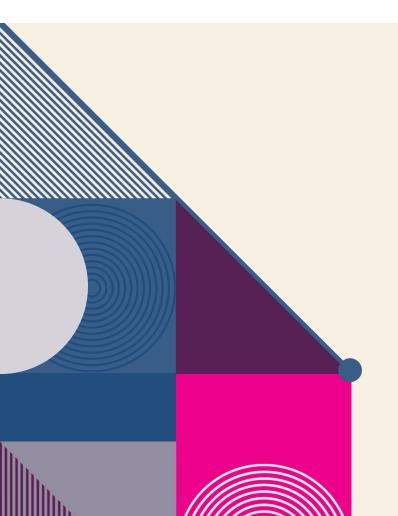
## RESUME DEVELOPMENT FOR 2025 JOB SEARCHING



#### AGENDA

Résumé True False Ideal Résumé Template Jobscan Résumé Optimization STAR Statements



# **RÉSUMÉ TRUE FALSE**

#### **Résumé True False: Resume Distribution**

 True or False: Less than 3% of sent resumes result in a job interview.

True

 True or False: The average time a hiring manager spends looking at a resume is 7 seconds, so your resume needs to make a very quick impression.

True

#### **Résumé True False: Resume Distribution**

• True or False: Applications that get sent before 10 AM have an almost 90% higher chance of getting noticed, while ones sent within the first week of the job vacancy being posted have a further 60% chance of making it in front of a recruiter.

True

• True or False: The Job-Seekers survey found that during their job search, 41.5% of people spend less than 2 hours per day looking and applying for positions.

True

#### Résumé True False: Resume Format

 True or False: Applicant tracking systems reject most resumes due to bad formatting.

True

• True or False: A two-column resume with headers , footers and text

boxes will make me look distinctive. <u>Two-column resume</u> and <u>Why you</u>

should not use headers, footers, or text boxes.

False

True or False: What font I use is not important. <u>Preferred fonts.</u>

False

#### Résumé True False: Resume Content

True or False: I don't need to worry about developing my resume content since AI will generate it for me. <u>Recruiters view on AI-generated résumés.</u>

• False

True or False: The average resume only lists about half of the keywords used in the job description.

• True

True or False: 34% of recruiters stating that a lack of result statements is a dealbreaker.

• True

#### **Résumé True False: Resume Content**

• True or False: Research shows that candidates with two-page resumes may be up to 2.9 times as likely to get hired than applicants that submit one-page resumes.

True

 True or False: Job descriptions tend to list over 20 required skills on average but most resumes only include 13.

True

• True or False: I should check to discern how readable my resume is <a href="https://readabilityformulas.com/calculator-arlc-formula.php">https://readabilityformulas.com/calculator-arlc-formula.php</a>

True

#### Résumé True False: Networking Vs. Resume Applications

True or False Traditional networking makes up 46% of the most effective ways of finding a job but this may not apply to unemployed job seekers.

True

True or False: Networking results in job offers over 80% of the time, so I should concentrate my job search efforts in networking.

https://www.linkedin.com/pulse/85-all-jobs-filled-via-networking-edherzog/

• False! False! False!

#### **Basic Contact Info**

#### **Your Name**

**Email Gmail Preferred** 

Phone

Location (City, State, ZIP)

LinkedIn Profile (if you have one)

#### **Job Title and Company Name**

Job Title At X Company

#### **Professional Summary**

Four or five sentences or four or five bullet points that include your years of professional experience, accomplishments, top skills and strengths as they relate to the position and what you're looking for in your next role. Use terms from job listing or output from Jobscan. Use Writing Prompts. Terms can also go elsewhere in resume.

