




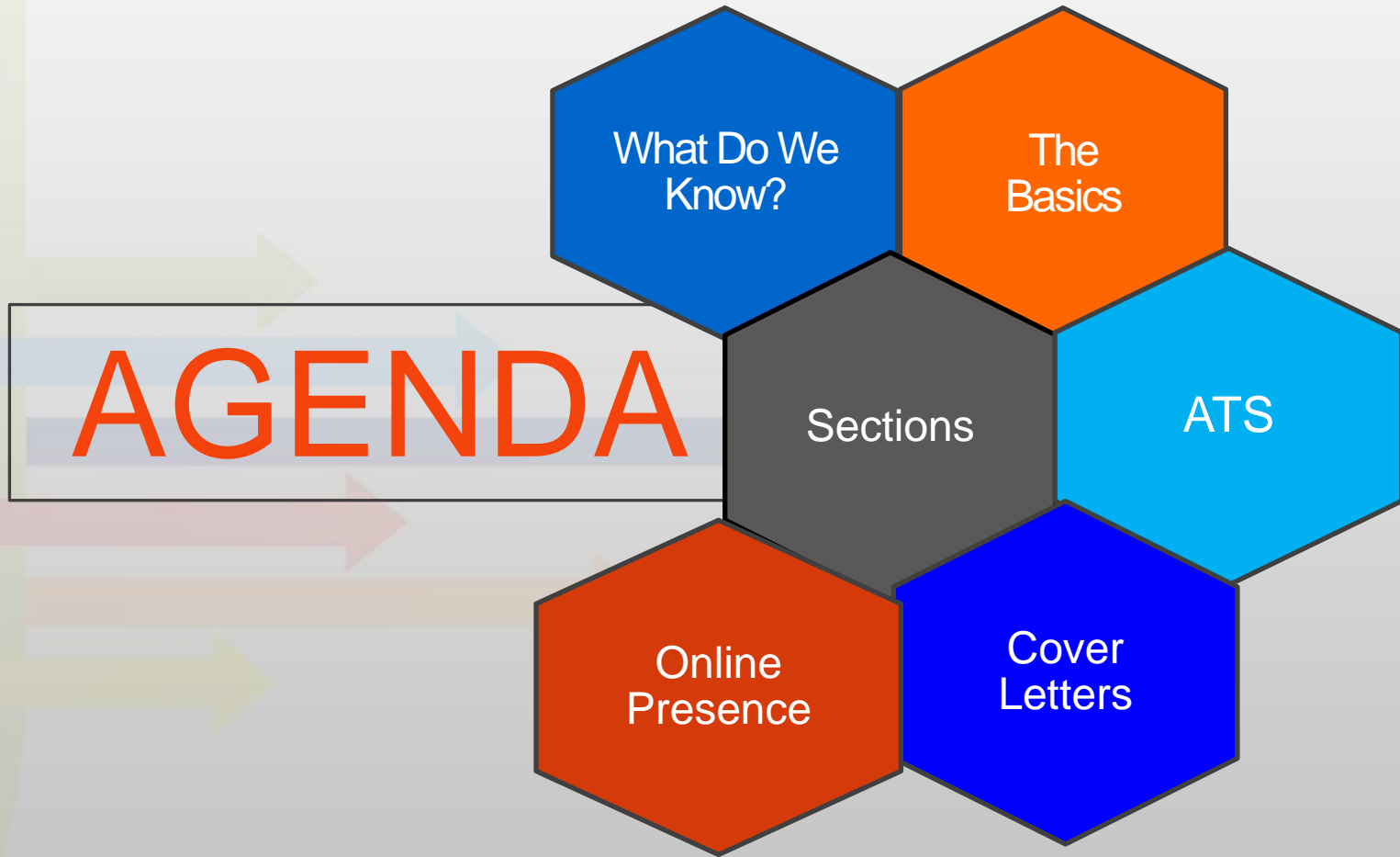
WRITING A TARGETED RÉSUMÉ

The key to more interviews





S
T –Travel
O –Occupation
R-



WHAT DO WE KNOW?

Quiz

WHO IS THE RÉSUMÉ ABOUT?

The Employer

HOW LONG DOES AN AVERAGE
EMPLOYER INITIALLY LOOK AT YOUR
RÉSUMÉ?

