

Career Skills 2



Resume

Today's lesson will focus on:

Creating a resume that will earn you an interview.

Class Agenda: Resume

At the end of today's session, you should feel better answering the following questions:

1. What happens to my resume after I click send?
2. What needs to be in my resume to get through the application process?
3. What's the correct page length for a resume?

This session's topics will be:

- Lifecycle of a Resume
- Component of a Resume: Title, Profile, Experience, Education
- What to Avoid on Your Resume
- Resume Formatting

Deliverable: Resume meeting Byte Back Checklist Standards
(Assignment 05-Resume Standards Checklist)

Due: Monday

What Happens When You Send Off Your Resume?

Companies can review hundreds if not thousands of resumes for one position.

It is unrealistic to read each one, so there are many filters in place to make the job easier.

Generally 3 steps:

1. Applicant Tracking Software
2. Human Resource Glance Over
3. Deep Read

Step 1: Applicant Tracking Software

Applicant Tracking Software scans your resume for keywords relating to the position, and chooses the ones that match best.

- <https://www.youtube.com/watch?v=6KYdLktBouY>
- <https://youtu.be/AVvaECOmSS4?t=92>

Step 1: Applicant Tracking Software – Noticing When It Happens

Applicant Tracking Software is not likely being used when you are using an online application, as opposed to sending your resume directly to someone.

Examples:

- Sites have you attach a resume then fill out a form asking for information on your resume. What you put into the form will be read by ATS, and if you're selected, a human will get the resume you attached.

- How many years of data entry experience do you have? *

How many years of Administrative Assistant experience do you have? *

Confirm your application details on the next page.

Continue

Back

Step 1: Applicant Tracking Software

Let's Practice

Based on the below job description, what are some words you would put in your resume?

Requirements for this position include:

- Exceptional customer service and phone skills. Able to answer questions in a professional manner and direct incoming calls as needed.
- Experience in creating and communicating schedules to employees and clients.

Qualifications

- High school diploma or equivalent required. Bachelor's degree preferred
- Minimum of 2+ year experience in an office environment
- Proficient in Microsoft Office Suite, Outlook and use of online software.
- Valid DC Driver's License, Insurance.

Step 1: Applicant Tracking Software *Smaller Companies*

- For smaller companies, such as nonprofits or locally owned businesses, they may not always utilize Applicant Tracking Software due to expense.
- To address this, they provide specific instructions to weed out those who don't pay attention to detail.

Examples:

- Please put "IT Assistant Applicant" in the subject line.
- Applications without a Cover Letter will not be considered.
- Send your resume and cover letter in a .pdf format.

Step 1: Applicant Tracking Software

Let's Practice

You're an HR Manager that asked applicants to use the email subject "Application for Administrative Assistant" and opened your inbox to this, which applicants would you weed out?

- Application for Administrative Assistant
- App for Admin Position
- Application for Administrative Assistant
- Application for Administrative Assistant
- Job Application
- Application for Administrative Assistant
- application for administrative assistant

Step 1: Applicant Tracking Software

Passing the System

How to get past this first filter:

- Tailor your resume to match keywords in the posting.
- Follow all directions in the posting.
- If sending by e-mail, write a professional e-mail to accompany documents.
- Send your Cover Letter, even if they don't ask.
- Send your application directly to a person (*usually requires networking, i.e. referral*)

