

Excellence in Business Communication



Excellence in Business Communication

Chapter 15 Building Careers and Writing Résumés

Learning Objectives (1 of 2)

1. List eight key steps to finding the ideal opportunity in today's job market.
2. Explain the process of planning your résumé, including how to choose the best résumé organization.

Learning Objectives (2 of 2)

3. Describe the tasks involved in writing your résumé, and list the major sections of a traditional résumé.
4. Characterize the completing step for résumés, including the six most common formats in which you can produce a résumé.

Finding the Ideal Opportunity in Today's Job Market

(LO 1) List eight key steps to finding the ideal opportunity in today's job market.

Crafting a Personal Strategy



Organize Your Job Search



Get Started Now and Stick to It



Seek Stepping-Stone Opportunities

Writing “The Story of You”

(1 of 2)

Explore the
Possibilities

Find Your
Passion

Identify
Career Paths

What are you passionate about?

What skills do you possess?

How can you help the organization?

What experiences have you had?

What do you want in the future?

Writing “The Story of You”

(2 of 2)

My Story

Where I Have Been

- Honor student and all around big shot in high school (but discovered that college is full of big shots!)
- Have worked several part-time jobs; only thing that really appealed to me in any of them was making improvements, making things work better

Where I Am Now

- Junior; on track to graduate in 2017
- Enjoy designing creative solutions to challenging problems
- Not a high-end techie in an engineering sense, but I figure most things out eventually
- Not afraid to work hard, whatever it takes to get the job done
- I can tolerate some routine, as long as I have the opportunity to make improvements if needed
- Tend to lead quietly by example, rather than by visibly and vocally taking charge
- Knowing that I do good work is more important than getting approval from others
- I tend not to follow fads and crowds; sometimes I'm ahead of the curve, sometimes I'm behind the curve

Where I Want to Be

- Get an advanced degree; not sure what subject area yet, though
- Haven't really settled on one industry or profession yet; working with systems of any kind is more appealing than any particular profession that I've learned about so far
- Develop my leadership and communication skills to become a more “obvious” leader
- Collaborate with others while still having the freedom to work independently (may be become an independent contractor or consultant at some point?)
- Have the opportunity to work internationally, at least for a few years
- I like the big bucks that corporate executives earn, but I don't want to live in the public eye like that or have to “play the game” to get ahead
- Believe I would be good manager, but not sure I want to spend all my time just managing people
- What to be known as an independent thinker and creative problem solver, as somebody who can analyze tough situations and figure out solutions that others might not consider
- Are there jobs where I could focus on troubleshooting, improving processes, or designing new systems?

← What experiences from your past give you insight into where you would like to go in the future?

← Where do you stand now in terms of your education and career, and what do you know about yourself?

← What would you like your future to be? What do you like and dislike? What would you like to explore? If you haven't figured everything out yet, that's fine—as long as you've started to think about the future.

Learning to Think Like an Employer



Researching Industries and Companies of Interest (1 of 2)

- Visit company websites.
- Talk to customers.
- Start with *The Riley Guide*.
- Read periodicals and newspapers.
- Check out blogs and podcasts.
- Use job search apps.

Researching Industries and Companies of Interest (2 of 2)

Website*	URL	Highlights
Riley Guide	www.rileyguide.com	Vast collection of links to both general and specialized job sites for every career imaginable; don't miss this one—it could save you hours of searching
TweetMyJobs.com	http://tweetmyjobs.com	The largest Twitter job board, with thousands of channels segmented by geography, job type, and industry
CollegeRecruiter.com	www.collegerecruiter.com	Focused on opportunities for graduates with less than three years of work experience
Monster	www.monster.com	One of the most popular job sites, with hundreds of thousands of openings, many from hard-to-find small companies; extensive collection of advice on the job search process
MonsterCollege	http://college.monster.com	Focused on job searches for new college grads; your school's career center site probably links here
CareerBuilder	www.careerbuilder.com	One of the largest job boards; affiliated with more than 150 newspapers around the country
Jobster	www.jobster.com	Uses social networking to link employers with job seekers
USAJOBS	www.usajobs.gov	The official job-search site for the U.S. government, featuring everything from jobs for economists to astronauts to border patrol agents
IMDiversity	www.imdiversity.com	Good resource on diversity in the workplace, with job postings from companies that have made a special commitment to promoting diversity in their workforces
Dice.com	www.dice.com	One of the best sites for high-technology jobs
Net-Temps	www.net-temps.com	Popular site for contractors and freelancers looking for short-term assignments
InternshipPrograms.com	http://internshipprograms.com	Posts listings from companies looking for interns in a wide variety of professions

