



# Administrative Professionals Network

Improve your Resume and Cover Letter

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# Resume Writing

# Purpose and Impact

- A resume is a personal account of your:
  - Education and training
  - Experience
  - Skills and abilities
- Your resume is a personal marketing tool.
  - Designed to create a favorable first impression.
  - May get you an interview, but won't necessarily get you the job.
- Your resume should highlight your knowledge, skills and abilities as it pertains to the specific position.
- Hiring Managers and HR Professionals may review hundreds of resumes for a position - make yours stand out.

# Characteristics of a Successful Resume

- Find and use specific, dynamic verbs (resume action words).
- Visually powerful and free of gimmicks - extra white space makes it easy to read.
- Limit resume to one to two pages.
- Use no less than size 10 font.
- Use a readable and clear font, Times or Arial - avoid *flashy fonts*.
- Spelling has been checked.
- Language is grammatically correct - or you might end up saying:
  - "Received a plague for salesperson of the year."

# Where to Begin?

- Assess the position.
- Review the job description.
  - Do you meet the minimum qualifications? (Education and Experience).
- What are the “Essential Functions?”
  - Review the knowledge, skills and abilities required for the position.
  - Make a list of your strongest skills, abilities and knowledge that make you a good candidate for the job.
  - For each skill, think of a specific example or accomplishment from your past work experience to illustrate that skill.
  - Describe each accomplishment in an action statement that focuses on the results.

# Where to Begin?

- Make a list of the primary jobs you've held in chronological order.
- Make a short list of the most important actions, responsibilities and achievements from each position:
  - Managed a staff of twenty.
  - Developed a new reporting system.
  - Achieved sales revenue goal of \$50,000 per quarter.
- Make a list of related training and education.
- Choose your resume format:
  - Chronological.
  - Functional.
  - Combination.



# Chronological

## Chronological Resume Format:

- List your work history with the most recent position first.
- Employers prefer this type because it is easy to see what jobs you have held and the dates of employment.

## Sample Outline

### Current or Most Recent Job

- Accomplishment 1
- Accomplishment 2
- Accomplishment 3

### Previous Job

- Accomplishment 1
- Accomplishment 2

### Previous Job

- Accomplishment 1
- Accomplishment 2

# Functional

## Functional Resume Format:

- Focuses on your skills and experience, rather than chronological work history.
- Most often used by those changing careers, or with gaps in work history.

### Skill A

- Accomplishment 1
- Accomplishment 2

### Skill B

- Accomplishment 1
- Accomplishment 2

### Skill C

- Accomplishment 1
- Accomplishment 2

**Sample Outline**



# Combination

## Combination Resume Format:

- Lists your skills and experience first.
- Employment history is listed next.
- This type of resume allows you to highlight the experience relevant to the position and provide employment history.

## Sample Outline

### Current or Most Recent Job

#### Skill A

- Accomplishment 1
- Accomplishment 2

#### Skill B

- Accomplishment 1
- Accomplishment 2

#### Skill C

- Accomplishment 1
- Accomplishment 2

# Profile vs. Objective

**Resume Profile:** a brief summary of the applicant's skills, experiences and how they directly relate to the specific job opening.

- A profile is useful if you have held the position and have specific experience.
  - Example Profile: "English teacher with ten years of experience in independent school systems. Success in developing creative teaching strategies to achieve passing grade levels on statewide exams."

**Resume Objective:** states the type of position the applicant is seeking.

- An objective can be an effective way to convince employers that you know what you want in a job, and are useful if you have not held that position previously.
  - Example Objective: "Experienced English teacher seeking position at independent school."

# Resume “Pet Peeves”

- Spelling errors, typos and poor grammar.
- Too duty-oriented.
- Inaccurate or missing contact information.
- Inaccurate dates or none at all.
- Formatting.
- Long resumes.
- Long paragraphs.
- Unqualified candidates.
- Personal information unrelated to the job.



# Cover Letter

- Customize your cover letter for each position - double-check you are sending the correct letter.
- Should be addressed to a specific person using name and title.
  - Do not use first name in salutation.
  - Use "Dear Recruiter" if no name is available.
- Use same paper, font and format as resume.
- Keep letter to one page in length.



# Cover Letter (Basic Outline)

- Paragraph 1:
  - What you want.
  - How you know about the organization.
  - Mention enclosure of your resume.
- Paragraph 2:
  - Concise overview of work history/skills that will help you perform the job.
- Paragraph 3:
  - State confidence in your ability.
  - Give information on how you can be contacted.
- Paragraph 4:
  - Express appreciation.
  - Closing, signature, and typed name.



# Electronic and Email Submission

- Use a professional email address (not [tweetybird@whatever.com](mailto:tweetybird@whatever.com)).
- Create a FREE account with Gmail or Yahoo using your first and last name.
- Be specific in the subject line.
- Follow employer directions on electronic submission carefully.
- Do a “trial send” to yourself to see how your resume looks after sending.
- Add in a link to your LinkedIn page.



# Interviewing

# Interview

- Your resume got you the interview, now the interview will get you the job.
- Dress for success:
  - You don't get a second chance at a first impression.
  - Professional/business attire.
  - "Dress for the job you want."
- Things not to do:
  - Walk in listening to music/talking on your phone.
- The Handshake:
  - Firm and strong without breaking the interviewer's hand.





