


# WELCOME

## Job 2 Career!

- Resume
- Master Application
- ONLINE SEARCH
- Interviewing
- GETTING PROMOTTED





Thank you for viewing the online curriculum brought to you by Arapahoe/Douglas Works!

- If you have questions and/or would like to follow-up with a Career Services Advisor please fill out a brief form for a virtual consultation.
  - <https://fs8.formsite.com/adworks/form52/index.html>

# Resume



- Format
  - Target it!
  - Summary
  - Qualifications
  - Work Results
  - Education
-

# Formatting

**Clark Kent**

555-555-5555 | email.com

## **Qualifications/Professional Summary/Skills**

- Why are you the perfect person for the job?
- List Soft and Hard skills

## **Work History**

**Job Title**, Company                      City, ST                      00/0000 – 00/0000

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

## **Education/Training**

**Program Studied**                      School Name                      City, State

(Include completed credits or expected completion)

## Clark Kent

(555) 555-5555

[mrkent@email.com](mailto:mrkent@email.com)

[www.linkedin.com/in/mrclarkkent](http://www.linkedin.com/in/mrclarkkent)

### REGIONAL SALES MANAGER

#### PROFESSIONAL SUMMARY AND STRENGTHS

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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

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##### General Manager

Denver, CO

Gracey’s Department Store

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

Denver, CO

Lovable Friends Pet Shelter

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

Parker, CO

Boss Dress for More

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

Colorado Springs, CO

Roots Grocery

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

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BS in Business Management | University of Colorado

Denver, CO

Chronological

## Clark Kent

(555) 555-5555 | [mrkent@email.com](mailto:mrkent@email.com)  
[www.linkedin.com/in/mrclarkkent](http://www.linkedin.com/in/mrclarkkent)

### PROFESSIONAL SUMMARY

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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

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#### 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.

### WORK HISTORY

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Volunteer, Lovable Friends Pet Shelter	Denver, CO	06/2016 – Present
General Manager, Gracey's Department Store	Denver, CO	08/2013 – 06/2016
Merchandise Manager, Boss Dress for More	Aurora, CO	11/2011 – 08/2012
General Manager, Roots Grocery	Colorado Springs, CO	01/2006 – 11/2011