Step 2: Human Resource Glance Over

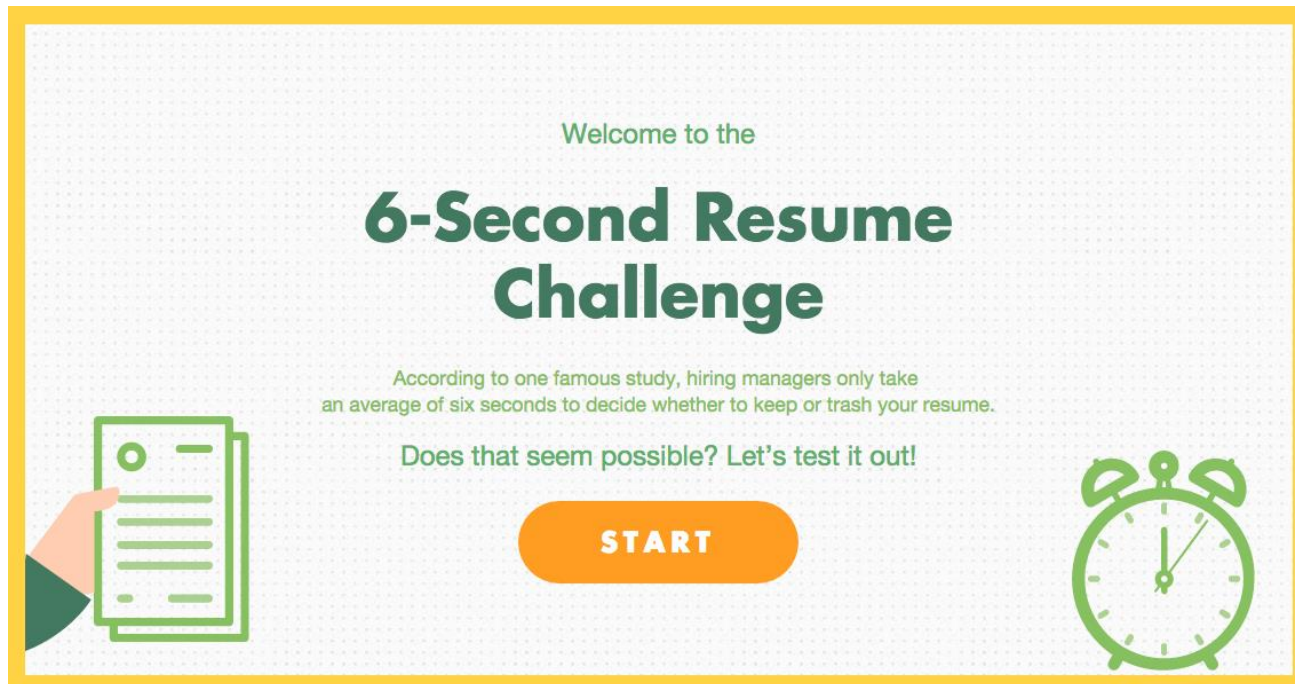
Human Resource staff quickly scan your resume to determine who they want to keep.

How Long?

<https://www.youtube.com/watch?v=pBu7y9ShGaU>

6 Seconds Long

Step 2: Human Resource Glance Over – Let's Practice



www.resumegenius.com/6-second-resume-challenge

Or just Google "6 Second Resume Challenge"

Step 2: Human Resource Glance Over – Passing the System

How to get past this filter:

- Give resume strong overall format and presentation, making it easy to review.
- Provide strong, relevant qualities and selling points at top of resume.
- Make it easy to understand why you're applying for position.
- Mitigate job gaps and other potential red flags.

Step 3: HR Deep Read

A deeper read of your resume is done, comparing you against other top applicants to select who receives an interview.

Recruiters will look at factors such as:

- How closely do you match the must-have and nice-to-have qualifications for the job?
- Have you clearly demonstrated essential skills related to the position in the past?
- Were you recommended by someone they trust?
- What's the rest of the candidate pool like?

Step 3: HR Deep Read – Let's Practice

You're an HR Manager hiring for an Administrative Assistant. Which of the following 3 bullets would most entice you?

- Assisted guests
- Provided exceptional customer service to 50+ guests daily in person and over the phone, meeting 90% of sales goals
- Folded 500+ clothes daily, earning "Fastest Folder" award

Addressing Step 3

How to get past this filter:

- Clearly show accomplishments and how you would bring value to the company.
- We will teach the Skill/Task/Tool/Result (STTR) method.

Life Cycle of a Resume

Process	Description	Most Important Aspects
STEP 1: Initial Application/ Applicant Tracking Software Video: https://tinyurl.com/ycq62vm4	<p>Large Companies: Applicant Tracking Software scans your resume for keywords relating to the position, and chooses the ones that match best.</p> <p>Smaller Companies: Usually can't afford ATS, use directions in job applications (send e-mail with subject as..., send as a PDF, send cover letter, etc.) to remove initial applicants.</p>	<ul style="list-style-type: none"> • Tailor your resume to match keywords in the job description. • Follow directions in the job description. • If sending by e-mail, write a professional e-mail to accompany documents. • Send Cover Letter, even if they don't ask. • Send application directly to a person (<i>networking</i>).
STEP 2: Human Resource Glance Over Video: https://tinyurl.com/y8w8dzyn	Human Resource people quickly scan your resume (usually 6 seconds) to determine who they want to keep.	<ul style="list-style-type: none"> • Make it easy to understand why you're applying for position. • Mitigate job gaps and potential red flags. • Create strong format and presentation.
STEP 3: Human Resource Deep Read	A deeper read of your resume is done, comparing you against other top applicants to select who receives an interview.	<ul style="list-style-type: none"> • Through writing effective bullet points, clearly show accomplishments and how you would bring value to the company.