Writing Prompts Examples

| Ability to                              |  |
|---|--|
| Background includes                     |  |
| Duties includes                         |  |
| Experience includes                     |  |
| Experienced in                          |  |
| Former boss would say                   |  |
| Knowledge of                            |  |
| Personal qualities include              |  |
| Proficient in                           |  |
| Responsibilities include                |  |
| Skills include                          |  |
| Track record of accomplishment includes |  |

#### Key Skills Or Competencies

#### **KEY SKILLS OR COMPETENCIES**

- Relevant skill/competency
- Relevant skill/competency
- Relevant skill/competency

- Relevant skill/competency
- Relevant skill/competency
- Relevant skill/competency

- Relevant skill/competency
- Relevant skill/competency
- Relevant skill/competency

#### **Experience–Only Most Recent Fifteen Year**

Title

**Company Name, Location** 

(Situation, Task, Action, and Result)

(Situation, Task, Action, and Result)

(Situation, Task, Action, and Result)

Title

**Company Name, Location** 

(Situation, Task, Action, and Result)

(Situation, Task, Action, and Result)

(Situation, Task, Action, and Result)

Start Date - End Date (Current)

**Start Date - End Date** 

#### **Education**

**Degree Name and Acronym** 

Major (if applicable)

Month/Year of Completion (If not more than 15 Yrs)

**Institution Name** 

# Certifications, Awards, Recognitions, Volunteer Work

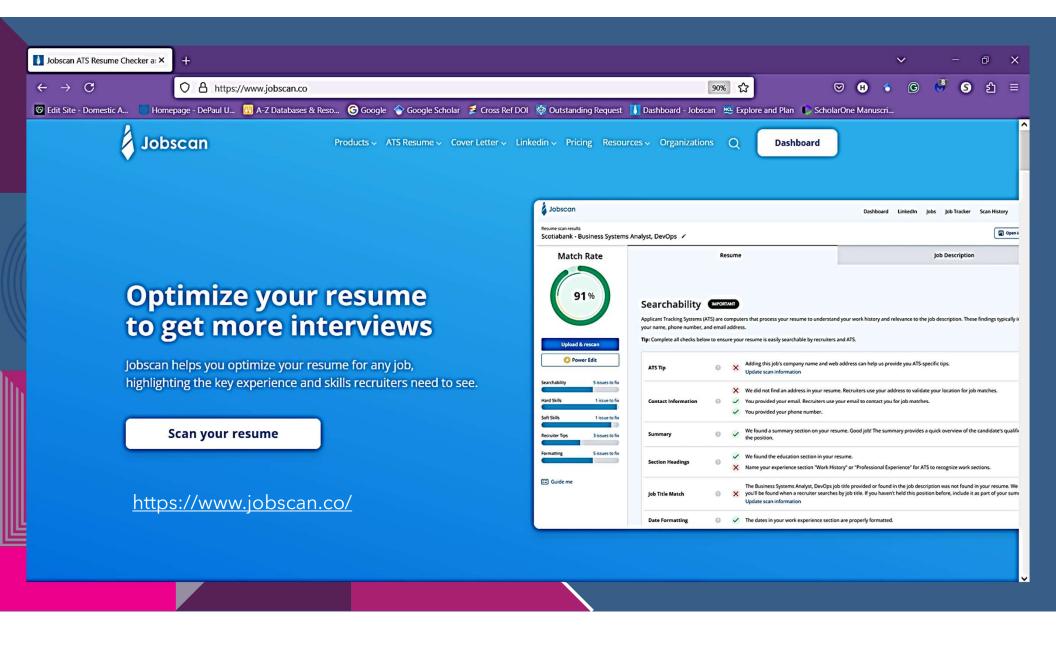
[Certification], [Certifying organization] - [Year earned]

