

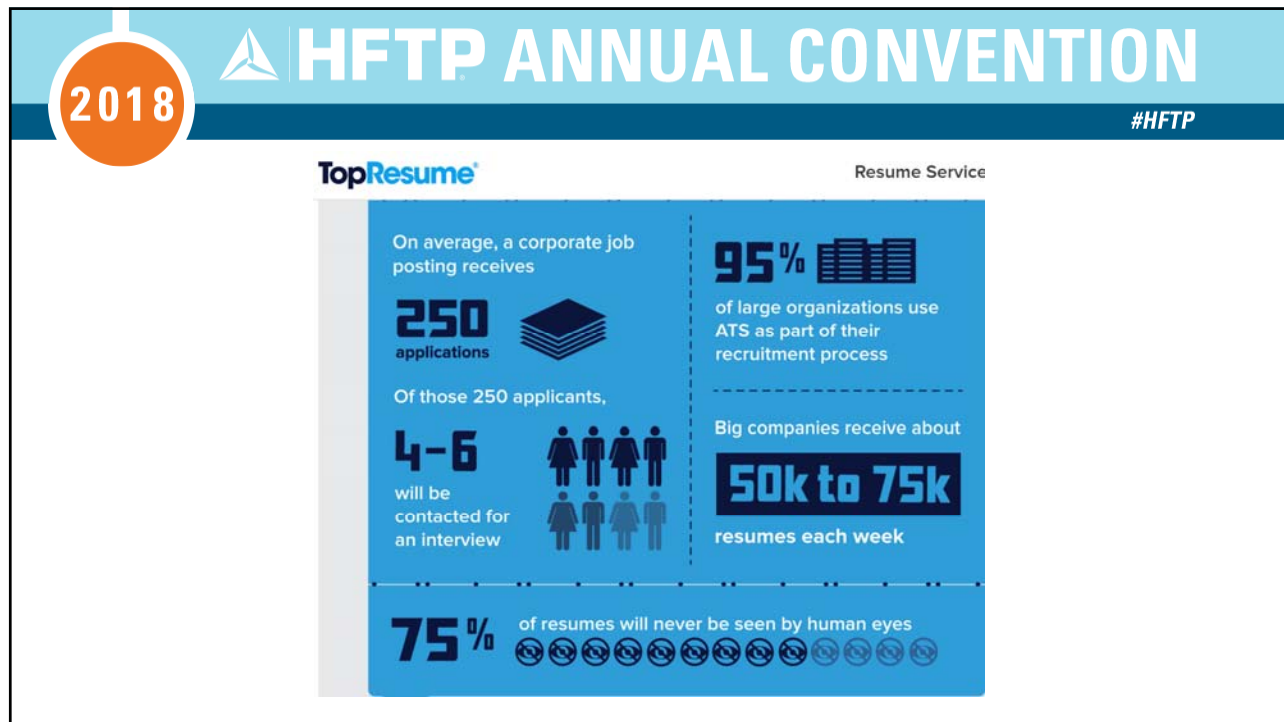
  **HFTP ANNUAL CONVENTION** #HFTP


BEAT THE RESUME BOTS!

  **HFTP ANNUAL CONVENTION** #HFTP

Your opponent is not another applicant!

It's the ATS!



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About Résumés

- Most of the time, a person may not even see your *résumé* UNTIL it meets the criteria a computer reviews (ATS)
- Info is put into a computer to search through the *résumé* to find "KEY WORDS"
- Usually, the key words are in the job description
- If your *résumé* does not have all of the words, you don't get a *résumé* review at all
- Use www.jobscan.co (no M)

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K.I.S.S.

- Keep your formatting simple. An ATS can't read symbols, lines, logos, pictures, and shadings. No tables, resume templates, or boxes.
- No headers or footers – ATSs can't read them
- Use a sans serif font that is common, such as Calibri or Arial
- Include only the usual sections of a resume: Experience, Education, Skills, etc. Headings such as Affiliations, Publications, or Memberships can confuse an ATS
- Some ATSs cannot read a PDF, so send it in Word

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Key Words and Phrases

- Apply only for jobs where you possess 85 percent or more of the requirements in the posting. Your résumé might not even be pulled unless you meet 100 percent.
- Customize each resume to include every key word and phrase that is mentioned in the job description. Try using Jobscan.co.
- Develop a headline or summary statement that provides a “wow factor,” uniquely defining your area of expertise and how it matches the job.
- In your experience section, focus on promotions, results, and direct contributions, not responsibilities and tasks.

