

RESUMES

1. A resume is a concise written summary of your education, work experience, and skills, abilities, and awards. Your resume should represent you as a target, focused and well-rounded individual. An effective resume that markets you with your skills and qualifications will open the door to an interview and the subsequent job offer. **The resume is a written advertisement of you!**
2. The goal of your resume is to assist employers in understanding your potential as an employee and **to elicit and invitation for an interview**. An employer may spend only **10 to 20 seconds** looking at your resume. Therefore, it is important to make sure yours is superb. In order to catch an employer's eye, be sure to clearly demonstrate all of your important and relevant skill sets. Review job descriptions since they are helpful in describing skills, experience and personal attributes desired by the employer.
3. Living in an electronic age makes resume writing even more unique. Job search experts recommend that you maintain duplicate copies of your resume in each of the following formats:
 - A **Print Version**, designed with bulleted lists, italicized text, and other highlights that you have accessible to print in hard copy for mailing to a prospective employer or to hand to potential contacts or interviewers. Always take at least two hard copies of your resume to an interview on resume paper.
 - A **Scannable Version** which is a resume without the fancy design highlights. Bulleted lists are fine, but other creative efforts do not scan.
 - An **Electronic Resume** is designed specifically for use on a computer. An electronic resume can be read and save/retrieved from a computer, transmitted over the Internet, located and used by search engines, reviewed and scanned for keywords and be inputted into electronic files including resume databases and printed to paper for a "hard-copy" version.
4. **Resume layout formats vary tremendously.** Review a number of formats after collecting the information for the content of your resume. Keep your resume NEAT and easy to read. Your resume creates a VISUAL, as well as a factual first impression. These impressions are very important. Four techniques are easily electronically transmitted: white space, CAPITAL LETTERS, asterisks or bullets) and -- dashes or underlining. Avoid using **bold** and *italics* -- convert the text to a plain text format.
 - Use action-oriented phrases to write about yourself. **Do not use "I"**. Your resume is all about you!
 - Use all **CAPITAL LETTERS** for word that need special emphasis in your resume; use capitals sparingly and effectively for what you want to have "STAND OUT" in your e-mailed document.
 - Replace ● bullet points with a standard keyboard symbol, such as dashes (--), plus signs (+), or single or double asterisks (*) or (**). These symbols transmit easily via the Internet.
 - Align your skill sets to the LEFT margin. Do not make columns of your skills sets.
 - Preferred font size is 12 point, your name should appear larger (14-16 point.) in a standard font such as Helvetica, Times Roman, Arial, or Palatino. Use a font without embellishments at the end of letters.
 - Use the Space Bar, not the tab key to place single space after each symbol you decide to use. Only use the Return or Enter key when you want to have a space at the end of a statement.
 - Your name should go at the top of the page on a line by itself.
 - Type your telephone number using dashes to separate the number, i.e. 313-555-1212. Do not use parentheses () or brackets [] which can be misread by computer scanners.
 - Make careful and liberal use of white space.
 - Carefully utilize the entire page and align your margins carefully. **(Do not run off the side...)**

RESUMES (continued)

5. Tell the truth about what you HAVE accomplished. Do not exaggerate or include false information about your skills, experiences, or education. No advertising agent succeeds who promises, but cannot deliver.
 - Demonstrate your strengths and your accomplishments through levels of responsibility you have held, skills acquired, honors/awards received, or volunteer service performed.
 - Use **keywords** and **skills sets** that specifically demonstrate your abilities and experiences. (If you do not like using some of these skills and do not wish to "market" them, leave them off your resume.)
 - When **writing phrases that use action verbs, an accomplishment, explain using a number** such as a dollar amount of funds raised (\$3,000), a length of time participating in a project or on a team (3 months), the number of people you supervised or coordinated (10 team members).

Employers like demonstrated proof that you can fit into their organization by using past accomplishments you describe as experience and can immediately "hit the ground running" with your background in a new organization.

6. Be brief, but not at the expense of accuracy and completeness. Your resume should be well organized and preferably confined to one page in length.
 - Use PRESENT tense for current responsibilities, use past tense for prior activities.
 - Do not use abbreviations for the names of clubs or organizations -- spell them out, especially if the name is connected to your school or organization. The employer is **not** a mind-reader.

