

# Total Access Club

Career Confidential  
Coaching Club  
with Peggy McKee



# Today's Agenda

**Presentation** – 10 Deadly Resume Mistakes to Avoid at All Costs

**Questions & Answers** – Live

**Feedback** – How to Contact Us

**Accessing this Webinar** – The Archives



# Did you know...

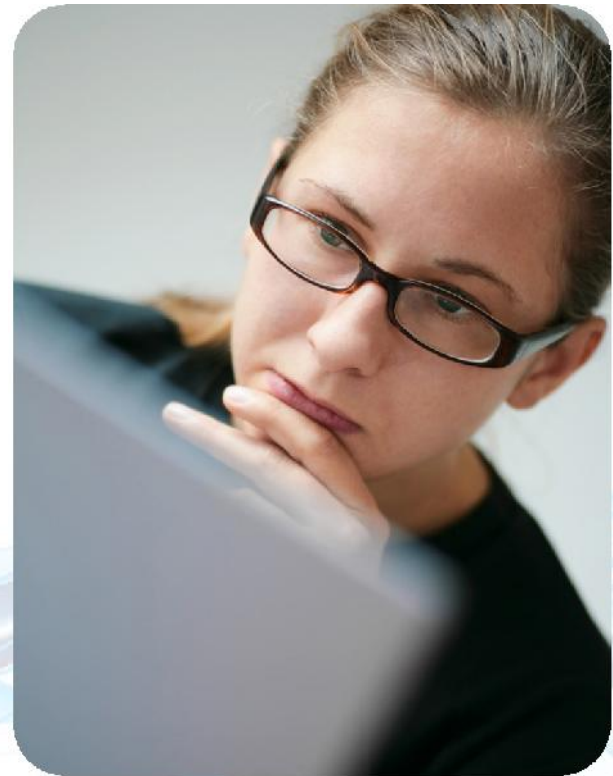
Some of the **most common** resume writing advice contains some of the **worst** things you can do to your resume?



I chose

# 10 of the Most Common Mistakes

to talk with you about today.



# #1 - Not including your address.

- Most communication today is through emails or phone calls.
- Many job seekers are leaving off their **physical address**.
- Recruiters and employers want to know where you are.

Always include your actual address.

Jane Doe	
CONTACT INFORMATION	Signal Processing Laboratory Griffith School of Engineering Griffith University, Nathan, Queensland, Australia office: 461 7 3735 3754 mobile: 461 4 1215 1771 e-mail: kamil.wojcieki@ieee.org
RESEARCH INTERESTS	Speech processing, speech enhancement, speech and speaker recognition, speech perception, machine learning and pattern recognition.
EDUCATION	Griffith University, Nathan, Queensland, Australia <i>Doctor of Philosophy</i> February 2005 – present • Expected graduation date: February 2010 • Advisors: Professor Kuklip Paliwal and Dr. J. G. Lyons So <i>BEng (Hons)</i> February 2000 – April 2005
HONOURS AND AWARDS	Best Paper Award, Griffith School of Engineering Research Conference, Brisbane, 2007 Australian Research Council (ARC) Postgraduate Research Scholarship, Brisbane, 2005-2010 Scholarship for Outstanding Academic Achievement, Griffith University, Brisbane, 2000 National Mathematics Summer School, Australian National University, Canberra, 2000, 1999 Certificate of Excellence for Outstanding Academic Achievement, University of Tasmania, 1999 Award for Best Design, Electronics Competition, The Electronics Educators Association, 1998
SELECTED PUBLICATIONS	Paliwal, K.K., Lyons, J.G. and K.K. Wojcieki, "Speech-signal-based frequency warping", <i>IEEE Signal Process. Lett.</i> , Vol. 4, 2009. (To appear) Paliwal, K.K. and K.K. Wojcieki, "Effect of analysis window duration on speech intelligibility", <i>IEEE Signal Process. Lett.</i> , Vol. 15, pp. 785-788, 2008. Stark, A.P., Lyons, J.G. and K.K. Paliwal, "Noise driven short time phase spectrum compensation procedure for speech enhancement", In <i>Proc. INTERSPEECH</i> , pp. 549-552, 2008. Wojcieki, K.K., Mungai, M., Stark, A.P., Lyons, J.G. and K.K. Paliwal, "Exploiting conjugate symmetry of the short-time Fourier spectrum for speech enhancement", <i>IEEE Signal Process. Lett.</i> , Vol. 15, pp. 461-464, 2008. Wojcieki, K.K. and K.K. Paliwal, "Importance of the dynamic range of an analysis window function for phase-only and magnitude-only reconstruction of speech", In <i>Proc. ICASSP</i> , pp. 729-733, 2007.





# #2 - Failing to write an objective statement.

- Objective statements are a big resume **opportunity**.
- An objective statement should say what job you're looking for.
- Don't be fooled into thinking you can get by with a summary.

