

Welcome!

Resume Refresh will start soon...



Resume Refresh

Today we'll cover...

- The best practices for every resume, regardless of industry/experience level
- How to maximize the impact of each application
- Common missteps that may land your resume in the reject pile
- Answers to YOUR questions!



Happiness in our careers can make us healthier, and, being healthier enables us to thrive in our jobs.



- Villanova University, BA in Psychology
- Northeastern University, MS in Counseling
- 15+ years of career coaching
- Integrative Nutrition Health Coaching, 200 Hour Yoga, Meditation and Breathwork Certifications
- One-on-one coaching + workshops

Resume Refresh

- Refresh! Best practices
- What have you seen to be effective, or ineffective?
- How long do you think an employer spends reading your resume?



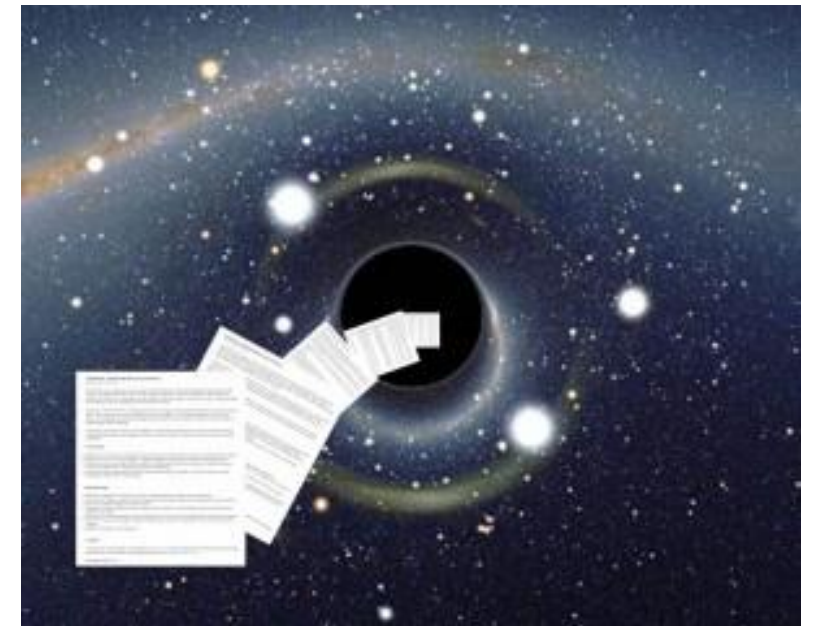
Know yourself

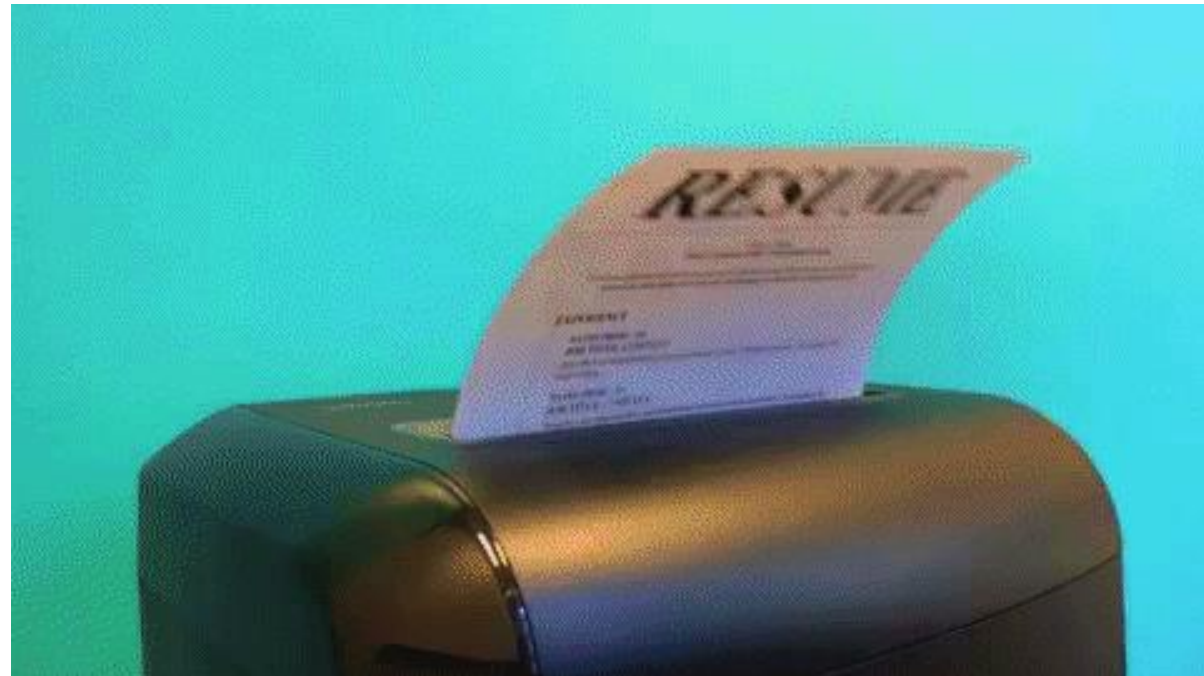
One common misstep: you don't know what you truly want (no judgment!)