7. **CHECK EACH DRAFT** of your resume for **ACCURATE SPELLING, GRAMMAR AND OMISSIONS.**

- **Typos** are HR managers' chief complaint; therefore, **your resume must be flawless with no typos!**

8. **Create an e-mail account JUST for your job search.** Before you "send" a resume and cover letter to a prospective employer, do a "test run" and e-mail the resume and cover letter e-mail to yourself. Before sending your cover letter and resume to the employer or online database, e-mail yourself a copy of the documents you created and give yourself plenty of time to review the document. After you see the file in your Inbox, **print** out a copy to proofread it, review how it looks when an employer sees it on hard copy on his or her computer screen.

Check EACH word on every line to make sure that everything is spelled correctly and there are no funny looking line wraps, empty spaces or words scrunched together -- jot your notes on your hard copy and review how the resume looks "on the screen." Make your adjustments carefully to insure your corrections do not compound the problems. You may need to insert commas between items that you typed in columns, but which now appear in paragraph format. Tabs and tables may disappear when you convert the document to "Text Only." Saving your resume as an RTF file in MS Word or as a PDF file has a better chance of retaining the format that you created, but it is not an absolute.

RESUME STYLES

There are three basic approaches to organizing your resume:

1. The **Combination Chronological/Functional** style emphasizes qualifications and skills obtained through work, school, activities or volunteer experience. Dates, locations, and employers are listed further down the resume. This type of resume is ideal for someone who has demonstrated talents in both on-the-job experience and in supporting activities. A section of the resume may be devoted to explaining two or three functional areas and accomplishment citing skills sets in detail relating to specific areas of employment. The first section of this resume contains statements identifying specific skills. Typical headings might include marketing, supervision, research, communications, administration, leadership, or organization. This type of resume is useful when a chronological format emphasizes gaps in employment, frequent job changes or narrow industry experience.
2. The **Historical/Chronological** style is the traditional and most common format, however, this format is not the most "marketable" visual representation of your experience. All of the information listed in this style is listed in reverse chronological order. Your most recent accomplishments are listed first. This format works for people whose careers are continuous and demonstrate a succession of increasingly responsible positions in one field.
3. The **Imaginative or Creative** resume is the least common style as it is typically used for employment in art, public relations and advertising. Literary or artistic talent can be featured, but should not overshadow your other qualifications.
4. An **infogram** is a new design trend that has evolved incorporating digital information about yourself based on your skill-set (information used in a traditional resume) and presented in a creative and attractive visual format.

The Twenty-First Century has social media generating quite a buzz. **Social Media Resumes** are starting to make an impact. Paper resumes are still a staple, but according to Monster.com, you may have to combine your paper approach with a video-resume, use of Twitter, Linked-In, Facebook and other social media vehicles to create an advertising gimmick to gain attention of those people who have the power to hire you in the arenas of your dreams.. Research your targeted market carefully to insure your approach is professional and gets the right people's attention. Do your research, read the blogs in the career fields of your interest to find out what is trending, and start following a few people.

KEY RESUME WORDS

Make your resume come alive by describing your accomplishments with "action" phrases. Use of these words as the first word of your phrase (not a sentence) may help you!

Accomplished	Conducted	Eliminated	Implemented	Planned	Researched
Accelerated	Controlled	Enlarged	Increased	Programmed	Responsible
Achieved	Coordinated	Established	Interpreted	Proposed	Revised
Adapted	Created	Expanded	Improved	Provided	Reviewed
Administered	Delegated	Expedited	Initiated	Proficient at	Scheduled
Analyzed	Demonstrated	Evaluated	Launched	Profitable	Simplified
Built	Designed	Facilitated	Led	Recommended	Solved
Compiled	Developed	Formulated	Maintained	Reduced	Supervised
Completed	Directed	Generated	Negotiated	Reinforced	Strengthened
Composed	Effectuated	Guided	Organized	Reorganized	

Include a numerical quantifier in your action phrase to support your accomplishment.

TYPICAL RESUME INFORMATION

(Paper copy and electronic hints)

These categories are suggested areas. If you do not have information to fit, feel free to skip it!

Identifying Data: include your name, address and telephone number, cell number and e-mail address at which you can be reached during normal business hours.

** **Cyber Safety: Limit access to your personal contact information on the web.** Options range from blocking access to just the contact information to keeping your resume completely out of the database searched by employers. Select the option you feel most comfortable with when you post your resume. **If you select full confidentiality, it is up to you to remember to delete contact information from your resume!** Modify your "cyberspace resume" by removing all of the standard contact information, name address and telephone numbers, and replace your personal e-mail address with an e-mail address set up specifically for your job search. Use an appropriate e-mail name to demonstrate you are a serious job seeker.