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Key Words and Phrases

- Use both the acronym and the spelled-out form of any given title, certification, or organization, so you're set regardless of which format the ATS is looking for. For example: Certified Public Accountant (CPA).
- DO NOT just put the key words in a list at the top of your resume. ATSs are sophisticated enough to see this. Use the key words throughout your resume.
- DO NOT use an objective at the top; instead, use a headline, such as Financial Analyst, Human Resources Professional, Sales Associate, or Marketing and Communications Manager

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Matching Your Résumé to the Job Posting

Job requirements listed in an ad:

- 2 years' experience in marketing (note the apostrophe: years' experience or years of...)
- Create mail promotions
- Develop brochures
- Research target audiences
- Analyze sales figures
- Create marketing plans
- Maintain database of customers
- Take calls from customers and resolve issues

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Matching Your Résumé to the Job Posting

Your résumé says:

- 2 years' experience in retail and restaurants
- Typed letters to send to clients
- Helped with newsletter to mail to our customers
- Performed data entry to maintain client list
- Created flyers about our products
- Attended and took minutes of sales meetings
- SO WHAT? Give it some PUNCH! This is underselling!

Your résumé should say:

- Two years' experience in the retail and restaurant industries, resolving customer issues and providing excellent customer service (offer specific examples of this)
- Produced company newsletter on our products and services that was sent to 10,000 customers per quarter
- Maintained client list of over 50,000 in database; ensured contact information was consistently updated; merged mailing lists into our database
- Promoted company products through creation of four marketing pieces per month
- Attended sales/marketing staff meetings and gained knowledge of analyzing sales figures

This version is much more professional! You are NOT lying on your résumé just because you explain your job in better terminology and with accomplishments/quantifiable data! Which person would YOU hire?

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Spelling, Grammar, and Word Use

- The ATS is set up to know when words are misspelled or when there are typos, and making one error can mean your resume is not viewed by a person
- ATSs only find what they've been told to look for, and that's a list of keywords from the hiring manager.
- Some ATSs can't distinguish between *front-end* and *front end*.
- Many ATSs can't distinguish between *Master of Business Administration*, *Masters of Business Administration*, *Master's of Business Administration* and *MBA*.
- Some companies use different titles and keywords to mean something similar, like *Project Manager* vs. *Program Manager*.
- Use the exact same language and punctuation as in the job description.

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Bullet Points and Action Verbs Recommended by The Ladders (theladders.com)

- Accelerated
- Achieved
- Added
- Awarded
- Changed
- Contributed
- Decreased
- Delivered
- Eliminated
- Exceeded
- Expanded
- Gained
- Generated

- Grew
- Improved
- Increased
- Introduced
- Maximized
- Minimized
- Optimized
- Produced
- Reduced
- Saved
- Sold
- Streamlined

Use simple bullet dots, not stars, symbols, or graphics like
√ ★

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Résumé Properties

- begin phrases with powerful action verbs (see list at www.themuse.com/advice/185-powerful-verbs-that-will-make-your-resume-awesome)
- do not use the same verb twice to start a line
- short sentences; bullet points
- brief, succinct language; no unnecessary words
- absolutely free from grammatical, spelling, punctuation, usage, and typographical errors
- NEVER use I, Me, My, Mine or "Responsibilities included..."

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Résumé Mistakes

According to Liz Ryan, a well-known career and HR social media blogger and former Fortune 55 VP, here are "10 Boilerplate Phrases that Kill Résumés"


- Results-oriented professional
- Cross-functional teams
- More than [x] years of progressively responsible experience
- Superior (or excellent) communication skills
- Strong work ethic
- Met or exceeded expectations
- Proven track record of success
- Works well with all levels of staff
- Team player
- Bottom-line orientation


Another author (Brad Karsh) states: "Anyone can write that he/she is a hard worker; those kind of statements are worthless."