Tailor your materials

- Common pushback to this:
 - I don't know what employers want to hear
 - I don't know how to make my experience sound good
 - I don't have time
- ATS being used, so you **need** to dissect the job post... the answers are there!



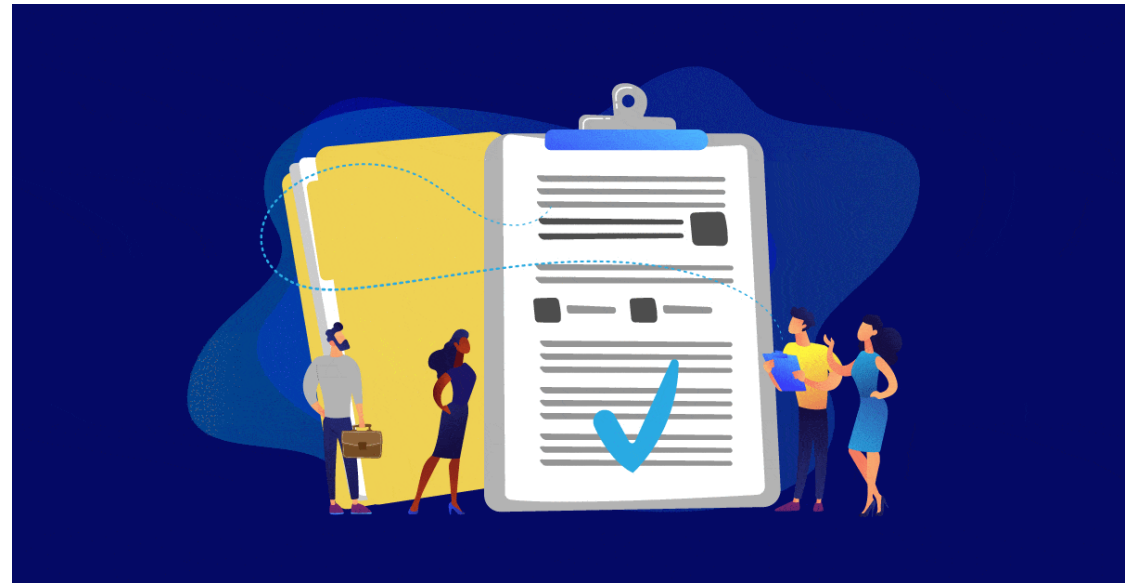


98% of Fortune 500 companies use an ATS of some kind

3 things every resume should do

...when possible 😊

- Start with strong and varied action verbs, aligned with language the position description uses, and starting with bullets
- Be results-oriented
- Quantify



Management Skills

Administered
Analyzed
Assigned
Chaired
Consolidated
Contracted
Coordinated
Delegated
Developed
Directed
Evaluated
Executed
Organized

Oversaw
Planned
Prioritized
Produced
Recommended
Reorganized
Reviewed
Scheduled
Supervised

Communication Skills

Addressed
Arbitrated
Arranged
Authored
Co-authored
Collaborated
Corresponded
Developed
Directed
Drafted
Enlisted
Formulated
Influenced