Summary of Qualifications/Professional Highlights: A Summary of Qualifications specifically summarizes your skills and accomplishments or lists your "Skills Set". Many resumes are scanned by computer to do an initial screening in a large database.

Education: List the high school, colleges or universities that you have attended in reverse chronological order. Include the degrees or anticipated degrees with a date (**exclude** the date if you are posting a resume in a cyberspace database.) Include your most recent educational experience first. Include any certifications you have received. If you have been awarded academic honors, you may include this information in this area of your resume. If you have a good grade point average (over a 3.5/4.0), you may wish to include it. If you have a significant number of honors, you may create a separate category on your resume.

Work Experience: Include a brief summary of your previous employment listed in reverse chronological order (most recent experience to oldest). Include the Title of your position, Name of the employer, and City, State location, include time frame of employment (from month date to end date or present) and a brief action oriented description of your accomplishments. Begin phrases with action verbs (see Skills Identification Activity or Key Resume Words list) to help generate active phrases that describe what you did. I.e., "Posted and audited books of original entry for division generating \$1 Million dollars in sales annually." If you were involved in an internship, state the dates, type of internship, organization, geographical location and your position accomplishments.

** **Cyber Safety: Modify your employment history.** Remove all dates from your resume. Then, remove the names of all employers and replace them with accurate, but generic descriptions, instead of General Motors Corporation, use a descriptor, such as international automotive manufacturer. Use a generic title for your position title as well. If you post your resume, make sure you check on its status frequently. Renew your resume posting at least every two weeks (14 days). If you have not received any feedback from your resume posting in 30 days, then remove it from the database and post it elsewhere.

Skills/Accomplishments: Describe your accomplishments and skills through specific terminology for your field. Many resumes are pre-screened through computer databases looking for special combinations of words that bring your resume to the top of the pile. Evaluate all of your past experience and define it in terms of what you have accomplished and what you want to "market" to your prospective employer. If there are tasks and functions that you absolutely do not want to do, eliminate them from your resume. You determine what you are selecting to "market" and select those functions that you are happy to sell. Use action verbs, accomplishments and numbers to help define your successes. Include your proficiency on the computer with PC and Mac platforms and which software packages you are familiar and knowledgeable using in an employment situation.

RESUME INFORMATION (Continued)

Extracurricular, Civic and Community Volunteer Work: Include activities in which you participated during your college years if this is still appropriate, including positions of leadership within the activities or organizations. Volunteer work or community service may be more appropriate if you have several years of work experience.

Professional Affiliations: Include memberships that you hold in organizations related to your career field; e.g. National Education Association, American Management Association.

Special Abilities: Include fluency in a foreign language, certifications or licenses to operate special equipment. Certifications related to your area of expertise should be included in either your qualifications, education or previous employment situation. If you have written and published articles and papers, bibliographic information should be included.

Interests: Include hobbies, leisure time activities and travel experience, if it is relevant and if you have space on your resume.

References: Prepare a list of references on a separate page from your resume. To accomplish this important task, create a new page that matches the heading on your resume. (See a sample Reference page below)

- **Request permission** to list the name of EACH PERSON whom you wish to serve as a reference; ask him or her if they are willing to serve as a **positive** reference for you. (This is very important!) A minimum of three (3) is recommended and it is suggested you give your references a copy of your resume and keep them apprised of your success in your job search..
- After you receive positive confirmation from 3-5 people that they are each willing to serve as a good reference, create a page that matches your resume including your name, address, telephone/cell number, and e-mail address. For each entry, List the name of each reference person (with their name spelled correctly), the capacity in which he or she knew/knows you, such as "supervisor," "colleague," "friend"; his or her official title, "such as "Office Manager," "Class Professor," "Team Leader, "; the name of the organization, street address, city, state, zip code, telephone number and e-mail address.

