

RESUMÉ WRITING WORKSHOP

LAURIER
Career Development Centre

Where All Great Resumés Begin

2009-2010

Like any other marketing tool

Member FDIC



**We make money
with you,
not off you.**

Introducing Ally. A bank that believes banking took a wrong turn somewhere with fees and penalties. A bank that believes in a quaint concept: it's your money, not ours. That's why we offer the most competitive rates in the country, we never hide behind fine print and we give you 24/7 access to a real human. Why? It's just the right thing to do.

ally
Straightforward.



YOUR RESUMÉ IS YOUR ADVERTISEMENT

Sample # 1 -
Before

Alice Clark

School Address: 222 Oakbluff Lane
Waterloo Ontario N1N 1N1

Permanent Address: 333 Oak Avenue
Hamburg, M1M 1M1

email: AliceC@gmail.com
Cell 591.555.5555

Education
Wilfred Laurier University
2007 - Present, Honours B.A. Political Science and Communications (GPA 9.3)
Recent courses include: Foreign Policy Analysis (PO334), Trade Policy (PO329), Constitutional Law I and II (PO342/343), Introduction to Marketing (PO229)

2006 - O.S.S.D Hamburg High School
Helped organize Fashion for Hunger Spring Event
Top athlete grade 11 and 12 Varsity Athletics

Work Experience
Present, Clerk, The Gap
- Worked with customers in a friendly way
- Handled money, operated the cash register and sold merchandise
- Prepared and cleaned the store
- Covered for other staff or managers when they were ill or away

2008-9, Summer Playground Assistant, Recreation Department, City of Kitchener
I took care of children ages 6 - 16 taught them arts, crafts and sports
I helped with personal needs and emotions

2007, Clerk (part-time), Summer Treats Ice Cream Parlor
Sold ice cream to the public and made sure store was clean

Worked as a Children's Swimming Instructor for different families in the town since I was 15
Obtained Bronze Cross and National Lifeguard service and Standard first aid training.

Extra-Curricular Activities
Swim team member and intermural sports participant
Involved in the Communications Club and the Students for Responsible Government Club
Winner of the S.D. Community Award last year
Community Development Centre Volunteer
I played soccer all through high school

Skills

- Experience in Customer service
- Excellent computer skills and using the internet
- Friendly, hard working, dependable and creative
- Excellent communications skills
- Work well in a team or individually; enjoy working with culturally diverse people

Interests include Sports, Movies and Traveling

<http://twitter.com/Aliceonmed>

creativity



<http://twitter.com/Aliceonmed>

ALICE C. CLARK

222 Oakbluff Lane, Waterloo, Ontario N1N 1N1 Cell: 591.555.5555
AliceC@gmail.com or <http://www.linkedin.com/in/AliceClark>

OBJECTIVE

To obtain a position as **Sales Associate** in a **fun, edgy retail outlet** where my ability to create interesting marketing displays, learn about products and consumer tastes, and make the public feel welcome which will contribute to sales and profits

SUMMARY

- ◆ Previous experience providing **excellent customer service** and demonstrating **initiative**
- ◆ Displayed initiative through the **creation of promotions** which highlighted featured sales items
- ◆ Provided strong **leadership/management skills** while training/supervising other staff
- ◆ Achieved **top sales dollars** two months in a row
- ◆ Earned **increased responsibilities** such as managing money and store opening/closings

EDUCATION

Honours Bachelor of Arts, Political Science and Communication studies 2007 - Present
Wilfrid Laurier University, Waterloo, Ontario
• Member of Laurier Swim Team since 2007 • Finalist at CIS Championships, 2008/09

RELEVANT EXPERIENCE

Sales Associate, The Gap, Sunrise Centre, Kitchener, Ontario 2008 - Present
• Displayed an excellent knowledge of merchandise/ trends to better assist customers
• Created interesting merchandise displays and up-sold key featured items

Committee Member, Laurier Communications Club (Volunteer) 2008 - Present
• Assisted in the organization of a public event including planning and marketing

Summer Assistant, Recreation Department, City of Kitchener, ON 2008/09 (summers)
• Organized/managed a community program including budgeting, community relations
• Supervised, created working schedules and delegated tasks/ responsibilities to others

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ACTIVITIES

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Recipient of the **SD Community Award** (contribution to community development), 2007
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INTERESTS

