



Employer Education and Training Connection

In cooperation with:

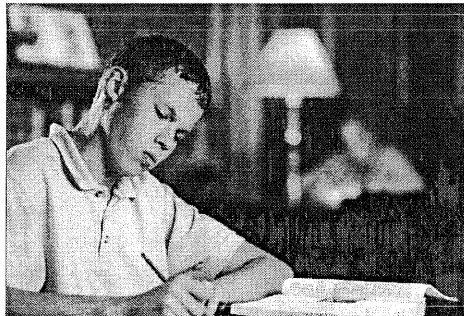
Fenton Area Public Schools

Presents:

Resume Workshop 2012

Workshop Topics

- Getting Into Job Mode
 - Assess your skills
- Job Search Market
 - How this relates to resumes
- Resume Submission
 - Parsing Software
- Resume Building
 - For Scanning
 - Online Submission
- Template Worksheets



Getting in Job Mode

- Voice Mail Message
 - Use a professional outgoing message

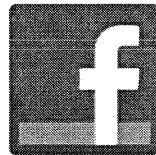


- Speak slowly and clearly when leaving a message

Getting in Job Mode

- Social Networking
 - Appear professional and mature, and you will create a great digital impression

Linked in



twitter

Getting in Job Mode

- E-mail Address

SusanSample@email.com



A professional email address represents and reflects
your professional interests

Getting in Job Mode

“First Impression”



Appearance

“Walk the Walk”

“Talk the Talk”

Getting in Job Mode

The Interview

- Assess Your Skills and Abilities
- Research Interview Questions
- Research the Company
- Prepare Your Dress



Getting in Job Mode

Practice, Practice, Practice

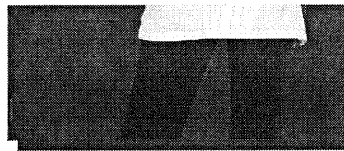
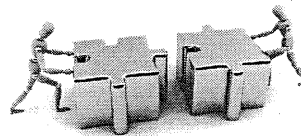


- Practice your answers to possible interview questions with a friend, parent, or career counselor

Assess Your Skills

Transferrable Skills

Over the years you have developed many skills from coursework, extracurricular activities and your total life experiences



Assess Your Skills

Special Skills

- ✓ CADD
- ✓ BMA
- ✓ Accounting
- ✓ InDesign
- ✓ Photoshop
- ✓ Microsoft Office
- ✓ Mentor Training
- ✓ Internet Research



Personal Skills Assessment

Experiences
(things you've done)

Skills
(what you've gained from experiences)

Operated cash register at school
athletic event

Computer, Customer Service,
Accounting

Go to school every day and on
Time.

Dependable, Reliable, Punctual

Child Care, Babysitting

Responsible, Trustworthy, Caring,
Patient

Played point guard on school
basketball team

Teamwork, Leadership, Athletic,
Self-managed

Wrote and presented research
papers for class project.

Communication, Presentation,
Research & Planning

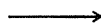
Job Search Market

Market Changes

Job Searching

Resumes

• Hand delivered to an employer



• Word processed and printed copies

• Posting a resume online using a job search site



• Word processed and able to scan using a scanner

• Submitting to an employers website



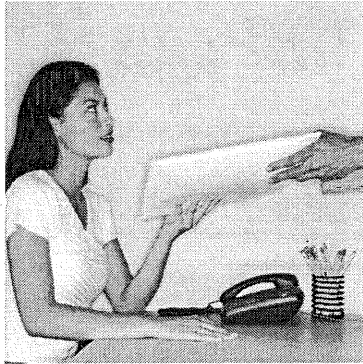
• Saved as Plain Text (ASCII) format and ready for scan using parsing software