Interpreted
Lectured
Mediated
Moderated
Negotiated
Persuaded
Promoted
Proposed
Publicized
Reconciled
Recruited

Teaching Skills

Adapted
Advised
Clarified
Coached
Conducted
Coordinated
Developed
Enabled
Encouraged
Evaluated
Explained
Facilitated
Guided

Informed
Instructed
Lectured
Persuaded
Set goals
Stimulated
Taught
Trained
Communicated

Research Skills

Clarified
Critiqued
Diagnosed
Evaluated
Examined
Extracted
Identified
Inspected
Inspired
Investigated
Reviewed
Summarized
Systemized

Creative Skills

Acted
Created
Customized
Designed
Developed
Directed
Established
Fashioned
Illustrated
Instituted
Integrated
Performed
Conceptualized

Planned
Proved
Revised
Revitalized
Set up
Shaped
Streamlined
Structured
Tabulated
Validated

Clerical/Detail Skills

Approved
Arranged
Catalogued
Classified
Collected
Compiled
Dispatched
Executed
Filed
Generated
Implemented
Inspected
Monitored

Operated
Ordered
Organized
Prepared
Processed
Purchased
Recorded
Retrieved
Screened
Specified
Systematized

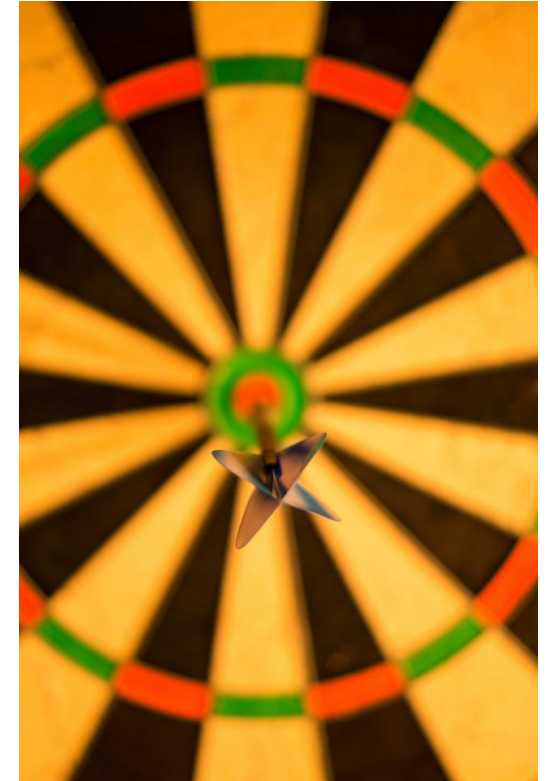
Accomplishment Verbs

Accelerated
Achieved
Attained
Completed
Conceived
Convinced
Discovered
Doubled
Effectuated
Eliminated
Expanded
Expedited
Founded

Improved
Increased
Initiated
Innovated
Introduced
Invented
Launched
Mastered
Originated
Overcame
Overhauled
Pioneered
Reduced