Interview!!!

Your Resume's Building Blocks

- Title
- Profile/Summary of Qualifications
- Technical Skills (Optional)
- Work Experience
 - This can include volunteer work and hobbies
- Training & Education



Title

- Name
- Phone Number
 - Only put one
- E-mail
- City & State (*not Full Address or Zip Code*)
- Linkedin (*if applicable and updated*)
- Depending on field you can include a portfolio

Profile: Your Objective

Traditionally:

Seeking to enter IT Career.

- Nothing new is learned about you.
- Non-specific

Modern:

*To apply my **[Skill X]** and **[Skill Y]** as a **[Job Title]** at **[Company]**.*

- Displays qualities of yours to company.
- Explains resume is exactly for this position and company.

Profile: Your Objective

1. **Tailorable:** Can adjust it so the position and company name are in it.
2. **Company Focused:** Avoid saying what you want, and rather what you will offer.
3. **Forward Thinking:** Addresses questions employers might ask, such as if you are transitioning fields.
4. **Concise:** 1 sentence, no more than 2 lines.

Examples:

- Seeking to apply Administrative training and Customer Service background to improve office efficiency as a Receptionist for HubSpot.
- Administrative Professional ready to utilize Excel training and 5 years of Customer Service experience as Byte Back's Executive Assistant.

Profile: Summary of Qualifications

3-5 selling points related to position to grab employer's attention.

You're basically pre-emptively answering questions the employer has in mind while reading your resume.

Qualifications:

- AA degree required, BS/BA preferred.
- Two years of progressively responsible office experience preferred.
- Excellent oral communication, writing, organizational skills and abilities.
- Extensive knowledge of computer software and hardware including packages for word processing, database, desktop publishing, statistical programs, and communications.
- Administrative Professional with 5+ years of experience; specializing in staff presentations and data management.
- BS in Biological Sciences; with Certification in Microsoft Office Specialist Excel
- Performed Data Analysis on Q4 Customer Interactions, determining methods to increase sales by 15%

Profile: Summary of Qualifications

Addressing skills and requirements employer will be searching for.

AVOID: Vague Statements/Lists	Give PROOF with examples, tasks, & results
Responsible for managing a team of six sales associates	Managed sales team of 6 that achieves an average attainment of 123% to quota and was responsible for 40% of net new sales last year
Oversaw computer lab	Maintained 20 computer lab serving 500+ students weekly; resolving issues relating to network errors, user access, and hardware malfunctions.

Ask Yourself: Can my bullets apply to anyone who has this role?
If yes, be more specific!

Profile: Example Qualifications

Work History in a Nutshell

- 5+ years in customer service, specializing in call center and retail environments

Major Accomplishments

- Increased customer retention by 150% within 3 month period
- Given responsibility of training 3 staff in safety procedures based off leadership

Awards

- Awarded Employee of the Month 3 times based off positive customer reviews and attendance

Education & Training

- Currently training in visualizing data and maintaining 500+ person databases through Microsoft Office Specialist Excel Certification

Anything Relevant to Position

- Fluent in Spanish; with ability to schedule appointments and give directions
- Hold Active Security Clearance

Experience: Laying out Your Work History

Include the following factors, while keeping a consistent format:

- **Job Title**
- Company
- Location
- **Dates Worked**
- List of accomplished tasks that can be transferrable to new position

Experience: Determining What Bullets to Put?

If you're struggling what to even put for tasks you completed at your job, you can:

- Research job descriptions of your past and intended positions.
- Research work history of people past and intended positions through LinkedIn.

Experience: Don't Forget!

- Include experience, even if it is not paid or a main task of your job role:
 - Performed basic troubleshooting for computer and printer issues
 - Created database in Microsoft Excel to track customer service calls, increasing resolution time
 - Upgraded computer and game system visuals and RAM

Experience: Effective Bullet Points

To sell your skills effectively, utilize the
Skill/Task/Tool Result Method:

<https://www.youtube.com/watch?v=kYdbkmG5GWI&t=28s>

Skill

Task

Tool

Result

Action
Verb

Avoid
“Weak”
Wording

Description

Context

How?