• Send via email

Resume Submission

Printed Copy

Hand delivered with application packet



The most common form of submitting a resume

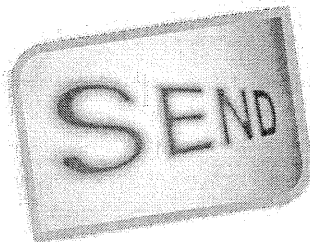
Suggestion:

Submit your application with a cover letter, resume, and a reference sheet to HR Department or hiring personnel

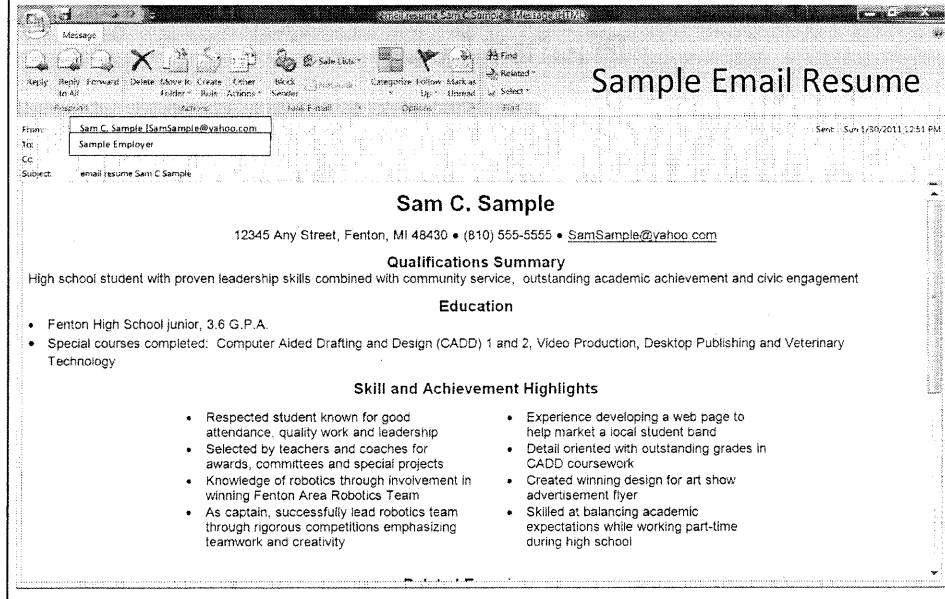
Resume Submission

E-mail

- Submit your resume as a Microsoft Word document as an attachment to your e-mail
- Submit in the body of your E-mail
- Submit your resume as an ASCII file
- Submit your resume as Plain Text



Resume Submission



Message

Sample Email Resume

From: Sam C. Sample [SamSample@yahoo.com]
To: Sample Employer
Subject: email resume Sam C Sample

Sent: Sun 1/30/2011 12:51 PM

Sam C. Sample
12345 Any Street, Fenton, MI 48430 • (810) 555-5555 • SamSample@yahoo.com

Qualifications Summary
High school student with proven leadership skills combined with community service, outstanding academic achievement and civic engagement