Translate Your Potential into a Specific Solution for Employers

Attributes



Experience

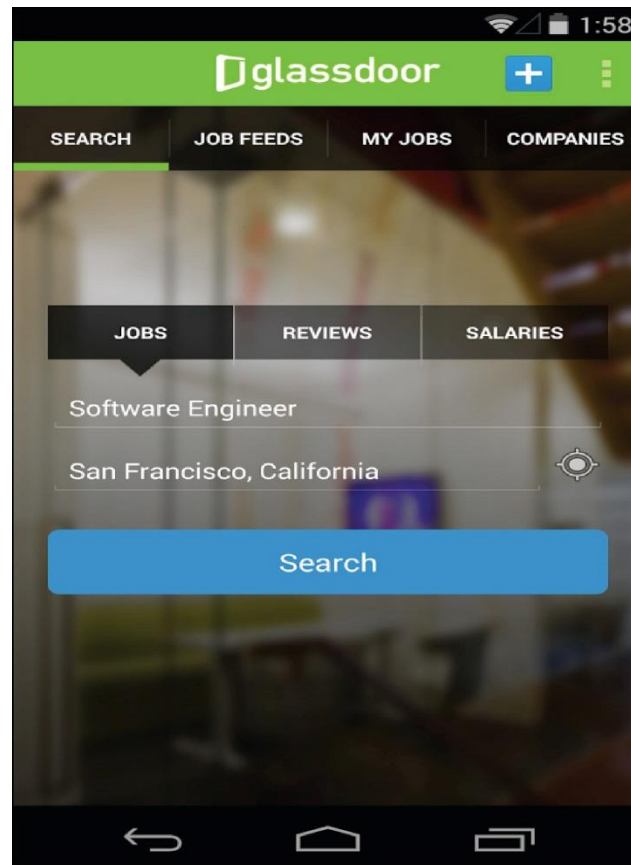


Specific
Position

Taking the Initiative to Find Opportunities (1 of 2)

- Target companies of interest.
- Contact human resources.
- Contact company managers.
- Describe what you can offer.
- Ask to be considered for opportunities.

Taking the Initiative to Find Opportunities (2 of 2)



Building Your Network (1 of 2)

- Reach Out to Your Classmates

- Target Professions, Industries, Companies

- Use Online Sources and Social Media

Building Your Network (2 of 2)

- Join Student Business Organizations

- Attend Industry Trade Shows

- Participate in Volunteer Activities

Networking Etiquette

- Learn about the people you connect with.
- Don't overwhelm network contacts.
- Communicate clearly and succinctly.
- Respect contacts' personal information.
- Don't email your résumé to strangers.
- Say “Thank You” when someone helps you.

Seeking Career Counseling

College Career
Centers and
Online Sources

- Job-Search Techniques
- Résumé Preparation
- Job Readiness Training
- Interview Techniques
- Self-Marketing Skills

Avoiding Mistakes

- Overlooking résumé errors
- Misspelling the hiring manager's name
- Arriving late for an interview
- Tweeting something unprofessional
- Completing application forms incorrectly
- Not doing your own research

Planning Your Résumé

(LO 2) Explain the process of planning your résumé, including how to choose the best résumé organization.

Three-Step Résumé Process

1	Plan →	2	Write →	3	Complete
Analyze Situation	Gather Information	Adapt to the Audience	Compose the Message	Revise Message	Produce Message
Choose Media and Channels				Proofread Message	
Get Organized				Distribute Message	

Analyzing Your Purpose and Audience

Understanding Purpose of a Résumé

- A brief persuasive business message
- Stimulate interest; get you an interview

Learning About Your Audience

- Professions, industries, and companies
- Those who may be reading your résumé

Gathering Pertinent Information

- Employment
- Dates and Duties
 - Accomplishments
- Education
- Degrees and Certificates
 - Awards and Scholarships
- Volunteering
- Offices You've Held
 - Presentations/Publications