Learning to play the guitar so I can entertain others when camping in the summer

WHAT DOES YOUR RESUMÉ SAY ABOUT YOU

There are
Different
Types of
Resumés

Paper Resumés
Virtual Resumés



Electronic
Visual
Video

Our Goal
in this
workshop

**To demonstrate the
underlying
components of an
effective resumé of
any type**

Each of these
Formats will
say something
about who you
are to an
employer

3 PARTS OF AN EFFECTIVE RESUMÉ

Part I

Aesthetics

Part II

Structure

Part III

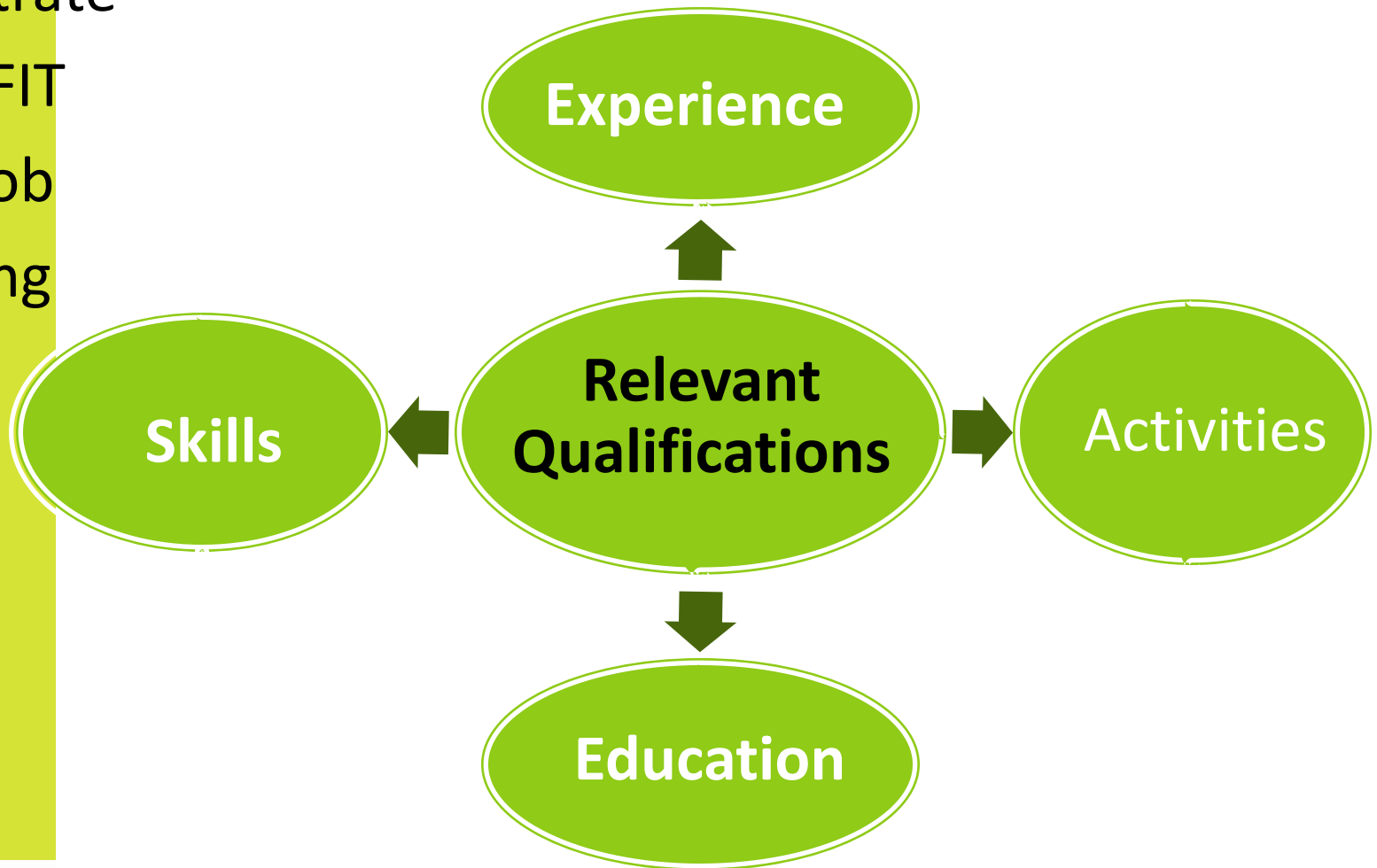
Content

**Effective
Resumé**

PRIMARY GOAL OF YOUR RESUMÉ

To
Demonstrate
your FIT
for a job
opening

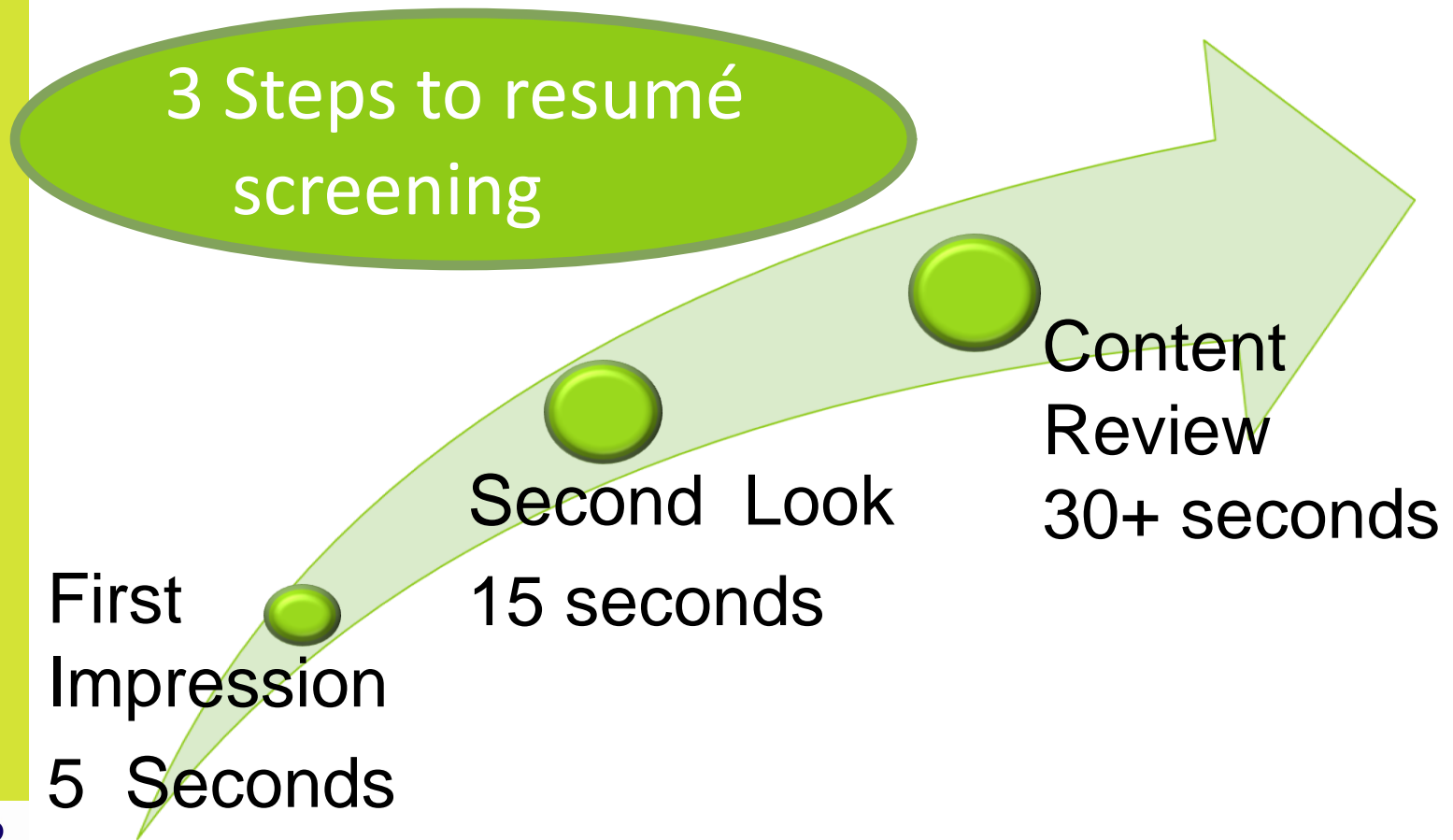
Your Resumé Needs to Summarize Your



WILL THE EMPLOYER READ IT!

How long do you think your resumé has to make an impression?