Sample Reference Information

Reference's Name (Include the capacity in which reference knew you)

Title

Company Name

Street Address

City, State, Zip Code

(area code) Work Telephone Number

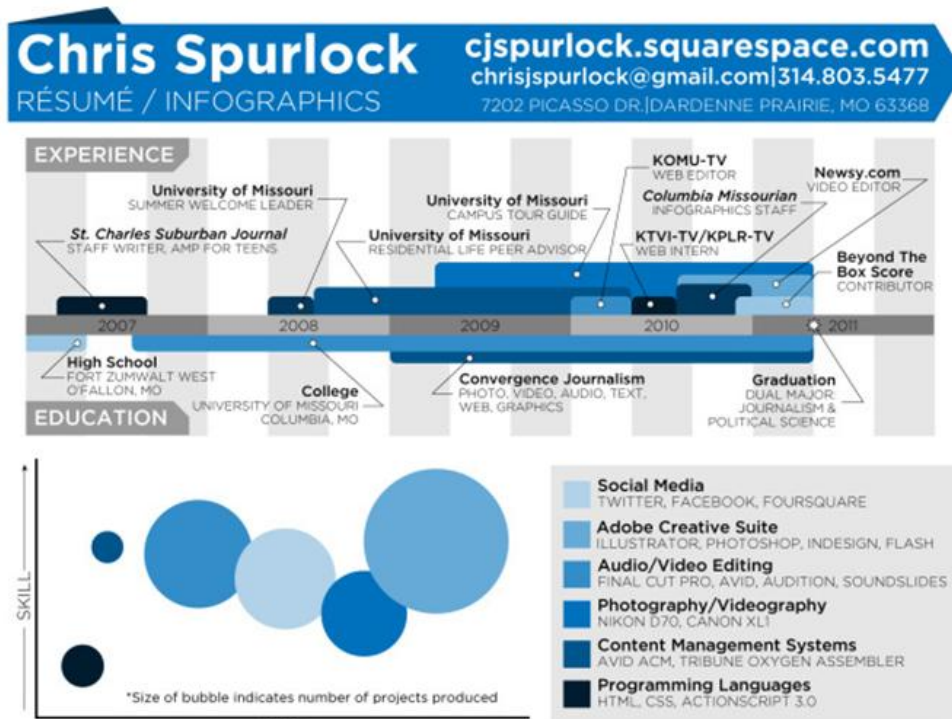
(area code) Cell Telephone Number (if offered)

Valid e-mail address - double check to make sure the name of your reference is spelled exactly right and the extension is correct, i.e., is the e-mail a .com, .net., .edu., .org?

- Submit your list of references **ONLY** when asked to do so by the prospective employer. Discrimination on your part will be appreciated by your references. The people serving as references are very busy people and they want to help you, but please be fair to them.

DO NOT INCLUDE: Personal information such as age, height, weight, sex, health status, marital status or personal photograph.

INFOGRAMS – the latest trend in Visual Resumes



(Sample Infographic with text large enough to read. This infographic did get this individual a job. The years are used as a metric with connections to critical supporting information.)

An **infogram** is a new design trend that has evolved incorporating digital information about yourself based on your skill-set (information used in a traditional resume) and presented in a creative and attractive visual format. The information represented in this graphic one-page presentation should integrate your education, experience and sometimes non-work or school time, if it is relevant to your job search (blogging, creating apps, etc.) Include easily read fonts that can be viewed online. Think about how to represent your strengths using early understood metrics, for example, if using years (2010, 2011, 2012) create a graph, critical point for each relevant accomplishment, such as, what year did you graduate from high school and/or college.

A well-constructed infogram is a great resource. It is definitely an excellent way to stand out from the crowd and make a lasting impression if your infogram showcases your relevant information in a memorable and easy to digest format. Include a link on your infogram to a traditional format resume explaining your skills and accomplishments referred to in your infogram. There is work involved in both visual presentations and this is your time to “shine.” **Save your Infogram in a pdf format**, so it is easily transmitted using electronic media.

YOUR RESUME CRITIQUE

Before you send your resume to a prospective employer, review this checklist and share your masterpiece with at least five other people to review it carefully for content, context, and spelling mistakes.

Yes No

- | | | |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Have you chosen the best action verbs that most accurately describe what you have done? |
| <input type="checkbox"/> | <input type="checkbox"/> | Have you been precise and concise in selling yourself - did you sell yourself in ONE page? (As you gain more experience, it may go onto two pages.) |
| <input type="checkbox"/> | <input type="checkbox"/> | Did you include everything with POSITIVE words to support your candidacy? |
| <input type="checkbox"/> | <input type="checkbox"/> | Have you demonstrated your past accomplishments to your best advantage? |
| <input type="checkbox"/> | <input type="checkbox"/> | Did you review your resume from the other side of the desk? "Why should I hire this candidate?" |
| <input type="checkbox"/> | <input type="checkbox"/> | Do your accomplishments support your stated objective/qualifications statement? |
| <input type="checkbox"/> | <input type="checkbox"/> | Have you checked your draft for correct spelling, grammatical accuracy and omissions? |
| <input type="checkbox"/> | <input type="checkbox"/> | Have you e-mailed your resume to yourself to check for accuracy in electronic transmission? |
| <input type="checkbox"/> | <input type="checkbox"/> | Have 5 other people proofread your resume for typos? Have you e-mailed your resume to any of your friends who have different computer platforms/software from you to see if the resume reads well? |
| <input type="checkbox"/> | <input type="checkbox"/> | Are you proud of your masterpiece? |