4-6 seconds

YOU SHOULD CUSTOMIZE YOUR
RÉSUMÉ TO EACH JOB YOU APPLY FOR.

True

WHERE DO YOU FIND KEYWORDS?

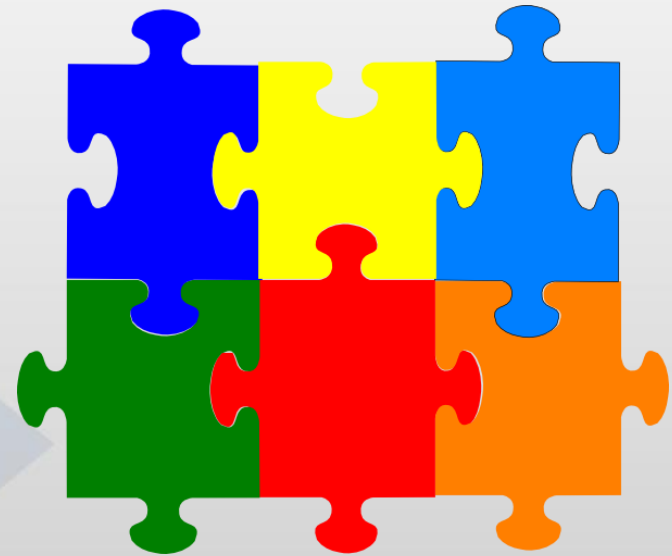
In the job ad

HOW MANY PAGES SHOULD A
RÉSUMÉ BE?

1 to 3 pages

WHAT PERCENTAGE OF EMPLOYERS
WILL REJECT YOUR RÉSUMÉ IF THEY
FIND TYPOS?

61%



Formatting Your Resume

WHAT TO INCLUDE

RÉSUMÉ SECTIONS

Showcase top selling points in the top half of your resume. The order of the sections is determined by relevance.

RÉSUMÉ SECTIONS

Contact Information

Branding Statement ~ Summary

Qualifications ~ Highlights ~ Key Skills ~ Technical Skills

Certifications ~ Credentials ~ Licenses

Achievements ~ Select Projects ~ Accomplishments ~ Awards & Recognition ~ Hackathons ~ Presentations ~ Clinicals ~ Shadowing

Education ~ Professional Development ~ Training ~ Relevant Coursework

Volunteer ~ Community Involvement ~ Affiliations ~ Memberships

**Employment History ~ Professional Experience ~ Relevant Employment
Additional Experience ~ Work History**

Military Experience ~ Military Background

CORE SECTIONS

- **Contact Information**
- **Branding statement / Summary**
- **Education** (recent graduates should list education before Experience)
- **Experience / Volunteer**
- **Accomplishments (can be included in experience section)**

Chose additional sections that best display your professional background.
Know your strengths and lead with your top selling points.

CONTACT INFORMATION

CREATE A HEADING TO USE FOR ALL OF YOUR JOB
SEARCH DOCUMENTS



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BRANDING STATEMENT

A branding statement is a concise, catchy statement that lets people know what you do, how you are unique, and the value / results you offer in about 15 words or fewer.

Expertise

Skills

Achievements

Value

Results

TIPS FOR WRITING A BRANDING STATEMENT

What strengths do you have that set you apart from others?

1. Identify your best qualities; ask your teachers, classmates, mentors, supervisors for feedback. What do they say when they introduce you to others?
2. Which of these skills make you unique?
3. Research the qualities required in your desired career.
4. What is your passion?

Put the pieces together to formulate your branding statement. Make sure your “brand” carries through on all of your social media accounts – with specific emphasis on LinkedIn

BRANDING STATEMENT EXAMPLES

"I help businesses harness their image and reach their goals by creating killer websites. My site designs increase traffic by at least 25%." (Indeed)

Hardware Engineer

"Developing, implementing, and preserving sophisticated IT blueprints that accelerate corporate objectives" (sciencetechresumes.com)

"I can teach you how to properly utilize social media platforms to increase your brand's reach and revenue." (Indeed)

Entry level **IT Technician** adept at troubleshooting and solving technical problems.
A+, Network+, and Security+ certified.