### EDUCATION

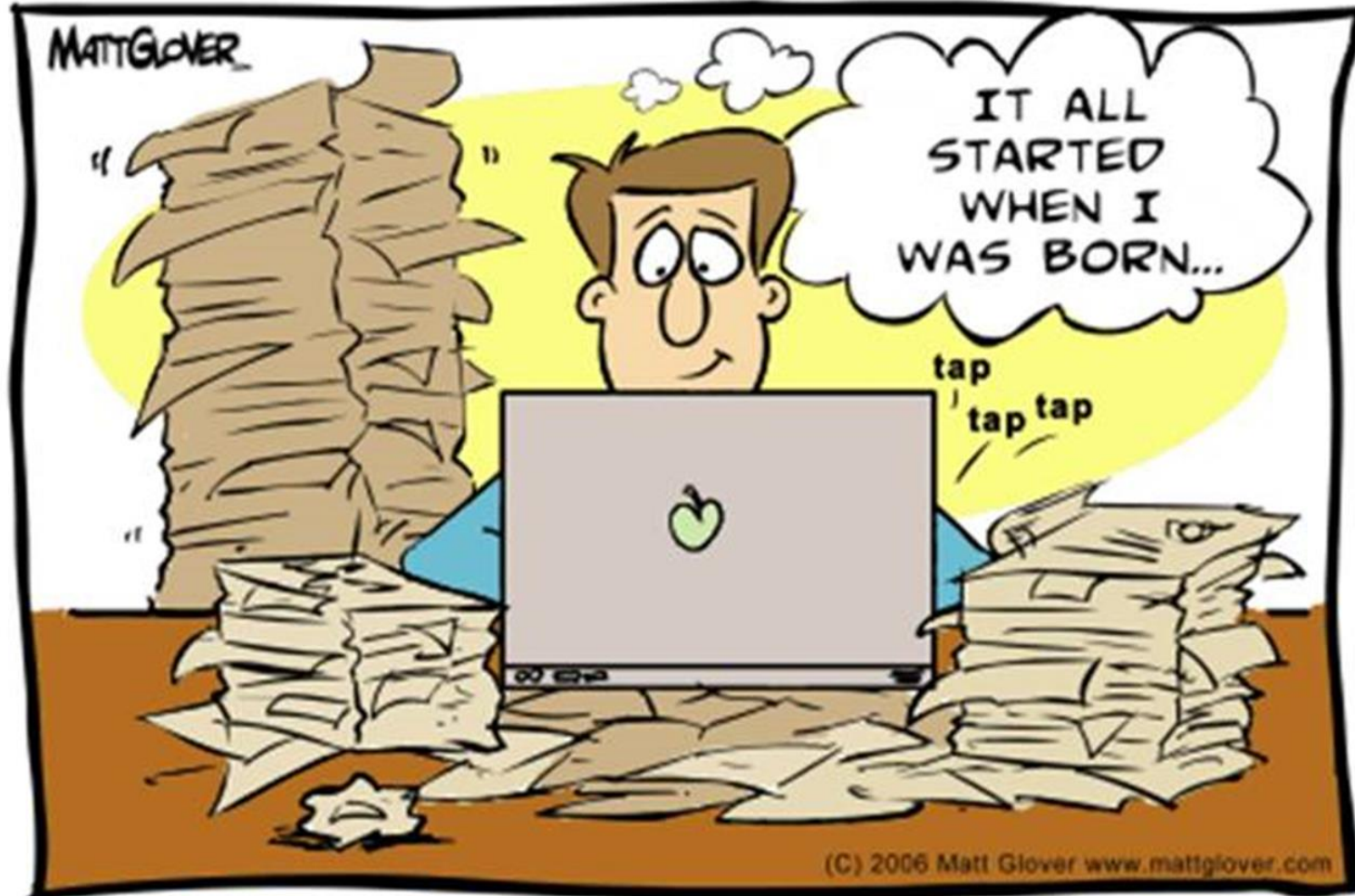
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BS in Business Management | University of Colorado

Denver, CO

Combination





Resume not Autobiography

# Let's Start from the Top

- Real Name (not a nickname)
- No Physical Address
- Telephone Number
- Professional e-mail—not [SuperStud1967@aol.com](mailto:SuperStud1967@aol.com)
- LinkedIn Address



# Professional Summary (optional)

- Your opportunity to... Tell how great you are!
- Use “their” words from the mission and vision
- Focus on the position you are applying for
- Use a paragraph format

# Job Posting Top Qualifications

- **TARGET THE RESUME!!!** Highlight the minimums and paste them in!
- In your work experience section focus on your great **RESULTS** using
  - Awards and accomplishments
  - #'s and %'s related to time, money, and quantity/quality

# Work Experience Bullets

1. **WHAT YOU DID**

2. How **AWESOME** you did it

3. What the **RESULT** was because you were so awesome at it

# Education and Training

- **Bachelor of Arts Social Work**

University of Awesomeness  
Aurora, CO

- Make it **relevant** and **targeted**
- Include skill specific training from employers

# The Ticky-Tacky of Resumes

- ✓ Careful with the fonts (*would you want to read this all day?!*)
- ✓ Left justification (for the most part)
- ✓ Let the white-space help (too much white space means not enough detail!)
- ✓ No online templates or inserted tables
- ✓ Don't wrinkle, staple or fold (why would you purposefully wrinkle your resume anyway?)
- ✓ Proofread, proofread, proofread (that's why we're here)