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Say What?!

- 50 percent of résumés are NEVER read. EVER.
- You have fewer than 10 SECONDS to impress the reader
- SIX SECONDS is the average amount of time spent reviewing a résumé (The Ladders)
- The *initial* glance generally looks at 1) job titles, 2) companies, 3) start/end dates, and 4) education.
- Quotes from recruiters:
 - *"The résumés that caught my attention were ones with specific measures of successes."*
 - *"It is a highly subjective process, so I advise people to be clear, concise, organized, and put the **most important stuff on top of their résumé** so the reader can find it."*







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Accomplishment Statements

- **IMPORTANT!** Throughout your résumé, if you have a statement that you can *quantify*, please do so! Here are some examples:
- **Poor:** Provided excellent customer service.
- **Better:** Served telephone and counter customers while meeting shipping and delivery deadlines.
- **Best:** Recognized by supervisor for tactful dealings with difficult customers. Received award for having highest customer satisfaction rating for the quarter.







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Accomplishment Statements

- **Poor:** Trained employees.
- **Better:** Developed customer service training program and provided training to new staff.
- **Best:** Developed customer service training program and presented it to 100 staff members over a 6-month period, resulting in a 110 percent increase in customer satisfaction levels.





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Accomplishment Statements

- Poor: Used accounting software.
- Better: Taught self to use QuickBooks.
- Best: Taught self and others to use QuickBooks and set up first computer-based bookkeeping system for small business.



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Accomplishment Statements

- Poor: Worked while attending college.
- Better: Worked 20 hours per week while attending college full-time.
- Best: Maintained high GPA while working 20 hours per week and being involved in campus activities in leadership roles.

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Accomplishment Statements

A top recruiter reveals why he said NO to thousands of college grads — and how you can get the YES

Confessions
of a
Recruiting Director


The Insider's Guide to
LANDING YOUR FIRST JOB

BRAD KARSH
Founder and President of Jobbound
www.jobbound.com
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- Brad Karsh says: We know exactly what a waitress does! There is **NO** benefit in explaining what **ANY** waitress has **EVER** done in the history of the restaurant business! The same goes for any sales associate, bank teller, etc. The recruiting director wants to know:
 - What **YOU** specifically accomplished
 - What made **YOUR** experience unique
 - What **YOU AND ONLY YOU** can put on the résumé that is **DIFFERENT FROM** other people

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Accomplishment Statements



- Brad Karsh says about the waitress job, to list it like this:
 - Waitress, Olive Garden
 - Louisville, KY; Summer 2015
 - Awarded Employee of the Month in July for superior customer service
 - Selected by management to cover more tables and more transactions than any other waitstaff
 - Worked 35 hours per week to finance education
- Note that there is nothing here about waitress “duties”
- Filling up your résumé with obvious job duties is a waste of space

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About Résumés


- A résumé is a self-marketing tool, designed with the goal of obtaining a job interview.
- Résumé information is targeted succinctly to a career field and addresses the needs of a specific employer.
- Your résumé should market your relevant skills, knowledge, and accomplishments.
- Résumés should be developed for each type of job you seek. Create a different resume for EVERY APPLICATION!


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About Résumés

- Recruiters receive hundreds of résumés for each job opening
- They are looking for easy ways to weed out applicants
- One typo can mean that your résumé is tossed—a résumé must be PERFECT
- They won't give you the benefit of the doubt
- The best way to get your résumé read is to know someone on the inside through networking








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Résumé Mistakes

- According to Liz Ryan, a well-known career and HR social media blogger and former Fortune 55 VP, here are "10 Boilerplate Phrases that Kill Résumés"
 - Results-oriented professional
 - Cross-functional teams
 - More than [x] years of progressively responsible experience
 - Superior (or excellent) communication skills
 - Strong work ethic
 - Met or exceeded expectations
 - Proven track record of success
 - Works well with all levels of staff
 - Team player
 - Bottom-line orientation

Another author (Brad Karsh) states: "Anyone can write that he/she is a hard worker; those kind of statements are worthless."





