

# Résumé 101



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# Résumé 101

- By the end of today's session you will be able to :

**Organize, write and edit a resume that demonstrates your strengths and qualifications**



# Résumé 101

**A resume is your sales brochure that gets you an interview not a job!!!**



# Remember, this is a Sales Process!

Marketing Campaign = **Job Search**  
Product = **You!**  
Sales Brochure = **Resume**

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Your “**accomplishment based**” resume defines

Your **value and what you have to contribute**

- Expertise, values, assets
- How employers will benefit from your **value**

# Résumés

## Introduction – Summary

- This is the first area quickly scanned by recruiters and hiring managers!
- You chance to make a great first impression!
- This is “advertising” your skills and the value you bring to the job!
- Give the reader a reason to read on and put your resume aside for consideration!

You have **10 to 15 seconds** to tell the reader:

- Who are you, and why I am reading this!
- What results can you produce?
- What are your skills, strengths , talents and qualifications?
- Where have you produced results in the past?

# Résumés

**EVERYTHING** on your resume should support the value you bring to the intended target!!

**Introduction** - the top portion of the resume that showcases

- your skills,
- areas of expertise, and
- value to the employer

**Employment History** – a listing of your most recent employment.

**Education, Training, etc.** - describes formal education and relevant training and any other activities.

# Résumés

## Accomplishments

Did you:

- Reduce costs, increase revenues/profits? Impact bottom-line? (How?)
- Meet/exceed company objectives? (In what way?)
- Identify, create or implement a new procedure or system? (Results?)
- Identify or solve a major problem for your department or division? (Results?)
- Develop or do something for the first time at your company? (Results?)
- Improve employee performance or productivity? (How?)
- Receive any special recognition or awards? (Why?)



# Résumés

## Accomplishments Based

**Good:** Conducted many training programs in several states which reduced problems.

**Better:** Conducted more than 45 service technician training programs throughout an 8-state region reducing customer complaints by 22% in a 6-month period.

**Even Better:** Reduced customer complaints by 22% in a 6-month period by conducting more than 45 service technician training programs throughout an 8-state region.

# Résumés

Introduction Sample

\*\*\* **Certified Administrative Assistant** \*\*\*

**Strong, effective skill sets in.....** Customer service, Office management, Computer and Data base management

**Supervision and references are saying ...**

*An “exceptional worker with unique insight and expertise in managing the office”.*

## AREAS OF EXPERTISE

### OFFICE MANAGEMENT

In charge certified administrator with strong customer service skills

Highly effective planner

Strong ability to manage time and remain productive

### CUSTOMER SERVICE

Core areas of expertise include conflict management, issue resolution, and follow-up.

Recognized by management as a team player and problem solver.

# Résumés

## **Employment History** – Show only 7 to 10 years of employment History

- Only list the last 7 to 10 years of employment history
- How to explain employment history over 10 years ago –  
“Prior to 2009 performed a variety of sales, management, and support functions.”

# Résumés

## Education, Training, Professional Development

### Formal degrees

- start with highest level attained or in process
- Identify major, if related
- Graduation dates are optional

### PROFESSIONAL DEVELOPMENT

- Include relevant training, certifications, licenses
- Can create separate sections if space available
- Dates are optional

# Résumés

## Education, Training, Professional Development

### EDUCATION

#### **Harford Community College, Bel Air, MD**

Associate of Science, Physics – Phi Theta Kappa National Honor Society,  
Rho Beta Chapter

### PROFESSIONAL DEVELOPMENT

Certified Professional Administrator

Leadership Development Program, CCL

Successful Customer Services Techniques

# Résumés

## **OPTIONAL INFORMATION – If Relevant !!!!**

- Affiliations / Associations
- Awards
- Technical Skills
- Volunteer / Community Activities
- Military Experience
- Addendum – Patents / Publications / Presentations / Projects

# Résumés

**Is your résumé ready!!!**

- **Seek out another set of eyes to give you feedback**
- **Double check for accuracy and spelling**
- **Send it to a friend to see what it looks like on the receiving side.**

# Résumés

**OPTIONAL INFORMATION – If Relevant !!!!**

“References available upon request”

**Do NOT write on the bottom of résumé  
not necessary!**

**Create a separate ‘Reference Page’**



# References

- List on a separate sheet of paper
- Carefully select 4-6 professional references
  -
- Ask for permission
- Ask for résumé feedback
- **Prepare references to best represent you**
- **Keep them informed of your search progress!**

# References

- Do not provide list with résumé unless requested
- Format to match résumé
- Include the following for each reference:
  - ✓ Name of reference
  - ✓ Title (current or most recent)
  - ✓ Company name
  - ✓ Any Town, Anywhere
  - ✓ Telephone number(s)
  - ✓ Email address
  - ✓ Relationship to you (i.e., supervisor, customer...)