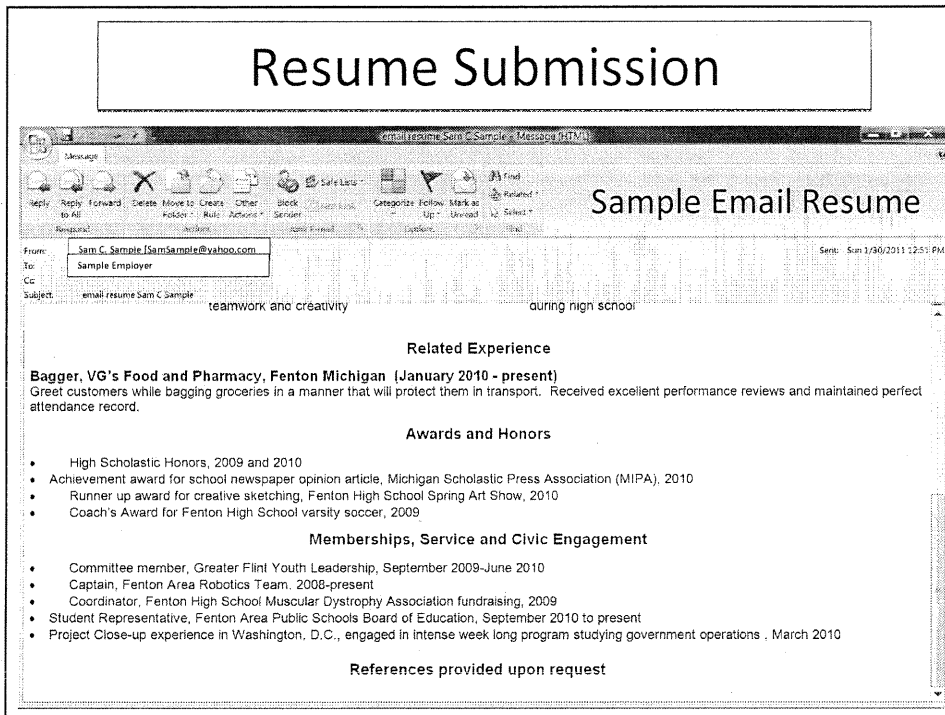
Education

- Fenton High School junior, 3.6 G.P.A.
- Special courses completed: Computer Aided Drafting and Design (CADD) 1 and 2, Video Production, Desktop Publishing and Veterinary Technology

Skill and Achievement Highlights

- Respected student known for good attendance, quality work and leadership
- Selected by teachers and coaches for awards, committees and special projects
- Knowledge of robotics through involvement in winning Fenton Area Robotics Team
- As captain, successfully lead robotics team through rigorous competitions emphasizing teamwork and creativity
- Experience developing a web page to help market a local student band
- Detail oriented with outstanding grades in CADD coursework
- Created winning design for art show advertisement flyer
- Skilled at balancing academic expectations while working part-time during high school

Resume Submission



Message

Sample Email Resume

From: Sam C. Sample [SamSample@yahoo.com]
To: Sample Employer
Subject: email resume Sam C Sample

Sent: Sun 1/30/2011 12:51 PM

teamwork and creativity during high school

Related Experience

Bagger, VG's Food and Pharmacy, Fenton Michigan (January 2010 - present)
Greet customers while bagging groceries in a manner that will protect them in transport. Received excellent performance reviews and maintained perfect attendance record.

Awards and Honors

- High Scholastic Honors, 2009 and 2010
- Achievement award for school newspaper opinion article, Michigan Scholastic Press Association (MIPA), 2010
- Runner up award for creative sketching, Fenton High School Spring Art Show, 2010
- Coach's Award for Fenton High School varsity soccer, 2009

Memberships, Service and Civic Engagement

- Committee member, Greater Flint Youth Leadership, September 2009-June 2010
- Captain, Fenton Area Robotics Team, 2008-present
- Coordinator, Fenton High School Muscular Dystrophy Association fundraising, 2009
- Student Representative, Fenton Area Public Schools Board of Education, September 2010 to present
- Project Close-up experience in Washington, D.C., engaged in intense week long program studying government operations, March 2010

References provided upon request

Resume Submission

Sample Email Resume

478698 I have been in customer service for several years.

I am a great people person and I love working with others.

I have used all sorts of computer application to achieve my goals with in my work environment.

H & R Block

Michigan

District Manager (810)230-2848

My job with them is a Client Service Professional. I am responsible for making appointments filing client paperwork and doing customer service.

Tru-Green Chem Lawn

Michigan

Sales Manager (810)235-1600

My responsibilities were to call the clients and verify the service they approved to be done. I was also part of the collection team to call and collect past due balances. In this position as well I dealt with customers needs on a daily basis.

Resume Submission

Online Posting

monster
Your calling is calling™

careerbuilder.com™

Job.com Gear for Your Career



resumérabbit.