Selecting the Best Media and Channels

Printed Traditional

Printed Scannable

Electronic Plain Text

MS Word File

Online Version

PDF File

Organizing Your Résumé Around Your Strengths

Typical Résumé Formats

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graph LR; A[Typical Résumé Formats] --- B[• Chronological Style]; A --- C[• Functional Style]; A --- D[• Combination Style];
```

- Chronological Style

- Functional Style

- Combination Style

The Chronological Résumé

Emphasize Employment Experience



Name and Location of Employers



Job Titles and Dates of Employment



Highlights of Your Accomplishments

The Functional Résumé

Emphasize Skills and Accomplishments



Show What You Can Do



Emphasize Earlier Job Experience



Deemphasize Gaps in Work History

The Combination Résumé

Blend Chronological and Functional



Highlight Your Capabilities



Highlight Your Education



Minimize Employer Concerns

Addressing Areas of Concern

(1 of 2)

- 
- Frequent Job Changes

- 
- Gaps in Work History

- 
- Overall Level of Experience

Addressing Areas of Concern

(2 of 2)



- Long Term with One Employer



- Job Termination for Cause



- Record of Criminal Activity

Writing Your Résumé

(LO 3) Describe the tasks involved in writing your résumé, and list the major sections of a traditional résumé.

Keeping Your Résumé Honest

Workplace
References

Employment
History

Criminal Records

Interview
Questions

Adapting Your Résumé to the Audience

Adjust Your Terminology

Translate Your Experience

Composing Your Résumé

- Use a simple, direct style.
- Use short phrases, not whole sentences.
- Start phrases with action verbs.
- Provide specific supporting evidence.
- Include business or technical keywords.

Using Strong Action Verbs

COMPOSING YOUR RÉSUMÉ

Write your résumé using a simple and direct style. Use short, crisp phrases instead of whole sentences and focus on what your reader needs to know. Avoid using the word *I*, which can sound both self-involved and repetitious by the time you outline all your skills and accomplishments. Instead, start your phrases with strong action verbs such as these:²⁵

accomplished	coordinated	initiated	participated	set up
achieved	created	installed	performed	simplified
administered	demonstrated	introduced	planned	sparked
approved	developed	investigated	presented	streamlined
arranged	directed	launched	proposed	strengthened
assisted	established	maintained	raised	succeeded
assumed	explored	managed	recommended	supervised
budgeted	forecasted	motivated	reduced	systematized
chaired	generated	negotiated	reorganized	targeted
changed	identified	operated	resolved	trained
compiled	implemented	organized	saved	transformed
completed	improved	oversaw	served	upgraded

Creating Active Statements of Accomplishments

Instead of This

Responsible for developing a new filing system

I was in charge of customer complaints and all ordering problems

I won a trip to Europe for opening the most new customer accounts in my department

Member of special campus task force to resolve student problems with existing cafeteria assignments

Write Active Statements That Show Results

Developed a new filing system that reduced paperwork by 50 percent

Handled all customer complaints and resolved all product order discrepancies

Generated the highest number of new customer accounts in my department

Assisted in implementing new campus dining program that balances student wishes with cafeteria capacity

Essential Résumé Elements

(1 of 2)

- Name and Contact Information
- Brief Introductory Statement
- Educational Background

Essential Résumé Elements

(2 of 2)

- Experience, Skills, Accomplishments
- Activities and Achievements
- Personal Data and References

Sample Resume: Ideal Opportunity

The Scenario

You are about to graduate and have found a job opening that is in your chosen field. You don't have any experience in this field, but the courses you've taken in pursuit of your degree have given you a solid academic foundation for this position.

The Opportunity

The job opening is for an associate market analyst with Living Social, the rapidly growing advertising and social commerce service that describes itself as "the online source for discovering valuable local experiences." (A market analyst researches markets to find potentially profitable business opportunities.)

The Communication Challenge

You don't have directly relevant experience as a market analyst, and you might be competing against people who do. Your education is your strongest selling point, so you need to show how your coursework relates to the position.

Don't let your lack of experience hold you back; the job posting makes it clear that this is an entry-level position. For example, the first bullet point in the job description says "Become an expert in market data . . ." and the required skills and experience section says that "Up to 2 years of experience with similar research and analysis is preferred." The important clues here are *become* (the company doesn't expect you to be an expert already) and *preferred* (experience would be great if you have it, but it's not required).

Keywords and Key Phrases

You study the job posting and highlight the following elements:

1. Working in a team environment
2. Research, including identifying trendy new businesses
3. Analyzing data using Microsoft Excel
4. Managing projects
5. Collaborating with technical experts and sales staff
6. Creating new tools to help maximize revenue and minimize risks
7. Bachelor's degree is required
8. Natural curiosity and desire to learn
9. Detail oriented
10. Hands-on experience with social media

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Summary of Qualifications

- In-depth academic preparation in marketing analysis techniques