SKILLS SUMMARY / SUMMARY OF QUALIFICATIONS

- Use to target your résumé to specific jobs – carefully analyze the job posting for key words, include the requirements that you possess.
- If you have a large skill set – break them down into categories, then group related skills together.

Example of Skills Summary broken down into categories... (Can also be listed this way in Employment History)

Technical Skills

- *Proficient in: Minitab, LabVIEW, SolidWorks, @RISK Risk Analysis, Arena Simulation, Java, MS Office, VBA*
- *Experience with: PHP, HTML, Android, MathCad, R, STATA, AWS*
- *Familiar with C Programming and AutoCAD*
- *ARIMA Modeling, Neural Networks*

Research & Laboratory Experience

- *Created single amino acid mutations in an enzyme involved in sulfur metabolism, sulfite reductase.*
- *Researched and created fact sheets for general public on pandemic influenza in infants and children.*
- *Quantitative analysis of experimental data.*

Database Development

- *Developed an ETL Database model to carry out new procedures and created various database warehouse dimensions to accept ETL outputs.*
- *Led the development of 12 database projects for a major client, delivered on-time and 13% under budget.*

TYPES OF SKILLS

JOB RELATED (hard skills) - Required in specific occupations
Computer Programming, Engineering, Network Security, Database Design

SOFT SKILLS - Personal qualities and attitude
Critical Thinking, Problem Solving, Collaboration, Time Management, Creativity, Inquisitive, Quantitative Analysis, Integrity, Innovative

TRANSFERABLE SKILLS - Used in various positions
Computer, Budgeting, Leadership, Research, Communication, Project Management



ACCOMPLISHMENTS

- Your résumé should not read like a job description. Focus on results and accomplishments, only include relevant information.
- It isn't enough to simply list your skills, you must back them up with examples of how you applied those skills and the positive results that followed. Quantify when you can.
- Explain how you contributed to the company, what impact did you have on the job, what happened because you were there?

ACCOMPLISHMENTS

HOW MANY, HOW MUCH, HOW OFTEN, HOW BIG, HOW FAST, HOW WELL, HOW SOON?

Explain how you contributed to the company...what impact did you have on the job?

If you exceeded a goal, by how much?

If you supervised people, how large was your staff?

If you saved the company money, how much and how did you do it?

Did you work on any special projects? What were the results?

Did you receive any awards or commendations? Promotions?

Did you incorporate new software programs? Move offices?

ACCOMPLISHMENTS EXAMPLES

- Wrote MATLAB programs involving linear / multiple logistic regression, support vector machines, clustering, and neural networks. (reddit.com).
- Kick started a digital marketing Facebook group and grew the numbers from 0 to 500 in one month. (reddit.com).
- Led internal web training portal development using HTML, CSS, JavaScript; posted 96 products and videos saving 95 hours annually. (reddit.com).
- Completed 500+ transactions over multiple platforms over the span of 12 months. (reddit.com).
- Received 2 promotions, from Customer Service Representative to Department Supervisor, in less than 12-months.

EMPLOYMENT HISTORY / PROFESSIONAL EXPERIENCE

- List your most recent employment first and work backwards.
- Include: Job title, Company Name, City and State, and dates of employment.
- Under each job, write several phrases about what you accomplished on the job and the skills you used to perform your duties and tasks.
- Use a variety of interesting “**ACTION** or **POWER** words.”
- Eliminate unnecessary or redundant wording.

VOLUNTEER & INTERNSHIPS

Volunteer work and internships can be included in the Professional Experience category if relevant or to fill in employment gaps.

If it is not relevant, or if you have significant paid experience, it can be listed in a separate category titled “Volunteer” or “Community Service / Involvement.”

Volunteer work is a great way to gain experience in a new field as well as to expand your network.

82% of hiring professionals prefer applicants with volunteer experience.

~Deloitte impact Survey 2016

EDUCATION SECTION

- Always list most recent information first.
- Certifications / CREDENTIALS can be listed with education or in a separate section.
- Include any honors and your GPA if higher than 3.0.
- Relevant coursework can be added in this section or in a separate section.
- Include Honors, Scholarships, and nominations.
- If still attending – include the “expected” date. (Expected June 2023)



THE BASICS

Margins

- One inch on all sides is standard.
- No smaller than .07 for sides / .05 for top & bottom.