Benefit to
Company

Managed,
Trained,
Provided

Assisted,
Helped

Provided
information
to
customers
over the
phone

Answered
up to 50
phone calls
daily

Using POS
system,
Using
Microsoft
Word

Increasing
sales by x%,
Creating
more
efficient
office

Experience: Effective Bullet Points- Responsibilities vs Accomplishments

- Responsible for database management
- Managed database of 500+ personnel, entering and updating data weekly
- Data entry, typing, filing
- Drafted company e-mails, official statements, and blog posts

Experience:

Effective Bullet Points Example

- Assisted customers
- Provided information to customers
- Provided information for 50+ customers daily
- Provided information for 50+ customers daily in friendly manner
- Provided information for 50+ customers daily in friendly manner, with resulting 25% increase in customer retention

Experience: Effective Bullet Points – Let's Practice

- 1. Responsible for maintaining and cleaning work area**
 - a) Maintained and cleaned 200 square foot work area daily, meeting all inspection standards
 - b) Ensured office of 250 square feet is cleaned on a daily basis for 30+ employees

- 2. Process payment from customer purchase and returns**
 - a) Processed 50+ credit card and cash transactions daily for customer purchases and returns, handling up to \$1000 at a time, receiving lowest wait time in company
 - b) Processed payments in Microsoft Excel of inventory balance of company with 100% accuracy, averaging \$500,000

- 3. Assisted team in data entry**
 - a) Entered data into Microsoft Excel for 500+ person database, performing troubleshooting on any issues
 - b) Performed data entry through teamwork and collaborated to complete 5+ projects weekly

Education & Training: Laying out Your Work History

Follow the same format you applied to your experience, so it's easier to follow for employers:

- **Accolade Received**
 - MOS Excel Certification, BS in Biological Schools
- Institution
- Location
- **Dates Attended** or **Date Accolade Received**

Training and Education

If changing careers, most effective way to show your skills. You can expand on related training and education by applying the following:

Topics

- *IT*: Identifying and explaining computer components, installing software, establishing network connectivity, preventing security risks.
- *Admin*: Formulas and Functions, Pivot Tables, Managing Database, Visualizing Data

Accomplishments

- *IT*
 - Installed McAfee Anti-virus software
 - Installed user privileges for company database.
- *Admin*
 - Reviewed expense breakdown of \$500000 company.

Relevant Courses (Mainly for Degrees)

- Sociology, Project Management, Counseling

Common Resume Mistakes

- **References Available Upon Request**
 - *Very Outdated, Employers will ask you for references when ready*
- **Full Address**
 - *Location Discrimination*
- **Photos**
 - *Unprofessional, irrelevant, and can lead to discrimination*
- **Salary Requests**
 - *Too forward to employers, seen as rude*
- **Anything Irrelevant**
 - *Waste of space on your resume, as it won't go into consideration*
- **Lies**
 - *If you're found out, you're out! ...and probably blacklisted*

Mitigating Job Gaps and Other Red Flags

Job Gaps

- Education/Volunteer Experience can reduce gaps
- Add section to your experience to explain gap
 - Examples: Served as main family caretaker, Left for (now fully recovered) work injury, etc.

Age Discrimination

- Pay attention to e-mail
- Remove graduation dates
- Only put recent work history
- 20+ years of experience in retail -> 5+ years in retail

Overqualified

- Leave out certain trainings and degrees
- Focus less on higher level tasks

Formatting

- Knowing how to format a resume is **ESSENTIAL**.
- You will constantly need to update your resume as you apply to new jobs and move up the career ladder.
- There is no one format that will attract an employer, the main thing is to **BE CONSISTENT** with the format you choose.

JANE DOE
1234 MAIN GRANDSTAND AVE
ST. PETERSBURG, FL 33707
727-555-1212
EMAIL: jane_doe@hotmail.com

Objective

To be given the opportunity to utilize my years of valued experience and outstanding skills in Customer Service as a licensed insurance agent in numerous areas of the Insurance Industry.

Skills

Accustomed to working in fast-paced environments with the ability to think quickly and successfully handle difficult needs for clients. Excellent interpersonal skills, ability to work well with others, in both the supervisory or support staff roles. Knowledge of most administrative office computer programs and duties. Ex: Redshaw, Prime, AMS 360 Vertifore and an exceptional ability to navigate the internet while using each individual Insurance Companies, different and vast web sites and programs.

