



SOM Staff Toolkit Session

Resume Writing & Interviewing

DOMINIC PARISI // NATASHA OWENS
DEPT. OF HUMAN RESOURCES

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).
- 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

“The Week’s Golden Questions”:

- How can I help you?
 - Establishes you as a “giver,” add value immediately.
- What ideas do you have for me?
 - Return the favor and add value back to you.
- Who else do you know that I should talk to?
 - Identify key network connections.



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.



Contact Us

Karma Topor

Director, Employment & Compensation

(216) 368-4445

karma.topor@case.edu

Dominic Parisi

Employment Manager

(216) 368-4504

dominic@case.edu

Krystal Bruzdzinski

Employment Specialist

(216) 368-1497

krystal.bruzdzinski@case.edu

LeVonn Brock

Employment Specialist

(216) 368-6018

levonn.brock@case.edu

Natasha Owens

Employment Specialist

(216) 368-3146

natasha.owens@case.edu

Thank you!