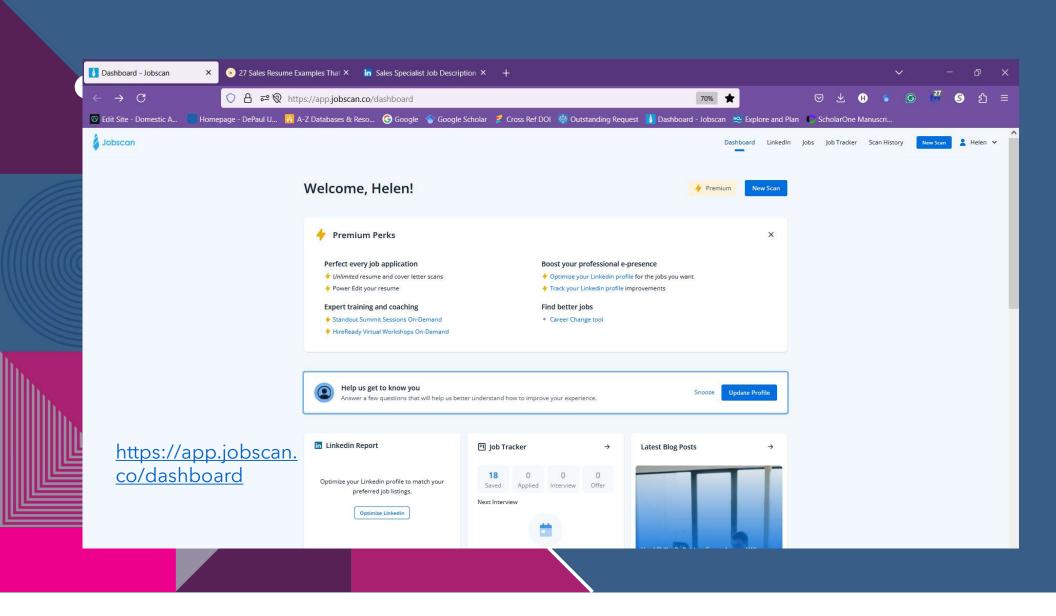
Award, recognition or volunteer work

Award, recognition or volunteer work

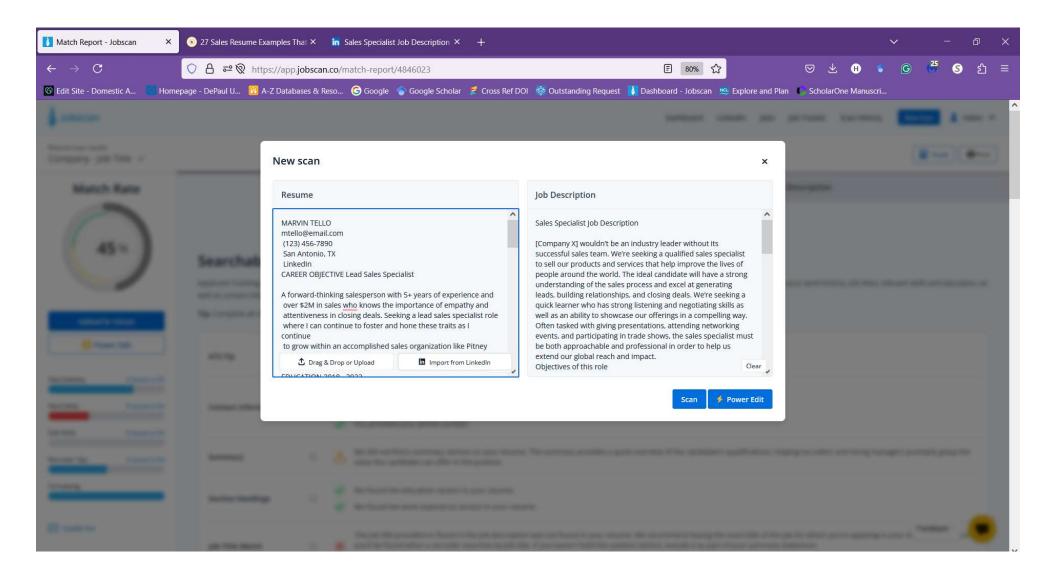
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### JOBSCAN RÉSUMÉ OPTIMIZATION





| Dashboard - Jobscan × 💿 27 Sales Resume          | Examples That $	imes$ in Sales Specialist Job Description $	imes$ +  |  | × – Ø                   |
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|  | Resume   | Job Description  |                         |
|  | MARVIN TELLOmtello@email.com<br>(123) 456-7890<br>San Antonio, TX<br>LinkedIn<br>CAREER OBJECTIVE Lead Sales Specialist<br>A forward-thinking salesperson with 5+ years of experience and<br>over \$2M in sales who knows the importance of empathy and<br>attentiveness in closing deals. Seeking a lead sales specialist role<br>where I can continue to foster and hone these traits as I continue<br>to grow within an accomplished sales organization like Pitney<br>Bowes. | Sales Specialist Job Description<br>[Company X] wouldn't be an industry leader without its successful sales<br>team. We're seeking a qualified sales specialist to sell our products and<br>services that help improve the lives of people around the world. The ideal<br>candidate will have a strong understanding of the sales process and excel<br>at generating leads, building relationships, and closing deals. We're<br>seeking a quick learner who has strong listening and negotiating skills as<br>well as an ability to showcase our offerings in a compelling way. Often<br>tasked with giving presentations, attending networking events, and<br>participating in trade shows, the sales specialist must be both<br>approachable and professional in order to help us extend our global<br>reach and impact.<br>Objectives of this role<br>Clear |                         |
| lh.  | <b>Jobs</b><br>Discover and apply to jobs  | View all $\rightarrow$   |                         |
|  | Q Director IT Source to Pay  | Search for a city  |                         |
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|  | Job Tracker  | formation  |                         |