- Intermediate skills with a variety of analytical tools, including Microsoft Excel and Google Analytics
- Front-line experience with consumers and business owners
- Multiple research and communication projects involving the business applications of social media

Education

B.S. in Marketing (Marketing Management Track), Indiana State University, Terre Haute, IN, anticipated graduation: May 2014

Program coursework

- 45 credits of core business courses, including Business Information Tools, Business Statistics, Principles of Accounting, and Business Finance
- 27 credits of marketing and marketing management courses, including Buyer Behavior, Marketing Research, Product and Pricing Strategy, and seminars in e-commerce and social media

Special projects

- "Handcrafting a Global Marketplace: The Etsy Phenomenon," in-depth analysis of how Etsy transformed the market for handmade craft items by bringing e-commerce capabilities to individual craftspeople
- "Hybrid Communication Platforms for Small Businesses," team service project for five small businesses in Terre Haute, recommending best practices for combining traditional and social-media methods of customer engagement and providing a customized measurement spreadsheet for each company

Work and Volunteer Experience

Independent math tutor, 2009-present. Assist students with a variety of math courses at the elementary, junior high, and high school level; all clients have achieved combined test and homework score improvements of at least one full letter grade, with an average improvement of 38 percent

Volunteer, LeafSpring Food Bank, Terre Haute, IN (weekends during college terms, 2012-present). Stock food and supply pantries; prepare emergency baskets for new clients; assist director with public relations activities, including website updates and social media news releases.

Customer care agent, Owings Ford, Barrington, IL (summers, 2011–2013). Assisted the service and sales managers of this locally owned car dealership with a variety of customer-service tasks; scheduled service appointments; designed and implemented improvements to service-center waiting room to increase guest comfort; convinced dealership owners to begin using Twitter and Facebook to interact with current and potential customers.

Professional Engagement

- Collegiate member, American Marketing Association; helped establish the AMA Collegiate Chapter at Indiana State
- Participated in AMA International Collegiate Case Competition, 2011–2012

Awards

- Dean's List: 2012, 2013
- Forward Youth award, Barrington Chamber of Commerce, 2010

Gomes includes phone and email contacts, along with a blog that features academic-oriented writing.

Using a summary of *qualifications* for her opening statement lets her target the résumé and highlight her most compelling attributes.

Her education is a much stronger selling point than her work experience so she goes into some detail—carefully selecting course names and project descriptions to echo the language of the job description.

She adjusts the descriptions and accomplishments of each role to highlight the aspects of her work and volunteer experience that are relevant to the position.

The final sections highlight activities and awards that reflect her interest in marketing and her desire to improve her skills.

Notice how Gomes adapts her résumé to "mirror" the keywords and phrases from the job posting:

- Offers concrete evidence of teamwork (rather than just calling herself a "team player," for example)
- Emphasizes research skills and experience in multiple instances
- Calls out Microsoft Excel, as well as Google Analytics, a key online tool for measuring activity on websites
- Indicates the ability to plan and carry out projects, even if she doesn't have formal project management experience
- Indicates some experience working in a supportive or collaborative role with technical experts and sales specialists (the content of the work doesn't translate to the new job, but the concept does)
- Suggests the ability to work with new analytical tools
- Displays her B.S. degree prominently
- Demonstrates a desire to learn and to expand her skills
- Tracking the progress of her tutoring clients is strong evidence of a detail-oriented worker—not to mention someone who cares about results and the quality of her work
- Lists business-oriented experience with Facebook, Twitter, and other social media

Sample Resume: Available Opportunity

The Scenario

You are about to graduate but can't find job openings in the field you'd like to enter. However, you have found an opening that is in a related field, and it would give you the chance to get some valuable work experience.

The Opportunity

The job opening is for a seller support associate with Amazon, the online retail giant. Employees in this position work with merchants that sell products through the Amazon e-commerce system to make sure merchants are successful. In essence, it is a customer service job, but directed at these merchants, not the consumers who buy on Amazon.

The Communication Challenge

This isn't the job you ultimately want, but it is a great opportunity with a well-known company.

You note that the position does not require a college degree, so in that sense you might be a bit overqualified. However, you also see a strong overlap between your education and the responsibilities and required skills of the job, so be sure to highlight those.

Keywords and Key Phrases

You study the job posting and highlight the following elements:

1. merchant needs; good business sense with the ability to appreciate the needs of a wide variety of companies
2. Strong written and oral communication skills
3. High degree of professionalism
4. Self-starter with good time management skills
5. Logically analyze problems and devise solutions
