

Résumé Part I



Reasonable Accommodations Available Upon Request

Arapahoe/Douglas Works! Workforce Center
6964 S. Lima Street • Centennial, CO 80112
www.adworks.org

Arapahoe/Douglas
WORKS!
Workforce Center
A proud partner of the [americanjobcenter](http://americanjobcenter.org) network

Thank you for choosing to
attend our
Resume
workshop brought to you by
the Arapahoe/Douglas
Works! Facilitation team.

We facilitate all our workshops as if they are in a live classroom setting. Please be respectful and mindful of your camera if your video is on.

Objectives

Learn how to develop and write ...

Core Resume

Targeted Resumes

Cover Letters

What is the purpose of a resume?



To get an **INTERVIEW!**



Resume not Autobiography

Core Resume

Contains all of your:

- Experience
- Achievements
- Volunteer work
- Knowledge
- Skills
- Abilities
- Education/ Training
- Memberships
- Military Service
- Security Clearance
- Publications
- Awards
- Relevant interests
- Salaries
- Supervisor names
- Phone numbers
- Company Addresses
- Reasons for leaving

Targeted Resume

Builds value by:

Focusing on the
employer's perspective

Getting past the
Applicant Tracking System

Showcasing results and achievements

AND

Targets the specific job

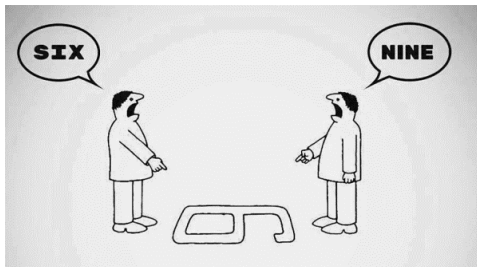
The Employer's Perspective

Finding the Employer's Perspective

Visit the company's website

What does the company say about itself:

Check the “about us “section
Mission and Vision Statement
Leadership principles
Information on primary work
Culture
Benefits



The Employer's Perspective

Additional research on what the company has to say about itself:



Social Media

Articles/Blogs

Company Reviews

Competition or Collaborations

Networking: know or connect with
someone on the inside

Applicant Tracking Systems

Utilize the following tips to get past the Applicant Tracking Systems



- Step 1:** Print/save/email the job vacancy
- Step 2:** Highlight keywords and relevant information
- Step 3:** Pay attention to the way the qualifications and job responsibilities are ordered
- Step 4:** Study the language and terminology
- Step 5:** Compare it to your research on the company and similar positions

Showcase Your Knowledge

Target the job and get past the Applicant Tracking System (ATS) by showcasing your industry knowledge

Job specific words

Job postings

Industry specific knowledge & words

www.onetonline.org

Hard Skills vs Soft Skills

Technical
Microsoft Office
Marketing
Management
Languages
Certifications

Teamwork
Organization
Creativity
Interpersonal skills
Problem-solving
Leadership

Tips For ATS

Utilize networking opportunities

Don't apply for too many
jobs at one company

Use acronyms AND spell out words

Applicant Tracking System (ATS)

Avoid fancy formatting

Columns, graphics, headers/footers

Use common fonts

Arial, Calibri, and Times New Roman

Tips For ATS – Continued

Stick to standard section headings

Work Experience, Education

Attach files as Word documents
versus PDFs

Always have dates of employment

Follow up with the employer

Meet the minimum qualifications

Highlight the preferred qualifications

What do I say in my resume?

What **you did**

How **awesome** you did it

What did you increase/decrease?

Use numbers, dollars,
and/or percentages

What the **result** was because you
were so awesome at it!

Accomplishments and Results

- Maintained a 97% satisfaction rating over a 24-month period as a customer representative.
- Reduced time spent on inventory by 20% through process improvements and the reorganization of physical storage of supplies.
- Directed 5 complex public events with more than 3,000 attendees, generating over \$6 million in revenue.
- Facilitated the opening of 250 new customer bank accounts, a 20% increase YOY.



**“We’re a big company with big ideas,
and by gosh, I really like your big résumé!”**

Types of Resumes

Chronological

Combination

Resume Content

Identification

Job Title

Summary of Qualifications/Professional Summary

Why you the perfect person for the job

Discuss years of experience, minimum & preferred qualifications, & education

Include or list most important Soft and Hard skills

Work History

Job Title, Company City, ST 00/0000 to 00/0000

- List job duties you performed
- How well you performed them
- And results

Education/Training

Program Studied, School Name, City, State Graduation Date Optional

Can include completed credits or expected completion date

Identification

Real Name

(not nickname)

Physical Address

(optional)

Telephone Number

Professional e-mail for job search only

(Not SuperStud1967@ Or SleepingBeauty@

email@AOL.com or email@juno.com)

LinkedIn Profile/Personal Website

Job Title

What job are you applying for?