| Report - Jobscan             | × 📀 27 Sales Resume I                                      | Examples 1   | That $\times$ in Sales Specialist Job Description $\times$ +  |   |                                      | ~              | -                 | đ           |
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| a results<br>y - Job Title 🎽 |  |              | RESUIR  |   | oo ocacription                       |                | Track             | ) \varTheta |
| 45%                          | Searchability  | IMPORTAN     |   |   |                                      |                |                   |             |
|                              | Applicant Tracking Systems (<br>phone number, and email ac |              | nputers that process your resume to understand your work history and relevance to   | o the job description. These findings typically include your work history, job titles, r                | elevant skills and education, as wel | as contact in  | formation like y  | our na      |
| pload & rescan               | Tip: Complete all checks belo                              | ow to ensure | e your resume is easily searchable by recruiters and ATS.   |   |                                      |                |                   |             |
| 🕗 Power Edit                 | ATS Tip  | 0            | Adding this job's company name and web address can help us provide you Al<br>Update scan information  | TS-specific tips.   |                                      |                |                   |             |
| 4 issues to fix              | Contact Information  | 0            | <ul> <li>You provided your physical address. Recruiters use your address to validate y</li> <li>You provided your email. Recruiters use your email to contact you for job mat</li> <li>You provided your phone number.</li> </ul> |   |                                      |                |                   |             |
| 3 issues to fix              | Summary  | 0            | Ke did not find a summary section on your resume. The summary provides a  | quick overview of the candidate's qualifications, helping recruiters and hiring mar                     | nagers promptly grasp the value the  | e candidate ca | n offer in the po | osition     |
|                              | Section Headings   | 0            | <ul> <li>We found the education section in your resume.</li> <li>We found the work experience section in your resume.</li> </ul>  |   |                                      |                |                   |             |
| me                           | Job Title Match  | 0            | The job title provided or found in the job description was not found in your re<br>by job title. If you haven't held this position before, include it as part of your s<br>Update scan information                                | sume. We recommend having the exact title of the job for which you're applying is<br>summary statement. | n your resume. This ensures you'll l | e found when   | n a recruiter sea | rches       |
|                              | Date Formatting  | 0            | X ATS and recruiters prefer specific date formatting for your work experience. F<br>View Incorrectly formatted dates  | Please use the following formats: "MM/YY or MM/YYYY or Month YYYY" (e.g. 03/19,                         | 03/2019, Mar 2019 or March 2019).    |                |                   |             |
|                              | Education Match  | Ø            | Vour education matches the preferred (Bachelors degree) education listed in Update required education level   | the job description.  |                                      |                |                   |             |
|                              | File Type  | 0            | <ul> <li>Your file name doesn't contain special characters that could cause an error in</li> </ul>  | ATS.  |                                      |                | Feedback >        | ×)(         |

| Match Report - Jobscan     | ×    | 27 Sales Result  | ume Examples That ×   | n Sales Specialist Job Description × | +               |                       |                       |                    |       |        |         | ~   | , |     |   | ٥        | × |
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Company - Job Title 🧭