6. Comfortable with computer-based tools, including Microsoft Excel
7. Desire to expand business and technical skills
8. Customer service experience
9. Collaborate with fellow team members to resolve difficult situations
10. Record of high performance regarding quality of work and personal productivity

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Summary of Qualifications

- Front-line customer service experience with consumers and business owners
- Strong business sense based on work experience and academic preparation
- Intermediate skills with a variety of software tools, including Microsoft Excel and Google Analytics
- Record of quality work in both business and academic settings

Education

B.S. in Marketing (Marketing Management Track), Indiana State University, Terre Haute, IN, expected graduation May 2014

Program coursework

- 45 credits of core business courses, including Business Information Tools, Business Statistics, Principles of Accounting, and Business Finance
- 27 credits of marketing and marketing management courses, including Marketing Fundamentals, Buyer Behavior, Marketing Research, Retail Strategies and seminars in e-commerce and social media

Special projects

- "Handcrafting a Global Marketplace: The Etsy Phenomenon," in-depth analysis of how the Etsy e-commerce platform helps craftspeople and artisans become more successful merchants
- "Hybrid Communication Platforms for Small Businesses," team service project for five small businesses in Terre Haute, recommending best practices for combining traditional and social-media methods of customer engagement and providing a customized measurement spreadsheet for each company

Work and Volunteer Experience

- Independent math tutor, 2009-present. Assist students with a variety of math courses at the elementary, junior high, and high school level; all clients have achieved combined test and homework score improvements of at least one full letter grade, with an average improvement of 38 percent
- Volunteer, LeafSpring Food Bank, Terre Haute, IN (weekends during college terms, 2012–present). Stock food and supply pantries; prepare emergency baskets for new clients; assist director with public relations activities, including website updates and social media news releases.
- Customer care agent, Owings Ford, Barrington, IL (summers, 2011–2013). Assisted the service and sales managers of this locally owned car dealership with a variety of customer-service tasks; scheduled service appointments; designed and implemented improvements to service-center waiting room to increase guest comfort; convinced dealership owners to begin using Twitter and Facebook to interact with current and potential customers.

Professional Engagement

- Collegiate member, American Marketing Association; helped establish the AMA Collegiate Chapter at Indiana State
- Participated in AMA International Collegiate Case Competition, 2011–2012

Awards

- Dean's List, 2012, 2013
- Forward Youth award, Barrington Chamber of Commerce, 2010

← Gomes modified her summary of qualifications to increase emphasis on customer service.

← She adjusts the selection of highlighted courses to reflect the retail and e-commerce aspects of this particular job opening.

← She adjusts the wording of this Etsy project description to closely mirror what Amazon is—an e-commerce platform serving a multitude of independent merchants.

← She provides more detail regarding her customer support experience.

← The final sections are still relevant to this job opening, so she leaves them unchanged.

Notice how Gomes adapts her résumé to "mirror" the keywords and phrases from the job posting:

- Suggests strong awareness of the needs of various businesses
- Examples of experience with written business communication; she can demonstrate oral communication skills during phone, video, or in-person interviews
- Results-oriented approach to tutoring business suggests high degree of professionalism, as do the two awards
- The ability to work successfully as an independent tutor while attending high school and college is strong evidence of self-motivation and good time management
- Indicates ability to understand problems and design solutions
- Suggests the ability to work with a variety of software tools
- Demonstrates a desire to learn and to expand her skills
- Highlights customer service experience
- Offers concrete evidence of teamwork (rather than just calling herself a "team player," for example)
- Tracking the progress of her tutoring clients is strong evidence of someone who cares about results and the quality of her work; Dean's List awards also suggest quality of work; record of working while attending high school and college suggests strong productivity

Sample Resume: More Responsibility

The Scenario

Moving forward from Figures 15.3 and 15.4, let's assume you have worked in both those positions, first for two years as a seller support associate at Amazon and then for almost three years an associate market analyst at Living Social. You believe you are now ready for a bigger challenge, and the question is how to adapt your résumé for a higher-level position now that you have some experience in your chosen field. (Some of the details from the earlier résumés have been modified to accommodate this example.)

The Opportunity

The job opening is for a senior strategy analyst for Nordstrom. The position is similar in concept to the position at Living Social, but at a higher level and with more responsibility.

The Communication Challenge

This job is an important step up; a senior strategy analyst is expected to conduct in-depth financial analysis of business opportunities and make recommendations regarding strategy changes, merchandising partnerships with other companies, and important decisions.