If you have positively answered the questions listed above, you are ready to write a stellar cover letter to support your resume and finally apply for a position with a prospective employer. Keep an electronic copy of your resume in MS Word or a PDF file in your e-mail file – mail it to yourself, save it on a flash drive, and save it on your computer. An e-mail note to yourself with your resume as an attachment insures you can access your resume on the computer from anywhere the Internet is available.

ELECTRONIC RESUMES

As a job seeker in the 21st Century, you must have an electronic resume ready to send at the click of a mouse. While not all employers rely on electronic methods to conduct their searches, the majority do rely on e-mail, web-forms, on-line applications, and scanning systems to help efficiently screen resumes.

Here are a few tips on how to convert your resume from a beautiful word processed document to an effective electronic resume:

- **Prepare your word-processed resume** created in MS Word, WordPerfect, or pdf etc. and prepare it for saving as **word document, .doc or preferably as a pdf:**
 - Most employers and databases recognize and use **MS Word**, not MS Works. Watch the graphics and use of different fonts. The most important point of your resume is to have it read.
 - A person may look at it for **10-20 seconds**, a computer for a fraction of that time.
 - 1) Remove any designs you may have created including lines, boxes, **Bold**, *Italics* or underlining.
 - 2) Change the font to a **terminal-type font** with proportional spacing such as Arial or Courier size 12.
- **Practice e-mailing your resume! Make sure it is e-friendly.**
 - 1) Send your electronic resume and cover letter to yourself. Open a NEW e-mail account to use JUST for your job search. Make sure the name is professional and appropriate for this purpose. A g-mail account is good for this purpose.
 - ** Did your resume and cover letter transmit correctly as you designed it?
 - 2) E-mail your resume and cover letter to a friend who may use a different Internet provider to insure you have completed your "clean-up process" and it looks professional.
 - 3) When you e-mail your resume, include your newly formatted text version of your resume and cover letter in the BODY of an e-mail. This is the preferred method of sending your resume rather than "attaching" it. (Only send it as an attachment if that is how the employer has requested it.)
 - 4) Make any adjustments to your resume that you deem appropriate after reviewing it from someone else's computer. You may need to visit your local library and open the resume there just to check that it meets your "transmitting expectations."
- **Social Media**

With the advent of social media – Facebook, Twitter, Linked-In, Pinterest, you need to be especially cognizant of your postings. Employers do look at your Facebook pages, so make sure all of your postings are “employer friendly.”

If you are savvy on the internet and can creatively use social media tools to your benefit, your talents will speak positively for you if you advertise yourself to the target markets that fit your goals, interests, experience and education. Start a Linked-In profile to enhance your marketability. Join some professional groups online to “meet” others who have similar interests to you.

POSTING YOUR RESUME TO A DATABASE

(Note: Job Seeker BEWARE!)

Resume databases are electronic "file cabinets." The value of a resume database is to store entered data and then search large quantities of resumes quickly, efficiently and with reliability to the outcome. Some databases collect identifying contact information including the source of the resume [how the candidate found out about the position(s)], name, mailing address, city, state, zip code, e-mail address and education. As you are posting your information, please keep it general and use generic terminology to explain your expertise. Only after you are contacted by a specific employer do you want to release private information.

Another search that employers find quite useful are "Keywords." Keywords are very important for you to include if you plan to post your resume on a database. A keyword search might seek resumes that include a skill and knowledge base designed by the recruiter or hiring manager. Keywords are NOUNS that should be well integrated into your resume should be used to explain your:

- | | |
|--|--|
| 1) Technical Expertise | 4) Education and Training |
| 2) Management Skills | 5) Geographic Preferences and Current Residence |
| 3) Industrial Knowledge, OJT Training | 6) Employment History |

When documenting your accomplishments, list both the acronyms (abbreviations) understood within the industry as well as including the "spelled-out" version. You do not want the computer to ignore you and your expertise if the hiring manager neglected to ask the search engine he or she is using to find either the acronym or the complete title of the acronym. For example, you would not want to be "screened out" of the search process since you wrote only GM instead of General Motors Corporation.