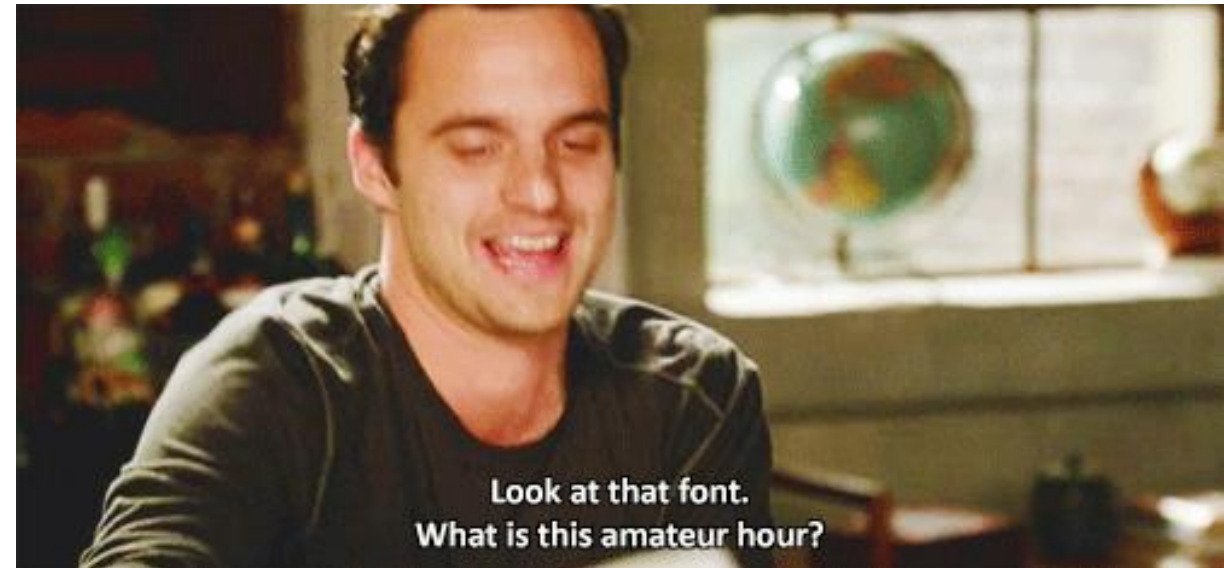
Technical Skills

Assembled
Built
Calculated
Computed
Designed
Devised
Engineered
Fabricated
Maintained
Operated
Pinpointed
Programmed
Remodeled



Characteristics of effective resumes

- Fit the needs of your potential employer
- Highlight **relevant** skills, interests, education, and experience using language your target audience will understand/value
- Omits/downplays irrelevant past experiences
- Free of errors (fiancé vs finance)
- Visually appealing



“How long should my resume be?”

- Determine your target sector and reflect on your years of experience
- Think about additional information you want to include based on your target industry
- Understand your target geographic location
- Sections to consider:
 - Summary- TBD
 - Experience
 - Skills
 - Education
 - Volunteer Experience
 - Interests- TBD



Writing about Accomplishments – the PAR Method

- Use bullets and begin with an action verb
- Ask yourself:
 - What **P**roject or **P**roblem did you face?
 - What **A**ctions did you take?
 - What **R**esults did you achieve?
- Be concise
- Demonstrate your transferable skills

Example – “so what?” bullet

- Worked at an international non-profit researching funding and writing grants



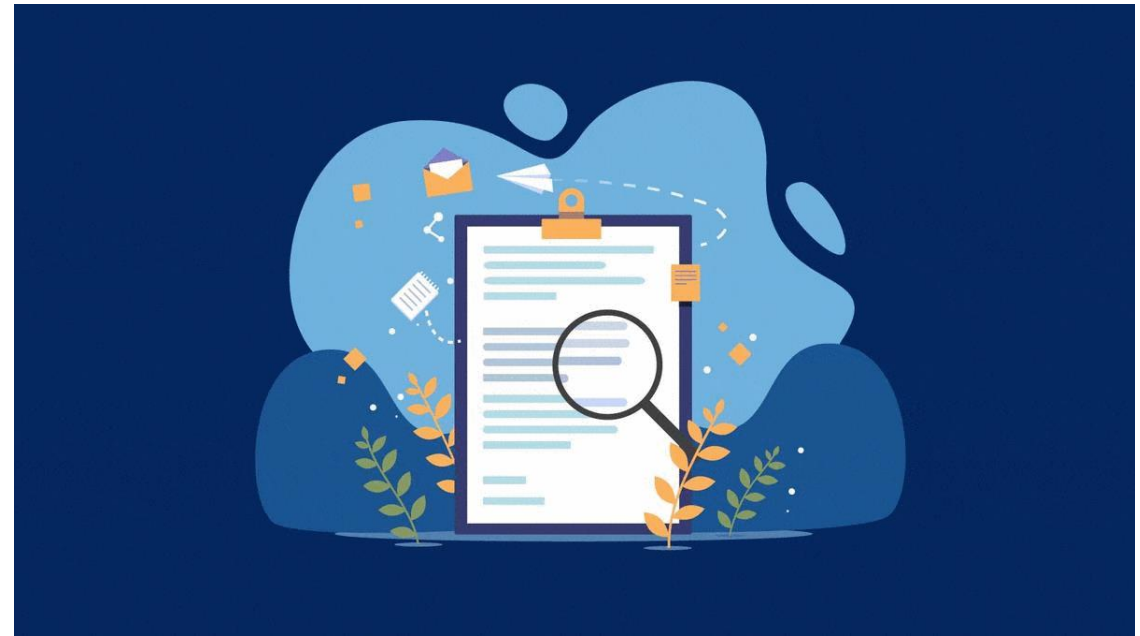
Example – PAR Bullet

- Researched funding sources and co-wrote proposals to the US Agency for International Development (USAID) and two private foundations.
- Generated \$2,000,000 in grants as part of proposal team to implement humanitarian assistance efforts in the Democratic Republic of the Congo (DRC).