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Accomplishment Statements

In each job, what special things did you do to **set yourself apart**? How did you **do the job better** than anyone else? What did you do to make it your own? What special things did you do to **impress your boss** so that you might be promoted? What were the problems or challenges that you or the organization faced? What did you do to **overcome the problems**? What were the results of your efforts? How did the company **benefit from your performance**? How did you leave your employers **better off than before** you worked for them?

- How have you helped your employers to:
- **make money • save money • save time • make work easier • solve a problem • be more competitive • build relationships • expand the business • attract new customers • retain existing customers**

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Résumé Properties

- Employers want to see PROOF on your résumé of your skills in:
 - Leadership
 - Communication
 - Organization
 - Problem solving
 - Teamwork
 - Creativity
 - Technical skills

An ATS prefers a chronological resume, not a functional one.

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Listing Experience

- If the posting **requires 10 years** of experience in **accounting**, but your resume shows **5 in accounting and 5 in bookkeeping**, the ATS will assume you **do not** have 10 years of accounting experience.
- This is why it is vital to use the **correct words and phrases in the posting**.
- Use the key words only three times or so. If you use the exact same words in every job, the ATS will assume you are only using the key words to trick it, and you will not get through the system.
- **Tweak your job titles** if necessary to get past the ATS. If the posting says you need 12 years as a consultant, but your job titles have been advisor, counselor, and specialist, change the job titles to "Advisor and Consultant," "Specialist and Consultant," etc.

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Résumé Properties

CONTACT INFORMATION

- city only (such as Louisville KY area)
- telephone number(s) where you can be reached 8-5, but not your work number (be sure there is a professional-sounding message)
- E-mail address if you have one; be sure your e-mail address is PROFESSIONAL—NOT tattooman@gmail.com, doglover@hotmail.com, ipplayguitar@gmail.com, etc.

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Experience

- Start with most recent experience if using chronological format:
- title held, organization name, city, state (if it is unclear from the company name what type of industry it is, name it); do not abbreviate the company name or use abbreviations in your descriptions
- dates position held; if several positions for one employer, list employer only once
- responsibilities listed in order of each item's relative value to the future employer; indicate transferable skills and adaptive abilities used on the job

Résumé Properties

CAPITALIZATION

- Many people have an issue with inconsistent capitalization of words like bachelor's degree, finance course, etc.
- Unless you are stating the exact name of the degree or course, it should NOT be capitalized. For example these are correct:
- I hold a Bachelor of Science Degree in Accounting.
- I took classes in accounting, business, and communications.
- I have a finance course this term.
- My major is marketing, and I am working on a bachelor's degree.
- I am taking a management class called Managing and Behavior in Organizations.
- NEVER capitalize words that are not proper nouns or titles.

BFOQs

- omits racial, religious, or political affiliations unless a bona fide occupational qualification (BFOQ)
- contains only personal data relevant to your objective; omits age, sex, marital status, national origin, health, names of references, hobbies, photos


DO NOT . . .

- Use the word *résumé* on the top—it is obvious what it is by looking at it
- Put a photo or any pictures or logos on it
- List any “personal” info on it (such as age, religion, health, children, hobbies)
- List reasons for leaving
- List your salary history in the *résumé*
- Use many different fonts or typeface styles
- List certain organizations, such as Greek groups (may make you appear to be a “partier”), churches, political affiliations, etc.


Say What?!


- According to *workplacelit4adults*:
 - More than **90 percent** of employers are using some form of social media in their quest to find new talent.
 - Most recruiters find *résumé* reading to be their **least preferred method** for finding good talent; networking, word-of-mouth, and blog and social media postings are more preferred
 - For every 10 minutes you spend on your *résumé*, you should spend **an hour on LinkedIn**.
 - **73 percent** of recruiters have hired someone who was introduced or discovered through a social media/networking site.



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THE ART OF NETWORKING



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Why is Networking Important?