Color

- Helps to focus employers attention if used subtly.
- Adds visual appeal.

Bullets & Lines

- Use bullet points to structure sub-sections.
- Lines increase readability of résumé.

Paper

- White, off-white, gray, or cream; 24 - 32 lb. weight.
- Watermarked, linen or cotton paper.

Proofread

- Check verb tense, word form, spelling & grammar.
- Read out loud - bottom to top; have others check also.

FONTS

Use a universal font that will open on any computer. It must be legible and easy to read. Size 10-12 for the body, headings 14-16, your name 18-20.

Some recommended options are:

- Calibri – Professional and easy to read.
- Cambria – Designed for onscreen reading, looks good when printed in small sizes.
- Georgia – Used by New York Times online.
- Verdana – Optimized for small print legibility.
- Garamond – “Timeless,” easy to read, attractive and classy.

***Notice the difference of sizes....the size varies according to the font.
All of these are in the same size. (22)***

APPLICANT TRACKING SYSTEMS (ATS)

ATS is a software program that scans resumes to identify highest qualified candidates.

ATS searches for keywords and phrases that match the job description.

Include exact words and phrases from the posting that match your qualifications to achieve the highest ranking.

98% of Fortune 500 companies

66% of large companies

35% of small companies

[Jobscan.co/blog](https://www.jobscan.co/blog)



APPLICANT TRACKING SYSTEM - USEFUL TIPS

- List both acronyms and the words they stand for.
- Use exact formats – if the ad spells out numbers do the same, match abbreviations, and word forms.
- Always write out the full year – 2022.
- Do not use headers or footers to list your contact information.
- Use .docx (most accurate parsing) or .pdf file types.
- Sans serif fonts, size 11, minimizes scanning errors.

KEYWORDS & PHRASES

Keywords are **SKILLS**, **QUALIFICATIONS**, **CREDENTIALS**, and **PERSONALITY TRAITS** that hiring managers are seeking to fill posted positions.

They are listed throughout the job posting in the **POSITION SUMMARY**, **RESPONSIBILITIES**, **SKILLS & REQUIREMENTS**, **EXPERIENCE**, **LICENSURE & CERTIFICATIONS**, and **EDUCATION** sections.

TARGET your resume to include the keywords from the job posting that are applicable to your skill set to be sure your resume passes through the initial screening. (ATS or HR)

REFERENCES

References should be listed separately from your resume – use the same heading with your contact information.

Give to the employer when requested.

Obtain permission from the people you list as references. Provide them with a copy of your résumé.

Common information included is name, job title, phone number, and e-mail.



 Example 



Corinne M. Winterbourne

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References

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DIGITAL FOOTPRINT

What is a digital footprint?

- The data trace or trail left by someone's activity in a digital environment: Internet, smart phone, Face Book and other digital mediums.

Suggestions

- In today's job market before an employer ever calls a potential employee they will search for you online. Google yourself to see what comes up. Make sure your online profiles are set to private.
- Create a profile on Linked-In that will present a professional image.



(Source)

For more information on Resumes and your digital footprint, ask for our resume handout.

THE FINAL REVIEW...

Does your résumé answer these questions for the employer?

- Who are you?
- Do you have the skills I am looking for?
- Will you fit in to this organization
- Is your experience relevant to my needs?
- Do you have the right education and credentials?
- What can you do for me?



SEND A COVER LETTER WITH YOUR RÉSUMÉ

A cover letter is a professional introduction to your resume.

- If possible, address the letter to a person, if you are unable to get the person's name, some suggestions are: "Human Resource Manager," "Hiring Manager," or "Hiring Professional."
- Include the position title, where you found the job, and why you are interested.
- Get the reader's attention by emphasizing a close match between your skills to the job requirements.

???



FOR ONE-ON-ONE ASSISTANCE

Please attend our

JobQuest Seminar

To register, sign-in to your account on

The Maryland Workforce Exchange

<https://mwejobs.Maryland.gov>

Or call

410.996.0550 | 410.272.5400

SUSQUEHANNA WORKFORCE CENTERS

Elkton | Havre de Grace | Bel Air