30 second scan

- Turn the tables- pretend you're the employer and give your first reactions:
 - Easy to read or overwhelming?
 - Any major errors jump out right away?
 - First overall impression?



Gap strategies

- Add parenting as a job – seeing this on LinkedIn more (~143,000 results!). +/-
- Have “related experience” and “additional experience” sections
- Use years vs months and years
- Include any volunteering/trainings as experience
- Functional style



Taylor Lazard

Project Manager and Operations Specialist

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Portland, OR 97086

(009) 222-1432

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<https://www.linkedin.com/in/taylorjl/>

SKILLS

Project Management

- Reviewed multiple contracts a week, collecting and analyzing information and distributing it to leadership in a timely manner
- Assisted in the research, negotiation, and setup of a new email service provider, streamlining marketing efforts and decreasing costs by 20%
- Integrated Agile methodologies into cross-functional departments and environments

Relationship Management

- Acted as executive liaison between senior leaders, team executives, and the CEO and president, responding to requests via email and Slack and setting up meetings
- Interacted with hundreds of customers a day, answering questions, connecting them with the proper resources, and overall ensuring they had the best possible shopping experience
- Met regularly with vendors to reinstate contract terms and respond to requests from various team stakeholders

WORK EXPERIENCE

Corporation Central, Boulder, CO - Business Operations Project Manager

MAY 2018 - JUNE 2019

StartUP, Boulder, CO - Executive Assistant

JUNE 2015 - MARCH 2017

Fashionable Inc., Boulder, CO - Service Experience Specialist

AUGUST 2013 - MARCH 2015

EDUCATION

University of Colorado Boulder - Bachelor of Arts, Art History

SEPTEMBER 2009 - JUNE 2013

TECHNICAL SKILLS AND CERTIFICATIONS

Agile/Scrum/Sprints, PMP, Six Sigma, Asana, Teamwork, Microsoft Office (Mac/PC)

Craig Kunce

304 Fourth Avenue South, La Crosse, Wisconsin 54602, 608) 555-3480

OBJECTIVE

A challenging position in the graphic design field that utilizes my experience, education and creativity to help the company grow and succeed.

SUMMARY OF SKILLS AND QUALIFICATIONS

- Experience designing advertising and marketing materials for a variety of projects including logos, brochures, packaging, advertising, signage and websites
 - Excellent ability to communicate and work in a team setting - derived from current freelance projects
 - Thorough knowledge and understanding of prepress and the offset printing process
 - Experienced illustrator with strong watercolor, oil painting, and colored pencil skills
 - Able to work directly with clients to discuss ideas and solutions to their needs

SOFTWARE KNOWLEDGE

- Photoshop, Illustrator, InDesign, Dreamweaver, Flash, Acrobat, GoLive, Word, PowerPoint, and Excel
- Tech-savvy, comfortable, and up-to-date with current online design and media trends and interfaces

EDUCATION

Associate of Applied Science, Graphic Design
Western Technical College, La Crosse, Wisconsin

Graduated with highest honors. GPA 3.8.

- Hardware experience: Mac and PC computers, flat-bed color scanners, digital photography, B/W and color printers, large format printing, working on servers and networks, prepress and film imaging equipment (Xitron Xenith 4 PDF Workflow Solution), offset printing presses, bindery and finishing machinery, and electronic paper cutters.