- Make connections for jobs
- Make a good impression that you are involved in your profession
- Meet people who are hiring
- Learn about a field
- It's who you know!

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What is Networking?

- *Network*: *n.* interconnecting group of people; *v.* to make connections and establish relationships
- Without the relationship (in person), real networking will not result
- Success depends on who you know and **who knows YOU**

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Cultivate, Cultivate, Cultivate!

- Farming vs. hunting
- It's about building long-lasting connections with other professionals
- Evolve through three phases
 - Visibility
 - Credibility
 - Profitability



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Types of Networking

- In-person, one-on-one or in groups
- Online via social media
- Through a third-party contact or word of mouth

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Ways to Network

- Informational interviews
- Join a professional organization
- Attend job fairs
- Volunteer
- Speak at conferences or meetings
- Be visible in your field



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In-Person Networking at an Event




- Find out who is likely to attend the event. Be prepared for the people you may encounter.
- ALWAYS RSVP and cancel if necessary! To do otherwise is rude to your host!
- Think of how you will introduce yourself to others and rehearse your lines. One-minute commercial or elevator speech!

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Why Uncomfortable?

- Worried about yourself
- Everyone is worried about themselves!
- Concentrate on making other people feel how you want to feel—welcomed, noticed, and at ease
- Take focus off self and put on others -- self consciousness will disappear



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Body Language

- Open posture
- Natural eye contact
- Relaxed smile
- The more relaxed and at ease you feel, the more you'll be likely to have a good time and make some solid connections.
- Good handshake; no limp fish
 - Remember “web and wrap”



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How to Work a Room

- Remember that almost everyone there is nervous about networking and meeting new people!
- They expect to be approached by strangers
- They want to move around
- Short conversations are okay!
- Don't overdo it with one person



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How to Work a Room

- Ask those you meet to introduce you to others
- “Nice to meet you” vs. “Good to see you”
- Don’t be afraid to join groups in progress
- Say “You appear to be a friendly/fun/interesting group; may I join you?”
- Listen carefully and ask questions
- Show people you are interested in THEM

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How to Work a Room

- Turn a social chat into a business discussion (“So, what does your company do?”)
- DON’T just talk about yourself—that you are seeking employment, etc.
- Flattery will get you everywhere!
- Gain the person’s permission to keep in touch (Get a card!)



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Networker's Toolkit

- Business cards (make your own!)
- Nice name badge (wear on right shoulder!)
- Dress to impress
- Knowledge of who is participating (prepare!)
- A pen to jot notes on the backs of business cards
- Have an e-mail address, and NOT one like these:
 - iluvdogs@hotmail.com
 - sam1979@gmail.com
 - hotchick@yahoo.com
 - Do use combinations of your first and last name
 - Do not use underscores
 - Avoid the numbers '1' and '0' (look like "L" and "O")



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Making Conversation

- Rehearse your exit lines so you don't get stuck in conversation with just one person.
- Know current events and listen to the news so you can engage in small talk. Better yet, read the latest industry book!
- Sit with people you don't know.
- Introduce yourself to everyone at the table before you sit down.
- Be sure to talk with more than just the person next to you at the table.



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Follow Up

- You have business cards....now what!?
 - Send a quick hand-written note—keep blank notes on hand
 - Invite them to play golf, have lunch, meet for coffee OR
 - Send them information you promised
 - Make sure to flatter them by remembering your discussion in your note



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Follow Up

- E-mail is okay
- A phone call can work as well
- Send them an online article of a mutual interest
- Ask them for a tour of their operations
- Remember the person's name!



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Lifelong Networking

- Don't stop networking just because you landed a job or have enough business right now.
- Get involved in business organizations. Get to know people, and tell them about what you do.
- Volunteer for committees, attend conferences, and increase opportunities.
- After you have a good reputation and people know your name, networking may be through word of mouth between people you don't personally know!





I heard from a friend that we need to connect with Matt Murry—he knows everyone!

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Practice your networking skills at this conference!
 Meet new friends!
 Sit with new people!
 Talk to strangers!