Experience

Commercial Lines Large and Small Business Account Representative.

My specialty is Retention. I look forward to greeting each client in the manner a good customer service representative should always. I know our Clients. I know the calls too! I am able to differentiate between clients. Access the information and complete an accord within minutes. Limiting time between calls and prospective shoppers verses true client material. I have also gone in the field to take pictures and review the layouts of specific risks. I managed accounts for very big Nightclubs, Hotels, Manufacturers, Distributors Day Care's, and Restaurants to mention a few. Ex: Dirty Lassie's Irish Tavern in St. Petersburg, Rainbow Foods, Tampa, Runaway Sands Resort Lessees' Association and all unit owners Atima, St. Pete Beach, Boozie Products in Largo, and Several Child care facilities, Wiz World Pre school St. Pete, Water Acres Pre School, Pinellas Park Workhorse Child Learning Center, Seminole. Ted Lakers Famous Smoked Fish in South Pasadena. Owners Names available for references at any time.

Guadalajara Insurance Agency
123 0 Central Avenue
St. Petersburg, FL 33707
Employer: Robert Guadalajara

March 2005 – July 1st 2011
Telephone 727-555-1545
Fax 727-555-9999
6 + years
Discharged

Loan Specialist/ Customer Service Representative/Marketing.

My Job here was to assist a new business, the co-owner; was family. Taking a break from the Insurance Industry I assisted in setting up Professional generic business letters which could be used in regular scenarios regarding Federal Student Loans and the consolidation of those loans. I regularly dealt with Lenders and Interest rate information, as well as with Professional Students, Consumers/Students and their families. I am most proud of the Customer service which was indicative of the completion of the applications for the students, assisting them in lowering their financial debt.

Boxerlight Collegiate Financial Services, Inc
Employer: Bruce Waterways and Jane Lightfoot
St. Petersburg, FL

November 02 - May - 05
Telephone 727-999-1111
2 + years, had to seek Ins Job for License

*** Florida Department of Insurance Required I go Back to work in my industry.

*** Worked here and @ Boxer's from March 05 through May 05.

Commercial Lines Large and Small Business Account Representative.

Again I was responsible for retention. The owner of this agency, has a prize underwriter, "Auto Owners", and he was very meticulous about the time spent on the phone, he believed it was imperative to discern the caller and concentrate solely on the sale and retention factor, while avoiding a non-pay scenario. This training implemented the beginning of my ability to "know the caller". The Agency Owner's Retention was at an average high of 92%. I was one of three employees. He handled the Workers' Compensation, the Health Care insurance, my Co-Worker was the Personal Lines Representative and I was the Commercial Property & Casualty primary representative. I was responsible for the start, middle and end of the insurance sale, service, and renewals.

Insure Inc.

October 1999 through November 2002

- Too compact, recruiters don't want to read a book
- No bullet points
 - Makes it hard to hone in on specific information
- Irrelevant information: Employers will ask for past employer contacts after interview
- Resume is more applicable for Federal Government job.

NAME

address phone email

Compassionate graduate Registered Nurse
dedicated to optimal patient care,
advocacy, and quality outcomes.

EDUCATION

Bachelors of Science in Nursing
XXX University, CA

BLS for Healthcare Providers

ACLS & CPR Certified

Current CA Registered Nurse License

EXPERIENCE

Nursing Clinicals--Adult, Family, Pediatrics
ABC Memorial Hospital, VA Hospital, EFG Hospital
HIJ Hospital, KLM Hospital

- Provided direct patient care
- Monitored telemetries
- Accurately dispensed medications
- Correctly administered IV fluids
- Analyzed laboratory results
- Facilitated pain management
- Performed sterile procedures
- Effectively interpreted patient data
- Collaborated with professional team
- Acted with empathy

Patient Care Assistant
XXX University Medical Center, CA

- Served as patient liaison
- Coordinated patient care
- Entered patient data accurately
- Facilitated unit communications
- Documented patient care notes
- Maintained sensitive records
- Assisted with family support

- Too much blank space
 - Gives impression of lack of experience
- Short bullet points
 - Signals little value to employer