Make it simple for Human Resources

Use the company's job title

Do **NOT** use an **Objective Statement**

Professional Summary/ Qualifications

Your Billboard

Your opportunity to... Tell how great you are!

Use “their” words

Focus on the position you are applying for

Use paragraphs... or bullets

Work History

Job title

City, ST

00/0000 to 00/0000

Company name

- Uses action verbs and concise descriptions
- Proper and consistent tenses
- Targets the job you are applying for by removing irrelevant information
- Highlight Successes: Use data (# \$ %)

Education/Training/Memberships

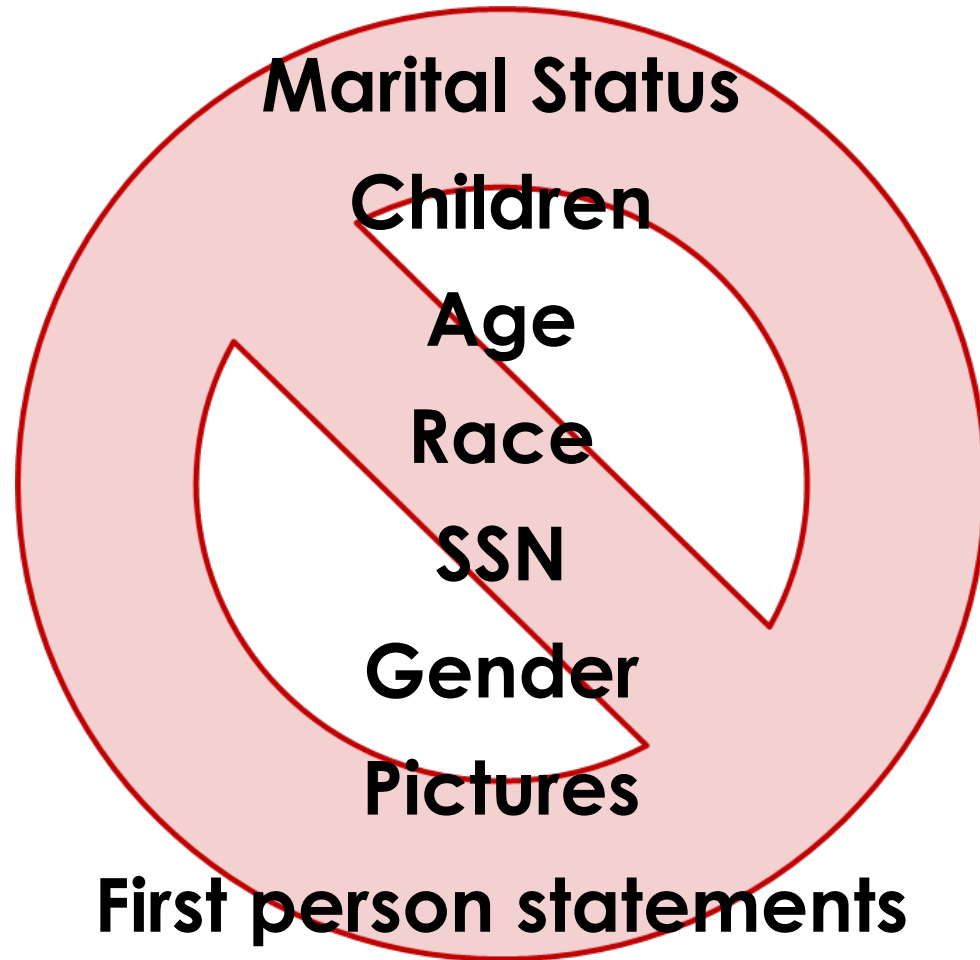
Bachelor of Arts Social Work

University of Awesomeness

Aurora, CO

- Make it **relevant** and **targeted**
- Include skill specific training/certifications
- Relevant memberships
 - Chamber of Commerce
 - National Association of...

Things NOT to Include



Clark Kent

(555) 555-5555

mrkent@email.com

www.linkedin.com/in/mrclarkkent

REGIONAL SALES MANAGER

PROFESSIONAL SUMMARY AND STRENGTHS

Top-ranked sales manager with over 10 years of experience. Recognized for contributions to record-setting sales figures, territory expansion and new account development. Lead sales teams to achieve revenue gains valued over \$1.5 million. Experienced and “fearless” cold-caller, expert presenter, negotiator and closer.