Resume Submission

Copy and Paste into
a text box

Plain Text or ASCII
format
will work for this type
of submission

The screenshot shows a web form for resume submission. It is divided into three main sections:

- Additional Information:** Contains fields for 'Current/Previous Employer', 'Current/Previous Title', 'Available Date' (with a calendar icon), 'Desired Compensation Amount', 'Source', 'Source Type' (a dropdown menu), and 'Source Detail'.
- Resume:** A large text area for pasting the resume content. Below it is a 'Check Spelling' button.
- Education Information:** A section at the bottom of the form, partially visible.

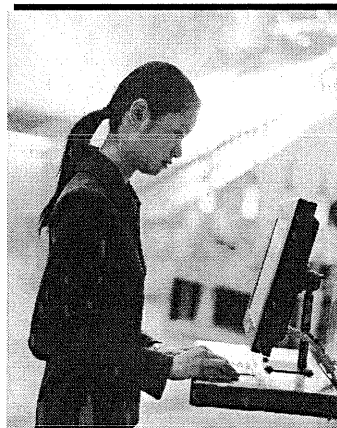
Resume Submission

In-House Computer Kiosk

Most common among retailers

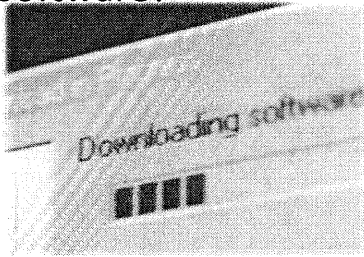
Suggestion:

- Always have an updated copy of your resume with you
- Kiosk submission is often timed, allowing 15-20 minutes to complete



Parsing Software

What is Parsing Software?



Parsers try to extract contact information for the candidates, and most extract skills, work histories and qualifications

Parsing Software

Parsing Software is used by recruiters and large firms

Keywords or Key Phrases are input to the parser

Data is analyzed to find the best possible fit for the company



Plain Text Resume

Della Hutchings
890 Spruce Ave.
Las Vegas, NV 22222
949-804-9999
E-mail: dellah@aol.com
Admin Assist, 4 yrs exp, 6 software pgms, time mgt skills

SUMMARY

Word: WordPerfect, Lotus, Excel, PageMaker, QuickBooks
Bilingual: Spanish, Time management, Budgeting, Organizational skills.

EMPLOYMENT

University of Upper Carolina [dates]
Church Knoll, NC

ASSISTANT TO DIRECTOR OF ACADEMIC TECHNOLOGY
use and support a wide variety of computer applications
work with both Macs and Dell computers
Communicate with clients in South America
Apply troubleshooting and problem solving skills
Maintain complex scheduling for employer, staff, self
Responsible for dept. budget administration: 100% balanced

Mothers for Wildlife Inc. [dates]
ADMINISTRATIVE ASSISTANT

Edited/wrote newsletter
Organized rallies and letter-writing campaigns
Maintained mailing lists
Saved organization \$5,000 changing equipment

EDUCATION

University of Upper Carolina at Chapel Hill, NC [dates]
BA with honors in International Studies

Won Gil award for best honors thesis on Latin America
GPA in Major: 3.8/4.0

AFFILIATIONS

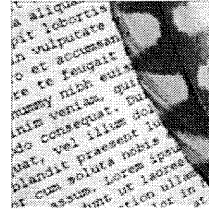
Carolina Hispanic Students Association
Amnesty International
Concept of Colors (Multicultural modeling group)

HOBBIES

Like details: writing and web design

AWARDS

On present job: Administrative Assistant of month four times [dates]
Recognized for productivity, organization, attention to detail
and interpersonal skills



Plain Text (ASCII) Resume

Resume Building

Resume Types

- Core Resume
- Targeted resume
- Focused Resume
- Combination Resume



Resume Building

Core Resume (Data File)