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Social Media Rules

- Personal = Facebook, Twitter, Instagram, Snapchat, etc.
 - Keep it Personal
- Business = LinkedIn, Facebook Business Page, Twitter, etc.
 - Keep it Business
 - Note About Side Hustles



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What Is LinkedIn?

- LinkedIn is a social network specifically for career and business professionals to connect.

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Rules For Profile Picture

- Have One
- Professional Attire
- Recent (ideally within last 2 years)
- Ask for Feedback from Close Friends/Relatives

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Matt Murry
 Contact New Paradigm Solutions for ALL of Your Recruiting Needs!! (812) 225-5590
 Louisville, Kentucky Area

[Add profile section](#) [More...](#)

I am the Principal Recruiter for New Paradigm Solutions and the HR Manager for Peyton Technical Services.
 At New Paradigm, We are a 3rd Party Recruiter and Staffing Agency serving a number of highly satisfied clients in the Automotive, Packaging, Printing and Lite Industrial industries. We have the capabilities to handle Direct Placement Recruiting Nationwide, and Temporary Staffing within a 50 mile radius of Corydon, IN. We utilize a number of online and offline sourcing systems and processes as well as maintain a robust screening system so ONLY the BEST candidates are submitted to you.
 Since our start in 2017, we have found that we frequently place candidates in: Human Resources, Engineering, Maintenance, Quality, Production, Management, Safety, IT, and more.
 For Peyton Technical Services:
 I handle the Day-To-Day HR Responsibilities for a 25 person electrical engineering company and 2 other companies. <http://ptsarcflash.com/>
 Thank you very much for networking with me and we look forward to partnering with you and your company.
 Regards,
 Matt



New Paradigm Solutions, LLC

Indiana University Southeast

See contact info

See connections (500+)

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Rules for Headline and Summary

- Headline should NEVER only be "Seeking New Opportunity"
- Summary Resume = No Physical Address except City, State

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Experience

Principal Recruiter
New Paradigm Solutions, LLC
Aug 2017 – Present • 1 yr 1 mo
Louisville, Kentucky Area

+
✎

Principal Recruiter for New Paradigm Solutions, LLC. Currently serving companies in the automotive, printing, and consumer manufacturing industries across the country. Able to serve clients and candidates across all industries in the United States and Canada. Always accepting resumes and inquiries. [8121225-5590](tel:8121225-5590)

Human Resources Manager
Peyton Technical Services
Oct 2016 – Present • 1 yr 11 mos
Corydon, Indiana

✎

HR Manager for Peyton Technical Services, LLC. and its subsidiaries. PTS specializes in Arc Flash Analysis, Electrical Engineering Services, and Electrical Safety Instruction. Wyandotte Safety Solutions, LLC specializes in CPR/First Aid training, Audiometric Testing, PPE equipment distribution & sales, and more.

HR Generalist
Lumber Company
Oct 2015 – Oct 2016 • 1 yr 1 mo

✎

Human Resources Assistant
Paper Company
Sep 2013 – Jun 2014 • 2 yrs 1 mo

✎

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Education

Indiana University Southeast
Master of Business Administration - MBA
2018 – 2020

+
✎

Indiana University Southeast
Bachelor's degree, Business (Dual Concentration Human Resources Management & Management)
2008 – 2014

✎

Brownstown Central High School

✎

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How Do You Get to 11,000+ Connections?

- It's A Marathon, not a Sprint
- Understand What Your Motivation Is
 - Why are you on LinkedIn?
- Relevant and Meaningful Content
- Always Keep It Professional
 - No Politics, No Religion, No Nonsense

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The 7 Types of Connections You Need When Job Hunting

1. Current and Previous Co-Workers You Like(d) Working With
2. Current and Previous Vender/Customer Contacts
3. People You Admire
4. Other People in Your Field/Same Position
5. People Starting Out or Have an Interest in Your Field
6. Personal Friends/Relatives/etc.
7. People in Hiring/Talent Acquisition Positions

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Common Titles of People in Hiring Positions

- Human Resources Manager
- Talent Acquisition Manager
- Recruiter
- IT Director
- President (depending on size of company)