Track Print



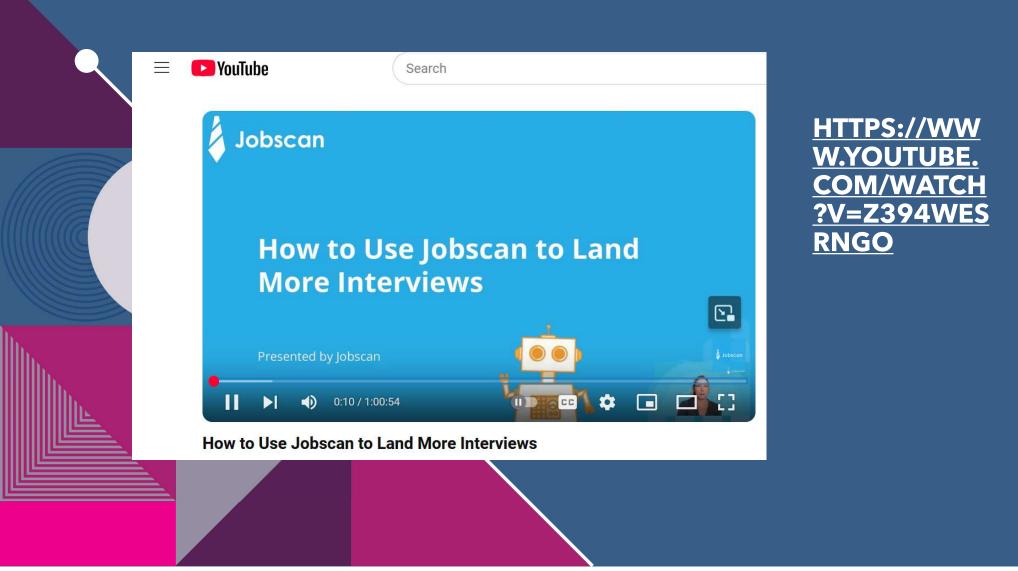
🖅 Guide me

| Hard skills              | HIGH SCORE IMPACT                        |                  |
|--------------------------|--|------------------|
| Hand skills and blausure | and the second states and some still the | Veu ere leser he |

Hard skills enable you to perform job-specific duties and responsibilities. You can learn hard skills in the classroom, training courses, and on the job. These skills are typically focused on teachable tasks and measurable abilities such as the use of tools, equipment, or software. Hard skills have a high impact on your match score.

Tip: Match the skills in your resume to the exact spelling in the job description. Prioritize skills that appear most frequently in the job description.

| Skills                 | Comparison | Highlighted Skills |            |
|------------------------|------------|--------------------|------------|
| till 🗗 Copy All        | Resume     | Job Description    |            |
| alesforce              | 2          | 2                  |            |
| research               | ×          | 2                  |            |
| excel                  | 1          | 2                  |            |
| pusiness opportunities | ×          | 1                  |            |
| putreach efforts       | ×          | 1                  |            |
| ales experience        | ×          | 1                  |            |
| ales techniques        | ×          | 1                  |            |
| Sustomer Service       | 2          | 1                  |            |
| ales tactics           | ×          | 1                  |            |
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| esume scan results<br>Company - Job Title 🏾 🖌               |  |   |   |                                  |             | Track          | Print       |
| Upload & rescan Power Edit archability 4 issues to fix      | have a medium impact on your match score.  | any job. Your soft skills are part of your personality, and can be learned also.<br>nd then showcase your soft skills in the interview to get jobs. | These skills are the traits that typically make you a good employee for a | iny company such as time managem | ent and com | munication. So | ıft skills  |
| ard Skills 9 issues to fix                                  |  | Skills Comparison   | Highli  | ghted Skills                     |             |                |             |
| oft Skills 8 issues to fix<br>ecruiter Tips 3 issues to fix | Skill Copy All                             | Resume  | Job Description   |                                  |             |                |             |
| ormatting   | Building Relationships                     | ×   | 2   |                                  |             |                |             |
|   | outreach                                   | ×   | 2   |                                  |             |                |             |
| Guide me  | organizational skills                      | ×   | 1   |                                  |             |                | _           |
|   | negotiating skills                         | ×   | 1   |                                  |             |                |             |
|   | quick learner                              | ×   | 1   |                                  |             |                |             |
|   | communication                              | ×   | 1   |                                  |             |                |             |
|   | Insightful                                 | ×   | ٦   |                                  |             |                |             |
|   | Listening                                  | ×   | 1   |                                  |             |                |             |
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| Match Report - Jobscan X                                | 27 Sales Resume Examples T  | hat 🗙 🔚       | ales Specialist Job Description $	imes$                       | +  |   |                                   | ~             | -               | Ø >   |
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| Resume scan results<br>Company - Job Title 🏾 🖌          |                             |               |   |  |   |                                   | (             | Track           | Print |
| Upload & rescan   | Recruiter tips              | IMPORTANT     |   |  |   |                                   |               |                 |       |
| Searchability 4 issues to fix                           | Job Level Match             | 0 🛆           |   | e than the role requires. Keep in mind that ou<br>sider adding a brief explanation in your applic  | r assessment considers total experience, not j<br>ation to provide context. | ust relevant years. If you're cha | anging fields | or have specifi | c     |
| Hard Skills 9 issues to fix Soft Skills 8 issues to fix | Measurable Results          | 0 🗸           | There are five or more mentions of<br>View Measurable Results | f measurable results in your resume. Keep it u   | up - employers like to see the impact and resu                              | lts that you had on the job.      |               |                 |       |
| Recruiter Tips 3 issues to fix                          | Resume Tone                 | 0 🛆           | We've found some negative phrase<br>View Negative Words       | es or cliches in your resume:  |   |                                   |               |                 |       |
| Formatting  | Web Presence                | 0 ×           | Consider adding a website or Linke                            | din url to build your web credibility. Recruiter   | rs appreciate the convenience and credibility a                             | associated with a professional v  | vebsite.      |                 |       |
| 🖅 Guide me  | Word Count                  | 0 🗸           | There are 319 words in your resum                             | ne, which is under the suggested 1000 word co  | ount for relevance and ease of reading reason                               | 15.                               |               |                 |       |
|   | Formatting                  |               |   |  |   |                                   |               |                 |       |
|   | Layout                      | > > ><br>0    |   | imns. Some ATS have trouble accurately parsi<br>o the point, which makes your resume easier<br>es. |   |                                   |               |                 |       |
|   |                             | 11            | Your resume does not contain any f                            | tables.<br>Irdized left alignment for text sections.   |   |                                   |               | Feedback ×      | (7)   |