- Prepare your core resume
- Jot down every factor in your background that you could use to customize a resume, from experience, competencies, and skills to education
- This is your working model, a resume you will never submit to an employer but one that you will draw from time and time again
 - Use as many pages as you need

Resume Building

Generic Resume

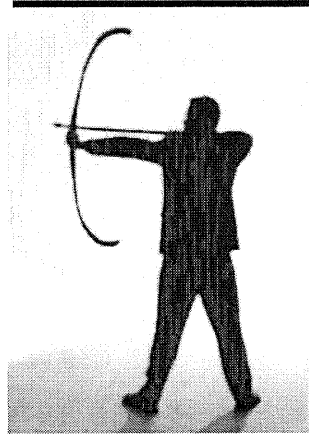
- All-purpose resume
- Captures the attention of many employers
- Saves time
- Has become obsolete
- Gets lost in recruiting black holes



Resume Building

Targeted Resume

- Focuses on requirements of a job
- Requirements v. Duties
- Search core resume for requirements
- Search core resume for experience or education that matches the most important job duties



Retail To Health Insurance Marketing: Retailer seeks healthcare marketing position. Reverse Chronological. Requirements: Bachelor's degree in business or marketing¹, min. 5 years' experience in marketing, or in education/marketing mix², knowledge of healthcare industry³, Leadership in collaborative work environment⁴.

Lauren L. Simpson
19 First Avenue, Austin, Texas, 78746
lauren@emal.com, (512) 555-1212

Objective: Marketing Planning Specialist – for health care insurance company to coordinate marketing of government program segments, including Medicare, Public Programs, and Federal Employee Programs; to work with corporate communications and outside vendors in development of marketing collateral, direct mail and advertising; and to assist Market Segment Manager.

Summary Of Qualifications:

- Five years' marketing/education experience²
- Liaison with corporate communications and vendors
- Develop effective marketing materials, direct mail projects
- Coordinate marketing campaigns for new and existing products
- Assist Market Segment Manager with market analysis, strategy, planning and reporting
- Assist with marketing plans to grow enrollment programs
- Coordinate new product introductions
- Lead teams for collaborative marketing projects⁴
- Expert in Excel, Word, PowerPoint skills
- Skilled oral communicator, competent writer and editor

Professional Experience:

Brilliant Buyers Inc.²

[dates]

Austin, Texas

Company is a specialty airport retailer selling 10 brands in 67 stores in major airports throughout U.S.

Merchandising Coordinator

- Buyed a right hand in selecting and marketing merchandise for 67 stores. Set up new vendors, create SKUs, place and expedite orders.
- Responsible for product launches in four separate concepts: Silver, Gold, Playful Kids and Dog/Toys. Use strong communications skills to make product presentations to store personnel.
- Supervise implementation of products into stores. Give work direction and supervise employee set-ups of new product lines.
- Problem solving 24/7: Communicate with vendors, manufacturers, and receivers to resolve shipment problems; for example, product out of stock, wrong product, or shipment to wrong location.
- Created model for quarterly human resources newsletter distributed to all employees, explaining merchandising policies and highlighting new products.
- Organize and conduct quarterly schedule of Webcasts for all store managers, in which managers have opportunity to ask questions of buyer and receive answers. Conduct conference calls incrementally as needed. The agenda for both Webcasts and conference calls include new product assessment, floor sets, markdowns, and sales and promotions.
- Compliant with paperwork: Review and approve all tickets and receivers for hundreds of purchase orders going to 67 stores weekly.
- Meet weekly with buyers and merchandising assistants to discuss sales, budgets, and airport news—terminal closures and construction or strikes—impacting company sales.

Resume Building

Focused Resume (Chronological Resume)



- Focused on Job Experience.
- Experience is a big plus to employers
- Reverse Chronological Format
 - Latest employment first
- Pay attention to time between dates

Paul Jones
6 Pine Street
Arlington, VA 12333
555.555.5555 (home) 566.486.2222 (cell)
phjones@vacapp.com

Objective

To obtain full/part time position with a leading retailer that will allow me to utilize my experience in a fast paced industry.