# Master Application

- ✓ Filling it out
- ✓ TARGET IT!
- ✓ Network
- ✓ References vs. Verification

# Personal Data

PERSONAL DATA			
LAST NAME: SMITH	FIRST NAME: JOHNATHAN	MIDDLE INITIAL: J	
ADDRESS (NUMBER AND STREET): 123 ELM LANE	CITY: DENVER	STATE: CO	ZIP: 80202
Mailing ADDRESS (if different from above): SAME AS ABOVE	CITY: N/A	STATE: N/A	ZIP: N/A
PHONE NUMBER (HOME): 303-123-4444	PHONE NUMBER (MESSAGE): 303-123-4567		
E-MAIL: JOHN.SMITH@gmail.com	ARE YOU CURRENTLY EMPLOYED?		YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>
POSITION DESIRED: NURSE	SALARY EXPECTED: NEGOTIABLE	DATE AVAILABLE: WITH ONE WEEK NOTICE	
ARE YOU EITHER A U.S. CITIZEN OR LEGAL U.S. RESIDENT AUTHORIZED TO WORK IN THE UNITED STATES?			

- Professional email
- Wage
- If employed, give two weeks notice



# Work Experience

WORK HISTORY		
PLEASE LIST YOUR EMPLOYMENT STARTING WITH YOUR MOST RECENT JOB		
COMPANY NAME:	GOODWILL	JOB TITLE: CASHIER
ADDRESS:	345 COLORADO AVENUE DENVER, CO 80920	DATES OF EMPLOYMENT: JAN 2012 - PRESENT
PHONE NUMBER:	720-123-4567	SUPervisor'S NAME: JACK DOE
		SALARY: 8.25
DUTIES:	MONEY HANDLING RESPONSIBILITIES, UPSell TO CUSTOMERS, MAINTAIN TIDY WORK AREA, ASSIST WITH CUSTOMER INQUIRIES	
REASON FOR LEAVING:	CURRENTLY EMPLOYED	

- Copy and paste your skills and results!

**Example:** Calmly **troubleshoot and resolved customer issues**, which led to being **promoted** to becoming a trainer

# Work Experience: Reason for Leaving

DO Say	DON'T SAY
Resigned	Quit
Job ended	Fired
Job ended	Boss didn't like me
Relocated	Moved away
Financial Reasons	Not enough money
Career change	Didn't like the work
Office / job site location	Transportation issues
Personal considerations (no longer an issue)	Raise family or care for elderly/sick
Growth opportunity	Not challenged or bored
Resigned	Got hurt, illness or health
Personal considerations (no longer an issue)	Child care problems
Personal considerations (no longer an issue)	Prison

# Verification vs. References

WORK HISTORY			
PLEASE LIST YOUR EMPLOYMENT STARTING WITH YOUR MOST RECENT JOB			
COMPANY NAME: GOODWILL		JOB TITLE: CASHIER	
ADDRESS: 345 COLORADO AVENUE DENVER, CO 80920		DATES OF EMPLOYMENT: JAN 2012 - PRESENT	
PHONE NUMBER: 720-123-4567	SUPERVISOR'S NAME: JACK DOE	SALARY: 8.23	
DUTIES: MONEY HANDLING RESPONSIBILITIES, UPSELL TO CUSTOMERS, MAINTAIN TIDY WORK AREA, ASSIST WITH CUSTOMER INQUIRIES			
REASON FOR LEAVING: CURRENTLY EMPLOYED			

## REFERENCES

Name	Title	Company	Phone

# Verification vs. References

- Verification: Just HR's corporate number
- References: are should be people that will speak well of working with you in the past
  - ❖ Get their full address and personal number
  - ❖ Previous supervisors are best
  - ❖ References should know they might be called
  - ❖ Tell them the skills you want them to highlight

# Education

EDUCATION				
	NAME AND LOCATION OF SCHOOL	# OF YEARS ATTENDED	DID YOU GRADUATE?	SUBJECTS STUDIED
HIGH SCHOOL	DENVER TESTING CENTER	N/A	N/A	GED
COLLEGE	Community College of Denver	1	IN Process	Business
TRADE, BUSINESS, OR CORRESPONDENCE SCHOOL				
OTHER				
OTHER				

- Worried about age? Don't list graduation dates
- List your high school diploma or GED
- Don't "Over Qualify" yourself in this section

# Military and Health

MILITARY			
BRANCH:		DATE ENTERED:	DATE DISCHARGED:
N/A		N/A	N/A
RANK:	PRESENT MEMBER NATIONAL GUARD OR RESERVES		YES ____ NO ____
N/A	N/A		
DUTIES:			
N/A			