# Interview

- How to prepare:
  - Be on time.
  - Research the company and job.
  - Keep social media clean.
  - Practice answering questions.
- Prepare for the “Tell me about yourself” question.
  - Make it unique and interesting and something that tells the employer something real about you.
- Prepare for the “What’s your weakness?” question.
  - Don’t use the typical “I’m a perfectionist.”
  - The question is about admitting your weaknesses, being self-aware, and showing what progress you have made.



# Interview

## During the interview:

- Greet everyone warmly during your visit.
- Maintain adequate eye contact.
- Smile.
- Remember body language, avoid bad habits.
- Answer the question in a way that reveals something about you.

## Be:

- Positive/upbeat.
- Concise.
- Calm and confident.
- Humble, try not to gloat.
- Candid, authentic and yourself.

# Interview

## Asking questions at the end:

- Your opportunity to both learn more about the job/company and reveal more about yourself.
- They are your final chance to impress the interviewer.
- Examples:
  - Weak: Are there opportunities for community service?
  - Strong: I used to work with Habitat for Humanity and was so grateful for the opportunity to give back. For a full time employee, are there company-wide community service events that I could take part in?
  - Weak: What's [Company X]'s fastest growing division?
  - Strong: According to your quarterly report, your revenues grew by 17%. Is that because of a particular division within the company?

# Interview

## After the Interview:

- Email a personalized thank you note within 24 hours of the interview.
- Send a written note within 24 hours of the interview.
- Shows gratitude and combats recency bias if you interviewed early.



# Networking

# Networking

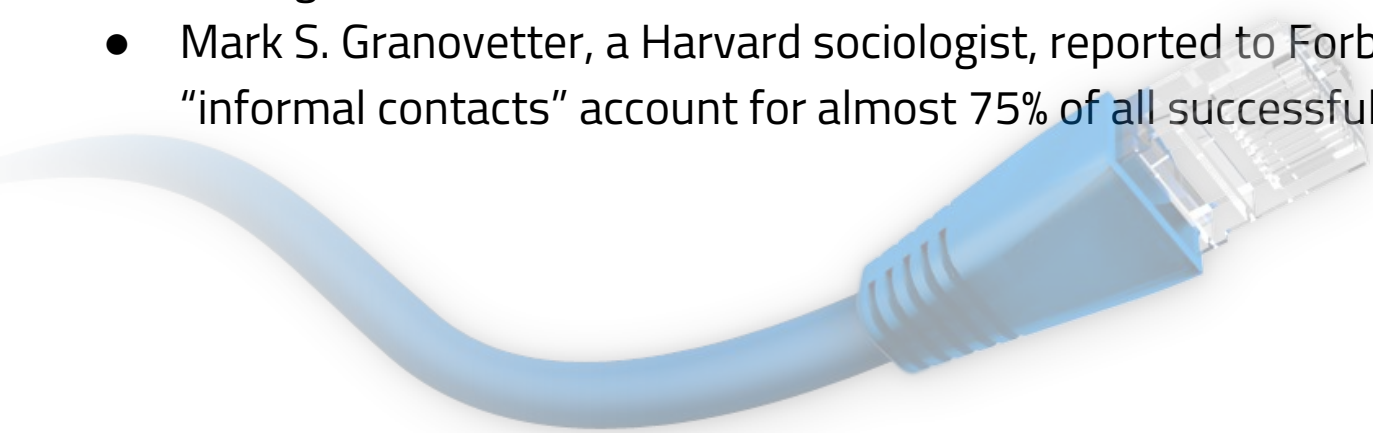
- Tips:
  - Find “super-connectors.”
  - Reconnect with people.
  - It’s about relationships, not business.
  - People care more about warmth, generosity and sincerity over competence.
  - Listen.
- Five-minute favor:
  - If you can do something for someone that will take less than five minutes, just do it.
- Put yourself out there:
  - Social groups.
  - Training sessions.
  - Campus events.



# Networking

## Why is it important?

- Employers often view referral candidates favorably because they already know something about the organization and have a personal connection with it.
- The U.S. Department of Labor reports that 63.4 % of all workers use informal job finding methods.
- Mark S. Granovetter, a Harvard sociologist, reported to Forbes magazine that “informal contacts” account for almost 75% of all successful job searches.



# How to Apply



# Applying as an Internal Applicant

## The Basics:

- All staff jobs posted on jobs.case.edu.
- Make sure you apply as an internal.
- Jobs posted for minimum of 5 business days.
- Be sure to fill out the work history and education sections.
- Be aware if a position is a term position.
- Timelines vary.
- If laid off, able to apply as an internal for one year post layoff date.



# Applying as an Internal Applicant

## Eligibility:

- No Positive Corrective Actions on file.
- 1 year in position if transferring outside of your department.
- 6 months in position if transferring inside of your department.
- Up-to-date performance review.
  - If overdue, speak with supervisor/HRA.
  - "Meets Standards" or above on performance review.
- Meet the minimum qualifications.



# Overview

## Tips:

- Network.
- Tailor resume/cover letter to each job.
- Have realistic understanding of what they are looking for.
- Focus time on positions you want.
- Remember what you applied for.
- Do your research on the position/study/department.



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Thank you!