| Match Report - Jobscan                       | ×   | • 27 Sales Resume Examples That × 🔓 Sales Specialist Job Description × +  |        |          |          | ~ |            | -               | ٥     | ×   |
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| Resume scan results<br>Company - Job Title 🖌 |     |   |        |          |          |   | (          | Track           | Print | 〕 ^ |
| Upload & rescan                              |     | Resume Tone We've found some negative phrases or cliches in your resume:<br>View Negative Words   |        |          |          |   |            |                 | _     |     |

| O Power Edit   |              |                                       |  |
|--|--------------|---------------------------------------|--|
|  | Web Presence | 0 ×                                   | Consider adding a website or Linkedin url to build your web credibility. Recruiters appreciate the convenience and credibility associated with a professional website.   |
| Searchability 4 issues to fix<br>Hard Skills 9 issues to fix | Word Count   | 0 🗸                                   | There are 314 words in your resume, which is under the suggested 1000 word count for relevance and ease of reading reasons.  |
| Soft Skills 8 issues to fix                                  |              |                                       |  |
| Recruiter Tips 3 issues to fix                               | Formatting   |                                       |  |
| Formatting   | Layout       | ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ | Your resume does not contain columns. Some ATS have trouble accurately parsing columns.<br>Your paragraphs are concise and to the point, which makes your resume easier for recruiters to read.<br>Your resume doesn't contain images.   |
| 🖅 Guide me   | Layout       | ~                                     | Your resume does not contain images.<br>Your resume does not contain any tables.<br>Your resume primarily uses standardized left alignment for text sections.  |
|  | Font Check   | 0                                     | Special characters were not overused in your resume.         Your resume makes use of sparse bold styling. This increases readability for a recruiter.         Your font is in a readable color.         Your resume does not overuse different fonts.         Your resume uses a standard font.         The average font size of your resume meets readability and ATS standards. |
|  | Page Setup   | • • • •                               |  |

#### WORKING ON STAR ACCOMPLISHMENT STATEMENTS

Describe an accomplishment (preferable four or five throughout your Work History) that you would communicate to the recruiter or hiring manager in an interview:

- What was the situation:
- What tasks did you do:
- What action did you take:
- What were the results:

#### **THANK YOU**

Helen LaVan, PhD, LPC, CPRW

Professor of Management and Entrepreneurship

DePaul University

<u>hlavan@depaul.edu</u>

630-222-7928