- Retail Store Operations
- P&L Management
- Budgeting & Cost Controls
- Shrink Reduction / Loss Control
- Customer Service Excellence
- Team-building / Training
- Inventory Management
- Merchandising Solutions

PROFESSIONAL EXPERIENCE

General Manager

Gracey's Department Store

Denver, CO

03/2014 – Present

- Direct daily operations of high-volume discount retailer with over 100 employees.
- Propelled store to #1 in sales and customer satisfaction district-wide while simultaneously lowering inventory loss and staff turnover to all-time lows.
- Increased sales 8-12% for three consecutive years.
- Launched loss prevention program that reduced inventory loss by 20%.
- Deployed customer service training, improving customer satisfaction by 32%.

Volunteer

Lovable Friends Pet Shelter

Denver, CO

11/2013 – 03/2014

- Greeted over 30 visitors a day while providing excellent customer service.
- Fed, bathed, and played with over 40 rescued animals daily.

Merchandise Manager

Boss Dress for More

Parker, CO

09/2010 – 11/2013

- Exceeded quarterly sales goals of \$1.5 million by 5-10% every quarter.
- Won regional award for sales promotion event.
- Contributed to sales increase through effective merchandising efforts.
- Mentored 5 associates who were promoted into leadership positions.

General Manager

Roots Grocery

Colorado Springs, CO

01/2006 – 09/2010

- Promoted from Assistant to General Manager less than one year after joining company.
- Won store of the month 5 times in four years by training staff to provide exceptional customer service.
- Redesigned inventory tracking and purchasing procedures to improve cost effectiveness.

EDUCATION & CERTIFICATIONS

BS in Business Management | University of Colorado

Denver, Colorado



Microsoft Word
Document

Clark Kent

(555) 555-5555 | mrkent@email.com
www.linkedin.com/in/mrclarkkent

TELECOMMUNICATIONS SALES MANAGER

PROFESSIONAL SUMMARY AND STRENGTHS

Top-ranked sales manager recognized for contributions to record-setting sales figures, territory expansion and new account development. Lead sales teams to achieve revenue gains valued over \$1.5 million. Offers an in-depth understanding of the sales cycle process and remains focused on customer satisfaction throughout all stages. Experienced and “fearless” cold-caller, expert presenter, negotiator and closer.

- BS in Business Management
- Over 7 years in Sales Management
- Meet and Exceed Sales Quotas
- Building and Developing Sales Teams
- Resolving Escalated Customer Issues
- Exceptional Account Management

PROFESSIONAL SKILLS

Management

- Directed daily operations of high-volume discount retailer with over 100 employees.
- Promoted from assistant to General Manager less than one year after joining Roots Grocery.
- Mentored 5 associates who were promoted into leadership positions.
- Developed employee training program to reduce onboarding time by 50%.
- Prepared budgets and approved budget expenditures.

Sales/Operations

- Propelled store to #1 in sales and customer satisfaction district-wide while simultaneously lowering inventory loss and staff turnover to all-time lows.
- Increased sales revenue 8-12% for three consecutive years.
- Exceeded quarterly sales goals of \$1.5 million by 5-10% every quarter.
- Contributed to sales increase through effective merchandising efforts.
- Won Pikes Peak regional award for sales promotion event.
- Launched loss prevention program to reduce inventory loss, saving the company over \$30k annually.

Marketing

- Deployed customer service training, improving customer satisfaction by 32%.
- Increased profit and traffic by improving merchandise and marketing operations.
- Coordinated with three departments to develop and implement comprehensive marketing plan.
- Redesigned inventory tracking and purchasing procedures to improve cost effectiveness by 10%.

WORK HISTORY

General Manager, Gracey's Department Store Denver, CO 05/2014 – Present

Volunteer, Lovable Friends Pet Shelter Denver, CO 11/2013 – 05/2014

Merchandise Manager, Boss Dress for More Aurora, CO 09/2010 – 11/2013

General Manager, Roots Grocery Colorado Springs, CO 01/2006 – 09/2009

EDUCATION & CERTIFICATIONS

BS in Business Management University of Colorado Denver, CO



Microsoft Word
Document

Fine Points of Resumes

- ✓ Careful with the fonts (*would you want to read this all day?!*)
- ✓ Left/Center justification (for the most part)
- ✓ Include a heading on page 2: (Jane Doe, Page 2)
- ✓ Let the space help (too much space may mean not enough detail! Too little space means too hard to read)
- ✓ No templates – No text boxes
- ✓ Don't wrinkle, staple or fold (why would you purposefully wrinkle your resume anyway?)
- ✓ Proofread, proofread, proofread (that's why we're here)

Cover Letter

1st Paragraph

Tells what job you are applying for, where you found the job posting, and why you're interested

2nd Paragraph

Indicates why you should be considered for an interview and highlights why you are the perfect candidate

Closing

Thank the employer, let them know you have attached your resume, gives them your contact information