You have to pass through each step before you get the interview



SUCCESSING DURING SCREENING

Remember the 3 keys

1. Aesthetics
Appearance

2. Organization
Selection

3. Content
Targeting

5 Seconds

15 seconds

30+ seconds

KEY AESTHETICS COMPONENTS

Please
take out
your
pen

Compare
Resumé
1 & 2

- ⊙ Attractive/Appealing
- ⊙ Industry/company style
- ⊙ Clear contact information
- ⊙ Easy to read (font size, not crowded)
- ⊙ Headings easy to locate
- ⊙ Sections stand out
- ⊙ Consistent in appearance
- ⊙ Professional/Modern
- ⊙ Error free

Be
prepared
to discuss

COMPARE FOR AESTHETICS

Basic Update

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- Experience working with the public providing excellent customer service
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Laurier Swim Team member, 2008, 2009 - Competed at CIS

Ontario Secondary School Diploma 2008

Hamburg High School

Helped organize Fashion for Hunger Spring Event

Top athlete grade 11 and 12 Varsity Athletics

WORK EXPERIENCE

Sales Associate 2008 - Present

The Gap, Sunrise Centre, Kitchener, Ontario

- ❖ Provided customers with excellent service
- ❖ Responsible for handling money and tracking inventories
- ❖ Sold merchandise to the public. Made certain merchandise was properly displayed
- ❖ Assisted with opening and closing the store

Summer Playground Assistant, 2008/0

Recreation Department, City of Kitchener, Ontario

Supervised groups of children ages 6-16 at a summer playground experience

- ❖ Activities leader for activities such as arts and crafts, nature exploration, swimming, water safety, singing and dancing
- ❖ Worked with other playground assistants to ensure a safe and enjoyable experience for campers
- ❖ Helped children go to the bathroom and get changed for swimming

PART II - STRUCTURE

Structure

**B
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The impact of **Selection, Organization** and information **Presentation** on the effectiveness of your resumé

The common sections of a resumé

- Education
- Experience
- Achievements and/or Awards
- Volunteer Activities
- Interests
- Skills

**TARGETING
IS KEY**

KEYS TO STRUCTURE

Begin with your general/baseline resumé

4 Keys to begin targeting your resumé

- ① Ensure your resumé contains all necessary and relevant information
- ① Reader must be able to quickly find desired information
- ① Minimize irrelevant information
- ① Draw attention to most relevant information

Then,
have a
**job
target**
in mind
as you
create
new
targeted
resumé

Compare Resume #2 and 3

Appearance
An Objective

Removing info

Re-grouping of info

New category

Changing in wording

creative
brandy
sh



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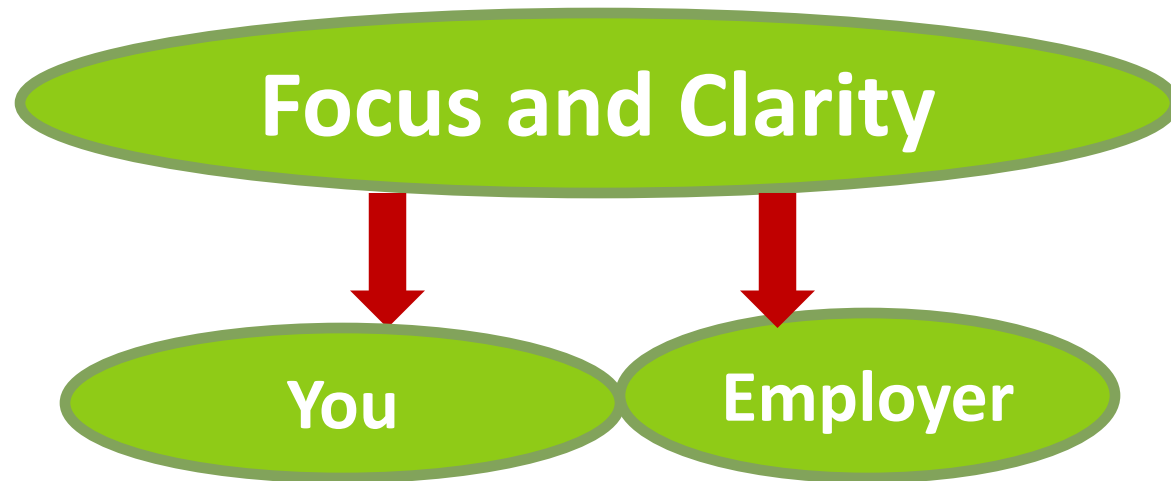
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WHY ADD AN OBJECTIVE

Objective **targets** a specific job in a specific industry



Know what job you are looking for!