You worked with a wide variety of retailers in your Amazon and Living Social jobs, including a number of fashion retailers, but you haven't worked directly in fashion retailing yourself.

Bottom line: You can bring a good set of skills to this position, but your financial analysis skills and retailing insights might not be readily apparent, so you'll need to play those up.

Keywords and Key Phrases

You study the job posting and highlight the following elements:

1. Provide research and analysis to guide major business strategy decisions
2. Communicate across business units and departments within Nordstrom
3. Familiar with retail analytics
4. Knowledge of fashion retailing
5. Qualitative and quantitative analysis
6. Project management
7. Strong communication skills
8. Bachelor's required; MBA preferred
9. Advanced skills in financial and statistical modeling
10. Proficient in PowerPoint and Excel

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Market and Strategy Analyst

- Five years of experience in local and online retailing, with three years of focus on market opportunity analysis
- Strong business sense developed through more than 60 marketing programs across a range of retail sectors, including hospitality, entertainment, and fashion
- Recognized by senior management for ability to make sound judgment calls in situations with incomplete or conflicting data
- Adept at coordinating research projects and marketing initiatives across organizational boundaries and balancing the interests of multiple stakeholders
- Advanced skills with leading analysis and communication tools, including Excel, PowerPoint, and Google Analytics

Professional Experience

Associate Market Analyst, LivingSocial, Seattle, WA (July 2011-present). Analyzed assigned markets for such factors as consumer demand, merchandising opportunities, and seller performance; designed, launched, and managed marketing initiatives in 27 retailing categories, including fashions and accessories; met or exceeded profit targets on 90 percent of all marketing initiatives; appointed team lead/trainer in recognition of strong quantitative and qualitative analysis skills; utilized both established and emerging social media tools and helped business partners use these communication platforms to increase consumer engagement in local markets.

Seller support associate, Amazon, Seattle, WA (July 2009–June 2011). Worked with more than 300 product vendors, including many in the fashion and accessories sectors, to assure profitable retailing activities on the Amazon e-commerce platform; resolved vendor issues related to e-commerce operations, pricing, and consumer communication; anticipated potential vendor challenges and assisted in the development of more than a dozen new selling tools that improved vendor profitability while reducing Amazon's vendor support costs by nearly 15 percent.

Education

- Evening MBA program, University of Washington, Seattle, WA; anticipated graduation: May 2015. Broad-based program combining financial reporting, marketing strategy, competitive strategy, and supply chain management with individual emphasis on quantitative methods, financial analysis, and marketing decision models.
- B.S. in Marketing (Marketing Management Track), Indiana State University, Terre Haute, IN, May 2009. Comprehensive coursework in business fundamentals, accounting and finance, marketing fundamentals, retailing, and consumer communications.

Professional Engagement

- Member, American Marketing Association
- Member, International Social Media Association
- Active in National Retail Federation and Retail Advertising & Marketing Association

Awards

- Living Social Top Ten Deals (monthly employee achievement award for designing the most profitable couponing deals), awarded seven times, 2011–2013
- Social Commerce Network's Social Commerce Innovators: 30 Under 30, 2012

Notice how Gomes adapts her résumé to "mirror" the keywords and phrases from the job posting:

- Highlights her experience in market and business analysis and her continuing education in this area
- Mentions skill at coordinating cross-functional projects
- Lists experiences that relate to the collection and analysis of retail data
- Emphasizes the work she has done with fashion-related retailing and retailing in general
- Identifies experience and education that relates to quantitative and qualitative analysis (this point overlaps #1 and #3 to a degree)
- Mentions project management experience
- Lists areas that suggest effective communication skills
- Lists education, with emphasis on coursework that relates most directly to the job posting
- Mentions work experience and educational background related to these topics
- Includes these programs in the list of software tools she uses

Gomes stays with a summary of qualifications as her opening statement but gives it a new title to reflect her experience and to focus on her career path as a market analyst.

Work experience is now her key selling point, so she shifts to a conventional chronological résumé that puts employment ahead of education. She also removes the part-time jobs she had during high school and college.

She updates the Education section with a listing for the MBA program she has started (selecting points of emphasis relevant to the job opening) and reduces the amount of detail about her undergraduate degree.

She updates the Professional Engagement and Awards section with timely and relevant information.

Completing Your Résumé

(LO 4) Characterize the completing step for résumés, including the six most common formats in which you can produce a résumé.

Revising Your Résumé

Ease of Finding Information

Overall Length

- Your Top Skills
- Your Current Job
- Your Education

- Years of Experience
- Higher-Level Jobs
- Technical Jobs

Producing Your Résumé

Optimal Résumé Design