Experience

Key Holder, Montblanc
April 2001 - February 2005

- Opened new specialty boutique
- Placed orders to restock merchandise and handled receiving of products
- Managed payroll, scheduling, reports, email, inventory, and maintained clientele book and records
- Integrated new register functions
- Extensive work with visual standards and merchandising high-ticket items

Sales Associate, Nordstrom - Collectors and Couture Departments
July 1999 - April 2001

- Merchandised designer women's wear
- Set-up trunk shows and attended clinics for new incoming fashion lines
- Worked with tailors and seamstresses for fittings
- Scheduled private shopping appointments with high-end customers

Bartender
Jigg's Corner
February 1997 - July 1999

- Provide customer service in fast-paced bar atmosphere
- Maintain and restock inventory
- Administrative responsibilities include processing hour and tip information for payroll and closing register

Education

Ramapo College, Arlington, Virginia

Computer Skills

- Proficient with Microsoft Word, Excel, and PowerPoint, and Internet

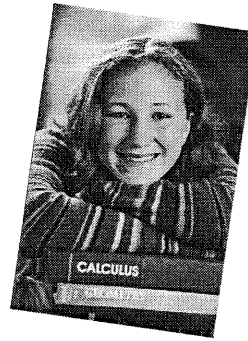
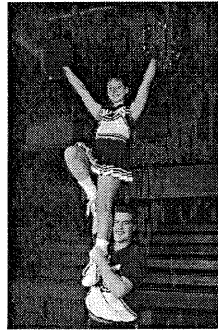
References

Available upon request

Resume Building

Combination Resume

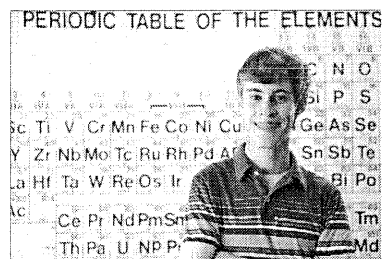
- Highlights skills and experience
- Includes employment history
- Effective for young job applicants



Resume Building

What to include on your resume?

- Varies by individual
- Format is somewhat standardized
- Include a Heading
- Sequence your information
 - Most important to least important



Resume Building

Heading

Sam C. Sample

Sam C. Sample Street

12345 Ant City, MI. 48430

Fento 810-555-1234

SamCSample@yahoo.com 810-555-2345

810-555-2345

SamCSample@yahoo.com

Your Full Name

Phone Number(s)

E-mail address(es)

Mailing Adresses

Website URL

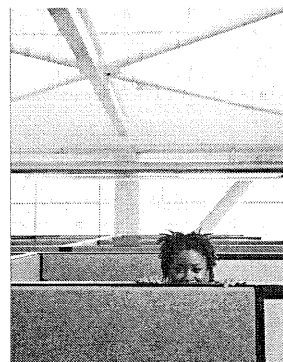
▪ Social networking site

▪ Blog site

Resume Building

Resume Sections

- Objective or Qualifications Summary
- Education
- Skills and Abilities
- Experience
- Awards and Honors
- Activities and Memberships
- Civic Engagement
- References
 - Attach a separate reference sheet
- Work or Volunteer Experiences
 - What did you accomplish?



Resume Building

Resume Formatting



- Format with electronic scanning in mind
- Analyze what an employer may be scanning for
 - Key words from a job posting
 - Key words related to the position
- Use action verbs

Resume Checklist

- Paper type: 8 ½" x 11" quality bond paper
- Paper color: White paper is best for scanning
- Word process: Word process your own resume. Do not use resume templates
- Length: One-page resume
- Margins: One-inch margins on both sides, left and right
- Point size: Use one point size throughout, size 10-12
- Font style: Use one common, non-decorative font style
- Graphics and Photographs: Do not use