So you can tell the employer what job you are qualified for

Why is the Objective useful?

Objective does not need to be called Objective

Education Information

Reverse chronology

Degree name in full, i.e.,
Bachelor of Arts, not BA

Include name of school, city
and province

What about high school?

What about listing courses?

What about the GPA?

What about listing Awards?

creative
brand
stylish



<http://twitter.com/Aliceonmedia>

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Experience information

Experience

Relevant v. Additional

Paid v. Unpaid

Job Details

More Relevant =

More Details

Less Relevant =

Less Details

Focus on Achievements

Skills, not duties

creative
brand
stylish

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ADDITIONAL SECTIONS

- ▶ Skills
- ▶ Community/Volunteer & Extra Activities
- ▶ Awards/Achievements
- ▶ Professional Development and Additional Training
- ▶ Memberships
- ▶ Professional affiliations
- ▶ Presentations/Papers /Conferences
- ▶ Interests

creative and stylish

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WHAT ABOUT PERSONAL DETAILS

When would you include personal details?

- Date of birth
- Gender
- Marital/Family Status
- Disability information
- Country of Origin and/or Citizenship
- Ethnic background
- Languages spoken
- Religion

This varies by Country so do your homework

PART III: CONTENT

Target with your message

What you say and how you say it impact on the message you are sending the potential employer

- Use your **Objective** to focus the résumé
- Use your **Profile** to provide a big picture or snap-shot
- Other information 'back's up' how and from where you obtained your skills and qualifications

Review
Resumé #4

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OBJECTIVE

Seeking a position as a **Communications Specialist**, where my ability to develop effective communication strategies, create interesting communication messages and understand public trends will enable me to play an integral role in the image management

SUMMARY

- Previous experience assisting in the development and implementation of *communications campaigns* designed to raise awareness and gain 'buy in'
- Demonstrated skills in consulting *with clients* to develop focus and clear messages
- Successfully *developed projects/events* from conception through to implementation; organized a series of public meetings attracting 450 participants
- Strong knowledge of *media trends* and a natural ability to tap into the public
- A motivated team player who always brings *enthusiasm, creativity, an eye for design*

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RELEVANT EXPERIENCE

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- Contributed to the development of a multi-media marketing plan to engage the public
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"I found Alice's contribution to the public consultation process very useful as she had wonderful ideas of how, when, and where to generate interest from the public"
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ALICE C. CLARK

591.555.5555

RELEVANT EXPERIENCE CONTINUED

Peer Advisor: Student Career Leader Program (Volunteer) 2009-Present
 Career Development Centre, Wilfrid Laurier University, Waterloo, Ontario

- Created promotional materials and marketing campaigns to recruit new volunteers and inform the public about the Centre
- Presented at events/recruiting sessions and at high traffic outreach initiatives
- Lead the development of a recruiting video including script writing and editing

Alice contributed her great ideas and organizational skills to several promotional events and activities. I would happily recommend Alice for a communications role
 Stacey King, Co-ordinator, Student Career Leader Program

ASSOCIATIONS

Member, **Grand Valley Chapter** 2009 - Present
International Association of Business Communicators (IABC)

ADDITIONAL EXPERIENCE

Senior Sales Associate, The Gap, Sunrise Centre, Kitchener, Ontario 2008 - Present

Summer Assistant, Recreation Department, City of Kitchener, Ontario 2008/9 summer

Private Swimming instructor, Hamburg, Ontario Ongoing

INTERESTS

Interested in learning to play the guitar so as to entertain others when camping

Competitive swimmer currently training for first triathlon

REFERENCES AND PORTFOLIO AVAILABLE

Writing Samples

Web Design Samples

Video of Public Speaking Performance

<http://www.visualcv.com/ACCLARK>

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The Objective

Alter the wording to connect with a specific job and demonstrate FIT

The Summary - Profile

The Key to effective targeting within those first 15 seconds

Purpose:

Draw attention to the most relevant qualifications and information



SUMMARY / PROFILE

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Trendspotter



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5 Main Components

1. Experience (1 line)

2. Relevant Skills

3. Achievements

4. Qualities (optional – 1 line)

5. Bonus (1 line)

SUMMARY OF EXPERIENCE

ALICE C. CLARK

222 Oakbluff Lane, Waterloo, Ontario, N1N 1N1. Cell: 591.555.5555
 AliceC@gmail.com or <http://www.linkedin.com/in/AliceClark>