```
graph TD; A[Optimal Résumé Design] --- B[Clean]; A --- C[Professional Looking]; A --- D[Skimmable];
```

Clean

Professional
Looking

Skimmable

Choosing a Design Strategy

Focus on These

- Audience
- Goals
- Resources

- Trendy
- Flashy
- Different

Avoid These

Considering Photos, Videos, Presentations, and Infographics

Support for Résumés

Opportunities

- Social Media
- Flexible Format
- Multimedia Elements
- Compelling Content

Challenges

- Discrimination
- Ease of Evaluation
- Habits of Recruiters
- Applicant Tracking

Printing a Traditional or Scannable Résumé

Traditional

Important Elements:

- High Quality Paper
- Neutral Color Paper

Scannable

Important Elements:

- Keyword Summary
- Simple Format

Creating a Plain-Text File of Your Résumé

Include Your
Résumé in the
Body of an Email

Cut and Paste
Résumé Parts Into
an Application

Creating a Word File of Your Résumé

Preserve Design
and Layout of
Your Résumé

Make Sure Your
Computer Is Free
From Viruses

Creating a PDF Version of Your Résumé

Preserves the
Formatting of
Your Résumé

Files are Less
Vulnerable to
Computer Viruses

Creating an Online or Social Media Résumé

- Create a Positive Online Impression
- Make Use of Social Networking
- Provide Your Résumé to Employers

Proofreading Your Résumé



Headings and Lists



Sentence-Level Issues



Essential Numerical Data

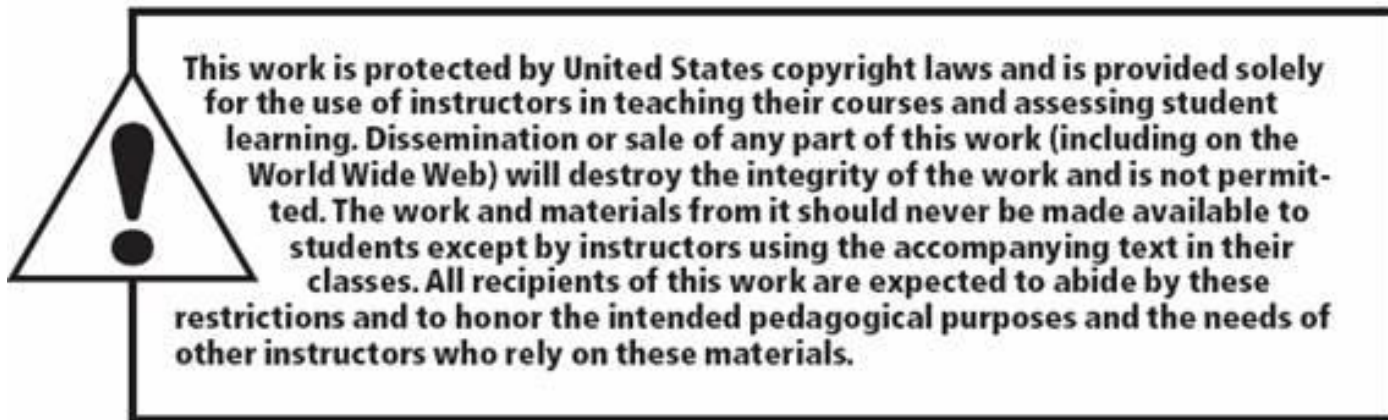
Distributing Your Résumé

Mail Your Résumé

Email Your Résumé

Post on Employer
Websites

Post on Job
Websites



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