WORK EXPERIENCE

Assistant Manager, Meat Department

Quillin's, La Crosse, Wisconsin. 2007-present

- Assisted Meat Department Manager with all daily responsibilities
- Inspected and signed for deliveries in manager's absence (5-10 times per week)
- Direct customer service (dealt with approx. 50 customers per day)
 - Trained and mentored all new employees (30 to date)

Graphic Designer and Publication Artist

The Zeal, La Crosse, Wisconsin. 2006-2007

- Designed and produced the monthly school newspaper (20 issues total)
 - Consistently met our monthly design and printing deadlines
- Redesigned the logo and format to update the look and follow industry trends

Retail Sales Associate

Eddie Bauer, Onalaska, Wisconsin. 2004-2005

- Dealt directly with customers, assisting with selections, purchases and returns
- Worked independently and performed opening and closing responsibilities
- Responsible for all money, returns, and sales transactions on the weekends
- 2008 Sales Associate of the Year. Increased my annual sales volume 15%
- Organized loss-prevention efforts throughout the store (saved \$2,000 annually)

ACHIEVEMENTS

- Vice President, Graphic Design Club, Western Technical College. 2008-2009
 - First Place Portfolio Review Poster, Western Technical College. 2009
 - Third Place Gutenberg Award, Poster Design. 2009

Jenna Bouffard

293 Mendon Street Uxbridge, Ma 01569

Phone: (508) 423-1888 • E-Mail: jbouffa1@lthaca.edu

Education

Ithaca College – Ithaca, NY

Expected Graduation: May 2013

Pursuing Bachelor of Science in Communication Management & Design
Integrated Marketing Communication minor, Corporate Communication concentration
GPA: 3.53/4.0

Work Experience

Media Support Specialist, Ithaca College Information Technology Services

August 2011 - Present

Ithaca, New York

- Assist faculty and staff with media projects, performing duties such as printing, shop maintenance, graphic design, slide and image scanning, VHS to DVD conversion, and photography

Sales Representative, University Directories

May 2011 - August 2011

Smithfield, Rhode Island

- Sold print, online, and mobile advertising accounts to local business in the Smithfield, RI area for the Bryant University student planner
- Attended the Sales Foundations Academy, a week-long sales training in Chapel Hill, NC, to learn a variety of sales techniques and approaches
- Sold over \$18,000 for Bryant University and Brown University student planners (national average \$12,000-\$15,000), ranking 7th of 31 in the Northeast Region
- Visited 30 to 40 local businesses daily, and gave an average of 8-10 presentations
- Developed skills on managing a territory, prospecting, building rapport, and closing the sale
- Enhanced interpersonal communication, time-management skills, and confidence
- Worked with renewal accounts to handle concerns and find ways of improving advertisements when necessary

Sales Associate, New York & Company

May 2010 - May 2011

Attleboro, Massachusetts

- Strived to give excellent service to ensure repeat business with customers
- Experience with handling stressful situations

Waitress, The Chowder Bowl

August 2005 - October 2009

Bellingham, Massachusetts

- Communicated clearly with customers in a professional, friendly, and efficient manner
- Clearly transcribed customer orders and collected and facilitated payments from customers

Computer Skills

Proficient in Microsoft Office (Word, Excel and PowerPoint)

Curriculum included courses in Photoshop, Dreamweaver, iMovie, Flash, Xhtml, and InDesign

Awards & Activities

Flora Brown Scholarship, Ithaca College

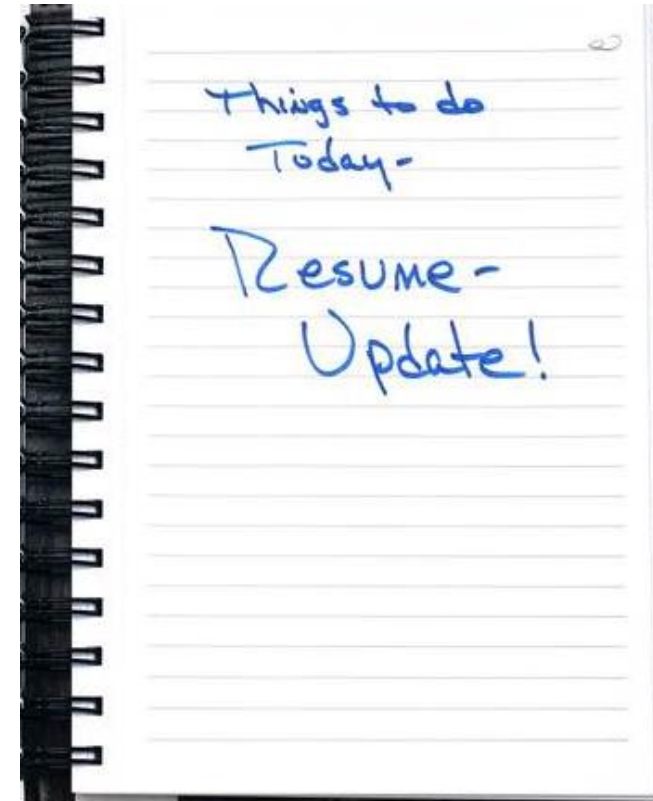
Winner of the Systems Thinking and Design Competition, Spring 2010