# ADDENDUM

(Additional Parts of your Packet)

- Sample Cover Letter(s)
- Sample Thank You Letter

# Cover Letter Sample

## Standard Cover Letter

Re: **BRAC Career Advisor Opening**

Dear Ms. Prozillo:

I am responding to a position announcement for a BRAC Career Advisor with the Anne Arundel Career Development Corporation.

Based on the position description, a BRAC Career Advisor will be responsible for providing information and assistance to veterans and families affected by the re-alignment and closure of military bases. As such, the ideal applicant must possess at least 2-3 years of case management and career program experience working people who are, or, were stationed on military bases that have or will be closed and populations relocated to other locations throughout the region. Part of that responsibility is to ensure that participants are eligible to participate in services under BRAC.

# Cover Letter Sample

## Standard Cover Letter (continued)

As part of my experience as a workforce development professional with the District of Columbia's Department of Employment Services, I worked with citizens who were affected by BRAC at the beginning of the initiative. As such, I assisted in determining program eligibility and conducted detailed case management for adults and youth. Moreover, and as demonstrated on page one of my resume, I implemented employment and training programs under the Workforce Investment (WIA) and Wagner-Peyser (WP) Acts.

Additionally, I developed reports, narratives, talking points in both workforce development and other industries; created and made presentations; crafted correspondence, public service announcements, publications, and articles; developed curriculum; and facilitated workshops and seminars.

Hence, I possess the requisite knowledge, skills, abilities, aptitudes, and interests to be considered for the BRAC Career Advisor position within the listed salary range on the vacancy announcement. Therefore, it would be my honor to meet with you in person and discuss, how I can contribute to the advancement of **(Name of Company or Organization)** as soon as your schedule permits.

# Cover Letter Sample Continued

## Standard Cover Letter

Please feel free to contact me at (Number) or [name@email.com](mailto:name@email.com) to schedule an appointment.

Once again, thank you for your consideration. I look forward to hearing from you in the very near future.

Very Truly Yours,

*Your Signature*

Printed Name

# Cover Letter Samples

## T -Cover Letter

- Format header to match your résumé
- Easy to read
- Include key words
- Speaks to the need of the employer
- Extremely effective
- Can sell you when you lack one or two specific qualifications

# John Doe

Annapolis, MD • 410-123-4567 • jdoe@gmail.com

Multi-disciplined, certified Project Management Professional (PMP) with a strong work ethic and high desire to succeed.

I am responding to the announcement Senior Project Management position # 555555. Please see the enclosed resume and below the point-by-point comparison of your stated requirements with my qualifications.

## Your Requirements

3 plus years of Project Management experience

PMP certification.

Government Clearance a plus

BA

## My Qualifications

Over 10 years of Project Management experience in the aerospace industry.

Currently a Senior project management leader with a PMP certification

Currently hold a top secret clearance

BA, University of Maryland.



# T-Cover Letter Sample Continued

As mentioned in my resume there are other areas of accomplishment in my background that should be of interest to you. I look forward to a personal meeting at which I might discuss them with you.

I look forward to hearing from you regarding next steps.

Sincerely,

John Doe

Enclosure (resume)

# SAMPLE THANK YOU LETTER

Send Immediately Following the Interview  
(both email and US Mail)

Dear \_\_\_\_\_

Thank you for meeting me on (\_\_\_\_\_) to discuss the (name of position) at (name of company). It was an honor to meet you and learn about the expansion of goals of the Division and the anticipated changes on the horizon under since Gordon and I last worked closely together during my tenure with a previous employer.

During our discussion, you shared that under Strategic Partnerships and Applied Research (SPAR), CPS has expanded its role in the workforce community. In addition to joining with Maryland's WIOA Partners in their efforts to provide courses that will lead dislocated, emerging, and incumbent workers in filling gaps in their careers through certification programs; and supporting business in meeting the ever-expanding labor requirements as highlighted through Business and Industry Groups and outlined under the federal Workforce Innovation and Opportunity Act. We also talked about the collaborative relationship between the Senior Business Coordinator and the Student Success and Program Manager to provide a smooth transition between registration, enrollment, participation and completion of courses professional certification courses designed to address critical skill gaps in high growth industries.

# SAMPLE THANK YOU LETTER Continued

Send Immediately Following the Interview  
(both email and US Mail)

With my extensive experience with supporting diverse job seekers in career discernment and attainment within multiple workforce development agencies, as well as, academic and transfer advising and classroom instruction at the community college level, I possess the requisite knowledge, skills, abilities, aptitudes, and interests to support this new role as a (name of position and company)

If selected to move to the next level, it is my hope to hear from you to confirm a follow-up interview with the Search Committee on or about (date).

Please free to contact me at **Number** and [email@email.com](mailto:email@email.com) to confirm a time for a follow-up meeting.

Sincerely,

*Your Signature*

Printed Name

Thank You for Attending