OBJECTIVE

Seeking a position as a **Communications Specialist**, where my ability to develop effective communication strategies, create interesting communication messages and understand public trends will enable me to play an integral role in the image management

SUMMARY

- Previous experience assisting in the development and implementation of *communications campaigns* designed to raise awareness and gain 'buy in'
- Demonstrated skills in consulting *with clients* to develop focus and clear messages
- Successfully developed *project events* from conception through to implementation, organized a series of public meetings attracting 450 participants
- Strong knowledge of *media trends* and a natural ability to tap into the public
- A motivated team player who always brings *enthusiasm, creativity, an eye for design*

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- Contributed to the development of a multi-media marketing plan to engage the public
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"I found Alice's contribution to the public consultation process very useful as she had wonderful ideas of how, when, and where to generate interest from the public"
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1. Experience Statement

Do not simply say:
 Customer Service Experience'
 'Achievement Focussed
 Customer Services professional
 with proven experience building
 customer loyalty'

No Relevant Experience?
Sell Applied Knowledge

'Solid knowledge and training
 in . . . field research and
 analysis'



SUMMARY OF RELEVANT SKILLS

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2. Skills Statement

Select 2 – 4 relevant skills
 (check the job description)

Describe how you will or
 how you have **USED the**
RELEVANT skills

Demonstrate
You UNDERSTAND
the job and can
DO the job



SUMMARY OF ACHIEVEMENTS

3. Achievement Statement

Show Your Successes

Demonstrate a relevant or interesting skill/qualification

Quantify when possible

‘Organized and co-ordinated a charity golf tournament which raised \$20,000 and presented a positive image of the company in the community’

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<http://twitter.com/Aliceonmedia>

SUMMARY OF QUALITIES

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Trendspotter



<http://twitter.com/Aliceonmedia>

4. Qualities Statement

Insights into your qualities and values

5. Bonus Statement

Special or interesting skills or experiences such as languages, travel, technology

ADDITIONAL SUMMARY OPTIONS

You may include specific **Skills** sections such as

- 'Technical or Computer Skills
- Counselling skills'
- Performances (for music/drama jobs)
- Key skills or additional skills

Profile

Short 2-3 line profile

Technical Skills (i.e. Lab Experience)

2-4 lines highlighting relevant targeted skills

For
Example

TARGETING WITHIN DESCRIPTIONS

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Re-focus Job
 Descriptions to better
 target a job

Focus on what is
 relevant for the
 employer to
 know and what
 adds value

How would you do this?



TARGETING WITH JOB DESCRIPTIONS

Job Goal:

Camp
Counsellor

- When relevant provide specific details

Previous
job as a
camp
counsellor

Camp Counsellor

2008,2009 (seasonal)

Kid's Summer Camp Experience, Kitchener, ON

- Supervised children ages 8 – 16 at a summer camp
- Developed and lead activities including arts and crafts, nature exploration, swimming, water safety and canoeing
- Ensured inclusive summer experience for children with disabilities(seasonal)

TARGETING WITH JOB DESCRIPTIONS

Past job
not
directly
relevant?

Make the job details transferable to the job

Activities Co-ordinator 2008, 2009 (seasonal)

Kid's Summer Camp Experience, Kitchener, ON

- Co-ordinated and organized **activities** which involved preparing materials, creating schedules and managing multiple participants
- Liaised with the public to ensure exchange of information including negotiating special requests and answering concerns
- Collaborated with colleagues to plan and assign tasks and provided training and orientation to new employees

ALTERNATE FORMAT RESUMÉS

Create a basic resumé first and apply to other formats

Electronic resumés

Be aware of the software used by the employer – default to PDF if unsure. See tips for submitting resumes electronically on our web site.

Virtual resumés

On-line creations such as a web site or e-resume hosting site (i.e. <http://www.visualcv.com>)

Video resumés

Submit directly or post online

<http://www.youtube.com/watch?v=Ot4K-KCLAqs>

FOCUS ON THE FUTURE JOB

Your Resumé should Draw attention to what is relevant for a specific job

Your Resumé should Highlight

How your experiences (including education, jobs, training, volunteering, extracurricular activities)

Have enables you to **gain the relevant**, transferable skills and experiences

To make you **a viable candidate** for the job

ANY QUESTIONS?

LAURIER Career Development Centre

Check out our [careerchatter](#) Blog

Link to us through [Linkedin](#)

Follow us on [Twitter](#)

Thank you for your interest