Marketing Director, Ithaca College's 360 Magazine, Spring 2011

Calm amongst the chaos

Get and **STAY** organized!

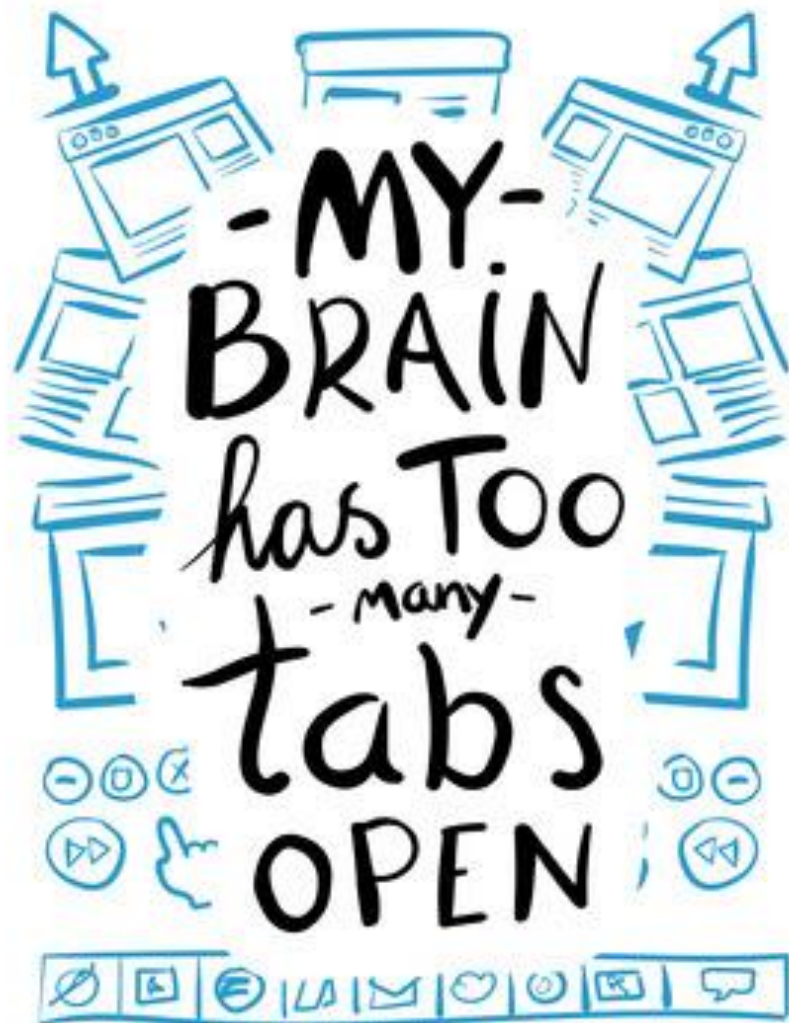
- For any of this to work, you have to know what you want, and that should be clear to employers.
- This will feel like a time suck in the beginning, but it gets easier.
- Carve out time, set goals, and reward yourself!
- Remember quality vs quantity, and ask for help when you need it.



Next Steps

- Use the tips from today to update your resume
- Next session: answers to questions that arise + additional notes, all things cover letters
 - Need 2 volunteers to send me a sample job posting!

Next class: Wednesday February 8th at 12:30pm



Questions + Resources



[Resume examples](#)

[More Functional Resume examples/tips](#)