- ◉ Select references and send them a copy of your resume
- ◉ Create a Linked In profile
- ◉ Google your own name
- ◉ Clean up your online image!



QUESTIONS?