**A summary is redundant and a waste of valuable space.**

**JOHN DOE**  
Full Address • City, State, ZIP • Phone Number • E-mail

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**OBJECTIVE:** Design apparel print for an innovative retail company

**EDUCATION:**

UNIVERSITY OF MINNESOTA  
*College of Design* City, State  
May 2011

- Bachelor of Science in Graphic Design
- Cumulative GPA 3.93, Dean's List
- Twin cities Iron Range Scholarship

**WORK EXPERIENCE:**

AMERICAN EAGLE City, State  
*Sales Associate* July 2009 - present

- Collaborated with the store manager to create displays to attract clientele
- Use my trend awareness to assist customers in their shopping experience
- Thoroughly scan every piece of merchandise for inventory control
- Process shipment to increase product knowledge

PLANET BEACH City, State  
*Spa Consultant* Aug. 2008 - present

- Sell retail and membership to meet company sales goals
- Build organizational skills by efficiently running all operating procedures
- Communicate with clients to fulfill their wants and needs
- Attend promotional events to market our services
- Handle cash transactions during opening and closing
- Received employee of the month award twice

HEARTBREAKER City, State  
*Sales Associate* May 2008 - Aug. 2008

- Stocked sales floor with fast fashion inventory
- Marked down items allowing me to see unsuccessful merchandise in a retail market
- Offered advice and assistance to each guest



## #3 - Weak language.

- Try to use **action verbs** to begin your sentences.
- Instead of saying:

*“Responsible for designing XYZ product.”*

*“Designed XYZ product.”*

- Your entire resume should be filled with **action words** like:

- Designed
- Managed
- Delivered
- Wrote
- Planned
- Maintained
- Achieved



## #4 - Failing to *quantify* your accomplishments.

- Use numbers, dollars, and percentages.

"Responsible for bringing in new clients."



"Brought in **20** new clients in **3** months."

"Responsible for delivering product on time and under budget."



"**98%** on-time delivery of product."

"Responsible for maintaining accuracy in company database."



"Achieved **100%** accuracy in **50,000**-item database over **2** years."



# #5 - Failing to use bullet points.

- Take out the paragraphs and turn them into **bullet points**.
- Makes your resume –
  - Easier to read
  - More attractive
- Keeps the reader's eye moving down the page so that they easily absorb all your information.

**JOHN DOE**  
Full Address • City, State, ZIP • Phone Number • E-mail

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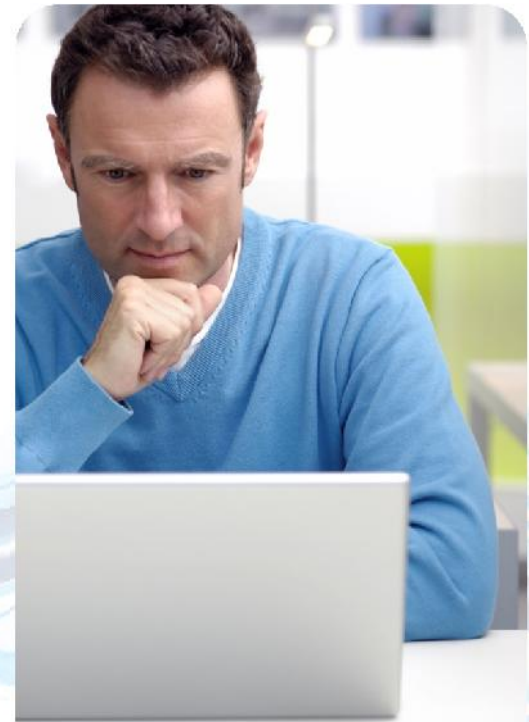
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## #6 - Extraneous information.

- Too much information will make your resume **too long**.
- No resume should ever be more than 2 pages unless you are the CEO.
- Editing the **work experience** on your resume is very important.
- Focus your resume on is what matters **for that job**.



# #7 - Including your references.

- If your resume says “References Upon Request” at the bottom, **take it off right now.**
- If the employer wants your references, they’ll ask for them.
- They expect that you’ll have them because that’s a basic requirement.

John Doe

12345 Main Street  
Dearborn, Michigan 48128

Home: (313) 561-2781  
Work: (123) 456-7890  
Email: coopstudent@home.com

**CAREER OBJECTIVE** A position in the computer field using my acquired knowledge and skills.

**EDUCATION**

2003 - Present HENRY FORD COMMUNITY COLLEGE Dearborn, Michigan  
Major: Computer Information Systems GPA: 3.67 Minor: Business Administration Major: 3.82

Related Courses:

Principles of Data Processing, Microsoft Office, Data Base Programming, COBOL Programming, C++ Programming, Systems Analysis & Design, PC Hardware/Software Installation, Web Pages, Local Area Networks (LAN) using Novell

**WORK EXPERIENCE**

2002 - Present CUSTOMIZED SYSTEMS CORPORATION Livonia, Michigan  
Computer Programmer Single and multi-user personal computers including databases, accounts receivable, accounts payable, general ledger, payroll, inventory control, and job costing.

1999 - 2002 TRAVEL LABORATORIES Taylor, Michigan  
Returns Processor Responsible for all documentation and disposition of returned goods and efficient service operation.