As you write your qualifications summary and your supporting accomplishment statements, cite your skills in the summary and expand upon those very same skills in your experience or skill description, using a position listing as a guideline. Remember, your electronic resume is the "first" introduction to a prospective employer. If you know which employer you are communicating with and feel more comfortable presenting a hard copy of your resume and cover letter, feel free to follow up with hard copy of your masterpiece.

Keep meticulous and accurate records about which databases you submitted your resume. Check the databases at least weekly to see if your resume has generated any interest among the employers for that particular site. If there is no action, remove your resume (read the policy about removing it) and confirm that your resume is removed. Your new employer does not want to think you are still "job hunting."

Did you succeed in your job search? When your job search is over, remove your resume from ALL databases. Some job seekers are adding a "posted date" on the bottom of their resume when they post on-line. Make sure you remove your resume quickly and completely from ALL of the databases from which you posted so your new employer does not see you still as job hunting. When you post your resume to a database, maintain an accurate file of when and where you posted your resume. Make sure you are periodically checking the database to see if your resume is "active" and if you are successful in being considered.

Anne B. Case

1234 Sample Lane
Clinton Township, MI 48000
(123) 987-6543
e-mail: abcasesample@gmail.com

EDUCATION

Diploma, Chippewa Valley High School, Clinton Township, MI

Anticipated Graduation: May 2013 G.P.A. 3.8/4.0

Enrolled in Teacher Cadet program, senior year, providing hands-on classroom experience

Completing Chippewa Valley High School College Prep curriculum with 3 AP courses

TEACHER CADET EXPERIENCE

Teacher Cadet, Erie Elementary School, Chippewa Valley Schools, Clinton Twp, MI

9/2011-5/2012

- Worked one-on-one with groups of five students 2-5 days a week for 6 months reviewing lessons taught by the classroom teacher.
- Created a bulletin board on the Planets to coordinate with an Astronomy science unit.
- Used the SmartBoard to tutor students in learning about the Human Heart using 3D modeling.
- Worked one-on-one with five students 2-5 days a week for 6 months reviewing and reinforcing lessons taught by the classroom teacher in math, reading, science and social studies.
- Observed the teacher instructing students in reading, spelling, and math to effectively tutor students needing additional support.
- Assisted students with exploring research options for an Environmental Studies project on the impact of Fresh Water on the world.

SCHOOL AND COMMUNITY LEADERSHIP EXPERIENCE

- Participated in educational conferences and workshops sponsored by Chippewa Valley Schools
- Co-Captain Varsity Swim Team (12) team member (9-12), Chippewa Valley HS Big Reds Swim and Dive Team
- Competed as an age-group swimmer on Summer Club Team for 8 years
- Student leader for High School chapter of S.A.D.D. (Students Against Destructive Decisions)
- Participated in school-sponsored Forensics/Debate tournaments after school.
- Key Club Executive Board member (10-12), participated in 8 community service events.

TECHNOLOGY EXPERTISE

- Earned Microsoft Office Expert Certificates in Word 2007, Excel 2007, and PowerPoint 2007
- Knowledgeable in the use of Adobe Photoshop and Illustrator; Apple and PC Platforms.
- Adept at navigating the Internet with ease and to use search engines as well as incorporate the Internet for creative in-class lessons;
- Knowledgeable in use of Microsoft Webmail/Outlook, gmail.

WORK EXPERIENCE

9/12 to present Associate, **Coldstone Creamery**, Clinton Township, MI

9/11 to present Lifeguard, **Chippewa Valley Schools**, Clinton Township, MI.

Provided excellent customer service at pools insuring a safe swimming experience.

6/12 to 8/12 Lifeguard and Swim Team Coach, Sunshine Swim Club, Macomb, MI.

6/11 to 8/11 Coached 8-10 year old swimmers for two years

REFERENCES

for

Anne B. Case

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Mr. Michael Teacher
Pre-school Supervisor
Playing to Learn Nursery School
Happy Township, MI 48000

Contact Information:

888 Playing to Learn Lane
Happy Township, MI 48000
School: (123) 777-1111
e-mail: michaelteacher@nurseryschool.edu

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Mrs. Sally L. Smith
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