- Answer all military questions accurately and “N/A” where it’s “Not Applicable”
- Don’t apply for jobs where health will be an issue

# Legal Background

OTHER		
HAVE YOU EVER BEEN CONVICTED OF A FELONY?	YES <u>X</u>	NO <u>    </u>
IF YES, PLEASE EXPLAIN: <u>WILL EXPLAIN IN INTERVIEW</u>		
IS THERE ANY OTHER INFORMATION YOU WOULD LIKE US TO CONSIDER? (i.e., SPECIAL COURSES, TRAINING, SEMINARS COMPLETED, SOFTWARE, MACHINES OR TOOLS YOU CAN OPERATE).		
<u>EMPLOYMENT FIRST JOB SKILLS PROGRAM, PROFICIENT WITH MICROSOFT OFFICE SUITE INCLUDING: EXCEL, POWERPOINT, ACCESS, PUBLISHER. PROFICIENT WITH 10 KEY ENTRY</u>		

- Be honest with your answers
  - ❖ Tell them you want to explain the situation in an interview
  - ❖ Tell them if it was non-sexual, violent, and/or theft
  - ❖ If over 3 years ago give them the year it happened
- In the more information section use this to show off your professional progress in the right direction



# THE SEARCH ONLINE





indeed<sup>®</sup>

**BREAKOUT!**

# Interviewing



- Be **YOURSELF**
- Prepare
- Set up appointment
- Phone/Video
- 30 Sec Summary
- STAR
- Tough questions
- Questions to ask

# Be **YOURSELF!**

The most important thing in interviewing is being yourself! Interviewers can detect very quickly if some is trying to be someone they're not.

Also you shouldn't just fly be the seat of your pants. You must present yourself with a **GREAT BRAND!** Being well prepared, prepares you for great results!



Prepare BEFORE the Interview!

## **HOW DO YOU PREPARE?**

- **Research the People's Names**
- **Social Media**
- **Company Website**
- **NETWORK! LinkedIn and Twitter**
- **Company Highlights**



What to ask to set up the appointment

- **Who the interviewers will be**
- **How to dress**
- **Where are when**
- **What to bring**
- **Parking tricks**

# Phone Interview

- 10 – 15 minutes long
- Weeding out people
- Screening for hard skills
- Find a quiet place (no babies crying, dogs barking, TOILETS FLUSHING, etc.)
- No interviews on the couch!
- Smile while talking
- Dress the part



# Video Interview

- 10 – 13 minutes long
- Focus on the camera, not the screen
- Choose a good background
- Pre-check the audio and visual
- Have good lighting
- Sit far enough away
- It's an interview, so dress the part!

# The 30 Second Summary

## **Tell me about yourself**

- Keep it short and sweet!
- All they want to know is the following:
  - ✓ Your passion
  - ✓ Years of experience
  - ✓ Relevant credentials
  - ✓ A career accomplishment



Show them you are a S.T.A.R.

**S**ituation

**T**ask

**A**ction

**R**esult

# The Tough Ones

**Why were you terminated?**

**Do you have a criminal record?**

**Why all the short term jobs?**



# Question to Ask

- **Mention your research and ask a question based on that.**
- **Also guide their answer to something that will add value to you → Example: What attributes create a successful person in this role?**
- **What are the next steps?**
- **Can I grab your business card?**

# Get Promoted!



- Soft Skills are Vital
- Responding vs. Reacting
- Changing Easily

# Soft Skills Are a Must

- Show up 5 minutes early, don't overdue breaks, and don't leave early
- Completing everything fully
- Meet timelines
- Do the job the bosses way (at first)
- Learn new things
- If able, try to take on more responsibility
- Be friendly to everyone
- Participate in company training



# Change Easily

- ◉ Keep a positive attitude right off the bat
- ◉ Understand the change
- ◉ Embrace Innovations with an open mind
- ◉ Give your concerns
- ◉ Make improvements
- ◉ Write down snags
- ◉ Don't Knock it 'til you try it
- ◉ Get others on board



**WE ARE DONE!!!**