Fine Points of Cover Letters

Your Cover Letter is your Resume's Partner:

Use the Same:

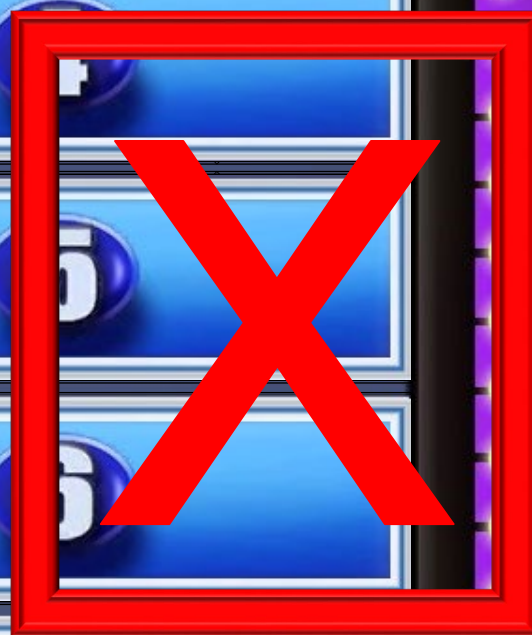
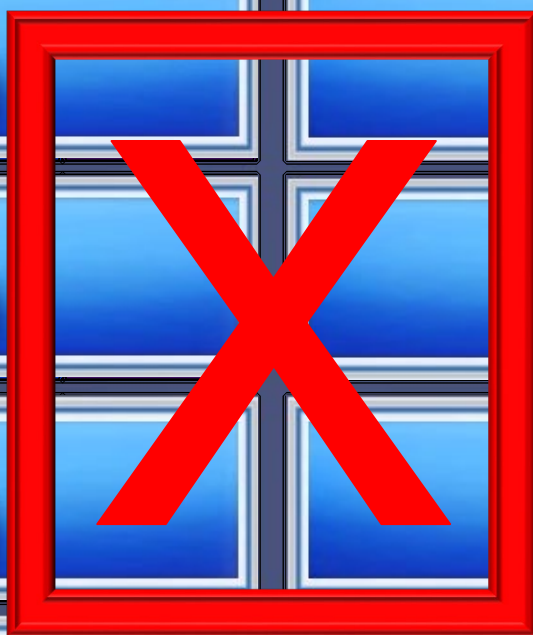
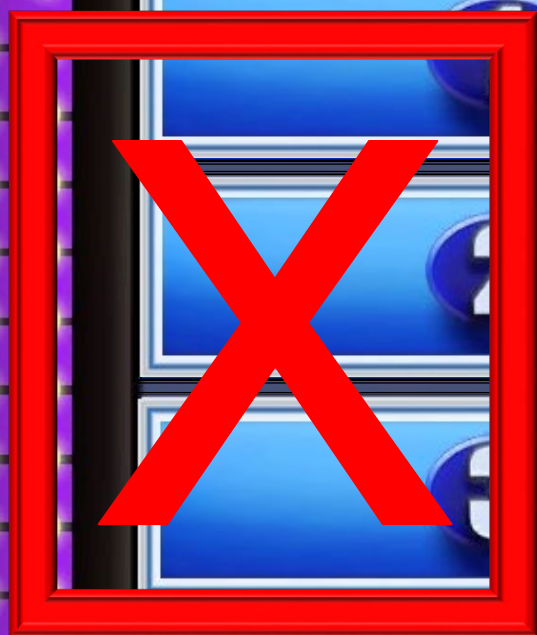
- ✓ Heading
- ✓ Paper
- ✓ Margins
- ✓ Font

Sign it!

Proofread it, have others proofread it, and
proofread it again



FAMILY
FEUD



TRIPLE

Objective Review

Today, you learned how to develop and write...

- ✓ Core Resume
- ✓ Targeted Resumes
- ✓ Cover Letters

Next Steps

Set a **goal**

Develop a **plan**

- Be specific – time, small goals that build to big goals, tasks to be completed
- Identify what might get in your way to successful completion
- Consider how will you respond if you encounter a pothole in accomplishing your plan.

Set reminders to help you get started and stay on track

Review & revise

- Bring completed tasks back for others to review
- Revise your plan by setting new goals



Thank you for attending our workshop today.

We'd appreciate your feedback. Please click on the link below to access our workshop evaluation.

We especially enjoy your personal comments.

Workshop Evaluation, link

<https://fs8.formsite.com/adworks/Evaluations/index.html>

PowerPoint and Handout, link

<https://www.adworks.org/index.php/job-seekers/online-powerpoint-workshops/>

To reach a Career Services Advisor, link

<https://www.adworks.org/job-seekers/>