Sally Student

202-601-7938 • Washington, DC • sallystudent@gmail.com

SUMMARY OF QUALIFICATIONS

- 10+ years of Administrative Experience; particularly skilled in data entry, customer service, and front desk coverage
- Met 100% of quotas, receiving positive praise from my managers
- Experience working with wide diversity of clients through complicated processes
- Certified in Microsoft Office Specialist Excel and pursuing CompTIA A+ Certification

PROFESSIONAL EXPERIENCE

Tax Examining Technician

- Midtown Group – Washington, DC 02/2014 to 01/2015
- Determined accuracy and completeness of tax returns by reviewing internal procedure documents to resolve client issues
 - Processed, examined and verified 100–160 tax returns daily, meeting 100% of quotas
 - Assisted 150 – 200 clients daily over the phone or in person, providing information to resolve issues
 - Answered calls related to Return Process Administration unit and directed callers to appropriate staff member

Administrative Assistant

- 1st Choice Staffing – Rockville, MD 11/2012 to 08/2013
- Addressed and resolved client issues over the phone and in person for Maryland's "Call'n'Ride" transportation program for seniors or persons with disabilities
 - Maintained client financial accounts for program, determining payment amount and processing payments, assigning vouchers to clients, and notifying clients of any credits to their accounts
 - Screened, approved, and recertified clients to program, verifying all documents submitted based on guidelines set by the county
 - Created and maintained filing system for all client documents, totaling 1000+ clients

Tax Preparer/Receptionist

- Jackson Hewitt Tax Service – Washington, DC 11/2011 to 04/2012
- Maintained receptionist area, answered phones and routed calls with courtesy
 - Assisted up to 30 clients daily to help navigate and resolve any issues with their taxes, handling inquiries from public and scheduled appointments
 - Prepared up to 50 clients taxes to submitted to IRS daily
 - Notified clients of the status of tax returns, de-escalating upset customers by using a calm and professional demeanor to explain company policy

EDUCATION

Byte Back Academy

CompTIA A+ Certification Expected 02/2017
Microsoft Office Specialist Excel Certification Received 12/2015

Dunbar Senior High School

High School Graduate, General Studies Received 06/1982

- **Title:** Gives name and relevant contact information
- **Summary of Qualifications:** Grabs recruiters attention and makes them want to read more
- **Experience:** Gives overview of relevant experience to prove you have necessary skills to work said position
- **Education:** Helps back up experience with foundation of knowledge

Formatting Length

- Traditionally, employers are attracted to one page resumes.
- Studies show a trend that recruiters are tending to travel to 2 page resumes.
 - <https://www.theladders.com/career-advice/new-research-says-2-page-resumes-are-actually-preferred-by-recruiters>

What does this mean for you?

- 1 or 2 pages can work, just make sure to utilize white space effectively.
- No matter what, employers will always focus on what's on the first page more so than the second.

Avoid Formatting Mistakes (Dates)

Oct 2015-Jan 2016
Feb 2015-July 2015

July 2016 doesn't follow the abbreviated format of 3 letters per month

10/15-1/16
02/15 - 07/15

1/16 has one number for the month, while the second set of dates puts a zero in front of single digit months

The second set of dates also has a space between the dash, while the first date has none.

Avoid Formatting Mistakes (Job Titles & Headers)

Summary of Qualifications

- 5+ years experience in IT field
- Awarded Employee of the year award based off positive customer reviews, and surpassing all sales goals
- Certified in Microsoft Office Specialist Excel

Both headers are underlined and bolded, but one is in all caps while the other is not

EXPERIENCE

Driver

Byte Back Driving Company, Washington, DC

01/2016-12/2016

Second position isn't bolded while first is

Dates don't line up

...

Singer

Byte Back Choir

01/2015-10/2015

Effective Techniques

- Adjusting Margins
 - <https://www.youtube.com/watch?v=86LpuRagCKc>
- Moving Bullet Points
 - <https://www.youtube.com/watch?v=W0LIZP7GqRY>
- Removing Space Between Lines
 - <https://www.youtube.com/watch?v=b85TIA4Bzho>
- Using “Tab” for alignment
 - <https://www.youtube.com/watch?v=vvZxO93MApE>

Class Review: Resume

How do you feel about answering the following questions?

1. What happens to my resume after I click send?
2. What needs to be in my resume to get through the application process?
3. What's the correct page length for a resume?

Please turn in your resume, meeting all checklist standards, by Monday before class starts