1995 - 1999 WILSON MODERNIZATION Dearborn, Michigan  
General Contractor Light construction in the renovation of private and commercial buildings.

1994 - 1995 CAR AND VAN RENTAL Dearborn, Michigan  
Car Porter General maintenance and cleaning of a fleet of vehicles.

**SPECIAL SKILLS** Knowledge of COBOL, C, C++, Visual Basic, Java, Word, Access, Oracle, MS FrontPage, HTML, UNIX, Novell, PC hardware installation

**REFERENCES** Will be furnished upon request.



# #8 - Including hobbies that make you sound like a frail old person.

- People who are switching careers, include -
  - Hobbies
  - Volunteer work
  - Extra activities
- That gave them **keywords** to attract attention.
- Be mindful of the image you're projecting with the entire document.



**If you can't say anything helpful,  
don't say anything at all.**





# #9 - Fancy borders and hard-to-read print.

- Unless you're in a creative field where those things are expected - **DON'T**.
- Keep it simple.
- Remember your audience.
- You never want the focus to be on your presentation...

**You want it to be on you.**

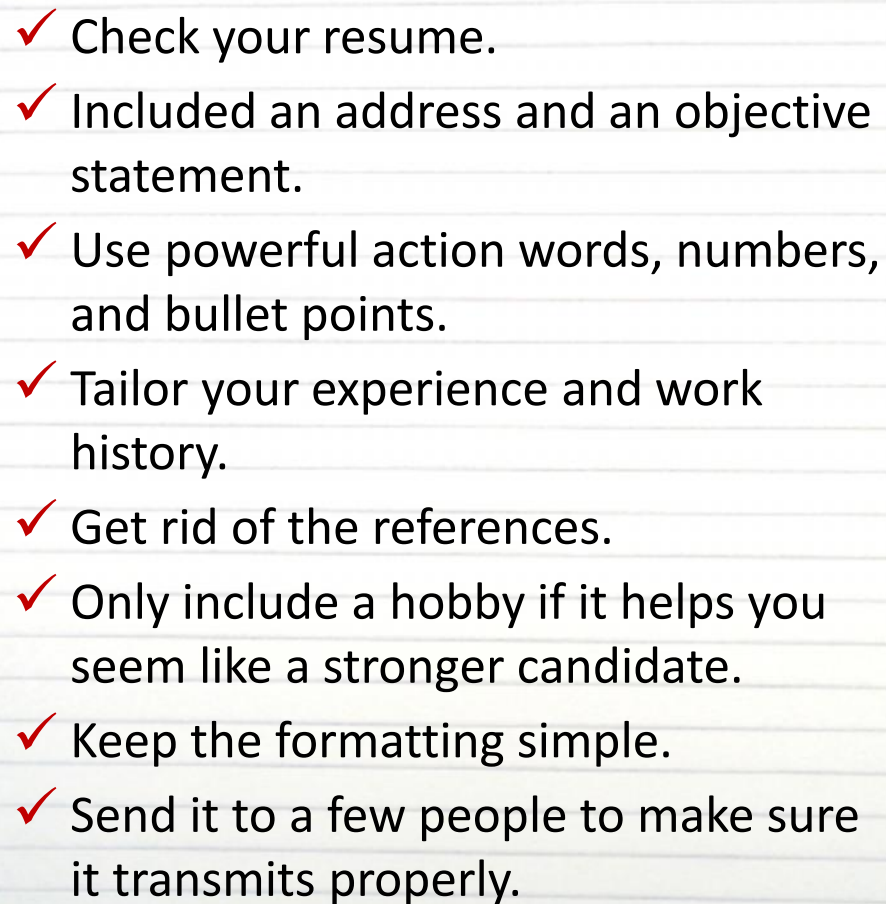


# #10 - Failing to ensure a smooth electronic delivery.

- Send a **test copy** to some friends to see if they can open it up and it looks the way it's supposed to look.
- If you have a PC, send it to someone with a Mac... and vice versa.



**Check and correct  
your formatting.**

- 
- ✓ Check your resume.
  - ✓ Included an address and an objective statement.
  - ✓ Use powerful action words, numbers, and bullet points.
  - ✓ Tailor your experience and work history.
  - ✓ Get rid of the references.
  - ✓ Only include a hobby if it helps you seem like a stronger candidate.
  - ✓ Keep the formatting simple.
  - ✓ Send it to a few people to make sure it transmits properly.

# Best of Luck!

The background of the slide features several overlapping, wavy lines in various shades of light blue and white, creating a sense of motion and depth. The lines are smooth and fluid, flowing across the lower half of the page.



# Q & A with Peggy McKee (LIVE)



# We'd love to have your input!

All feedback from this call and all questions for future calls should be emailed to:

[Peggy@CareerConfidential.com](mailto:Peggy@CareerConfidential.com)



# Accessing Webinars

Webinars are available on the  
Career Confidential Coaching Club website:

[www.CareerConfidential.com/members/](http://www.CareerConfidential.com/members/)

As long as you are a member of the club you will be able to access any of the webinars that have been presented during the time you were a member.



**Thank you for attending!**

