Becoming A Polished Professional: Part 1
Creating Effective Resumes & Portfolios

2013-14 FSM Network Webinar Series

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FOSTERING SUCCESS MICHIGAN
CREATING EFFECTIVE RESUMES AND PORTFOLIO'S

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GOALS FOR THE WEBINAR:

- Resume formats & content
- How to customize your resume(s), cover letter and portfolio
- Notes that can help refine your existing resume or build a new resume
- Resources for your job search

What is a Resume?

- A brief summary of your experience, abilities, interests, skills, education, and accomplishments and it is used for employment, admission to graduate school, consideration for a scholarship or fellowship, or other professional purpose.

- A marketing tool--Often the first impression you make on a prospective employer

- A good resume earns you an interview

CAREER PLANNING

- What do you want your resume to look like when you graduate/change careers?

  - ➤ If you start thinking about this now you will have a better chance of enhancing your resume through volunteer opportunities and various work experiences

BEFORE SENDING YOUR RESUME...

- Determine what the industry/employer is looking for:

  - What do they want?

  - What specialized skills, degrees, certifications does the position require?

  - What is needed to be an ideal candidate for this employer?

  - Use discretion regarding controversial issues & social media

WHAT IS THE DIFFERENCE BETWEEN RESPONSIBILITIES AND ACCOMPLISHMENTS?

- Responsibilities are the day-to-day tasks required for the position. These are the tasks that would be completed regardless of who holds the position.
- Accomplishments are your unique actions, above and beyond the day-to-day responsibilities, that have positively impacted the revenue and/or productivity of the organization.
- Make sure the entire resume is written in third person

RESUME FORMATS

- Chronological
  - For use when you have work experience in your field of interest
- Functional
  - For use when your work experience is not related to your major area of study
- Combination of the two--

How & When do you use either format?

CHRONOLOGICAL RESUME…

- List accomplishments and experiences in reverse order
- Emphasizes job titles and organizations
- Draws attention to a lack of experience in a specific career
- Reveals job hopping or career gaps

WHEN TO USE A CHRONOLOGICAL RESUME

- To demonstrate growth in your career
- When a traditional resume is needed
- When your experience relates to your objective
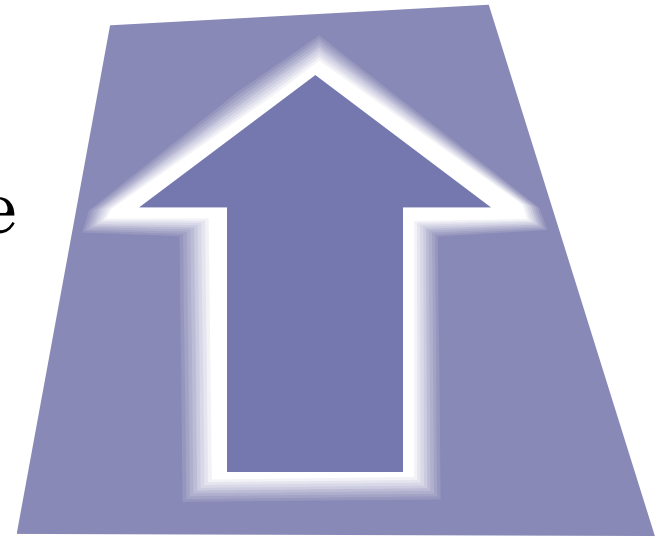
A Functional Resume…

- Emphasizes skills

- Downplays job hopping and employment gaps

- Doesn't focus on work experience

- Doesn't highlight prestigious jobs and employers

WHEN TO USE A FUNCTIONAL RESUME

- When your education and skills relate well to the job you are seeking

- When returning to the work world after a long absence

- When changing careers to show transferrable skills
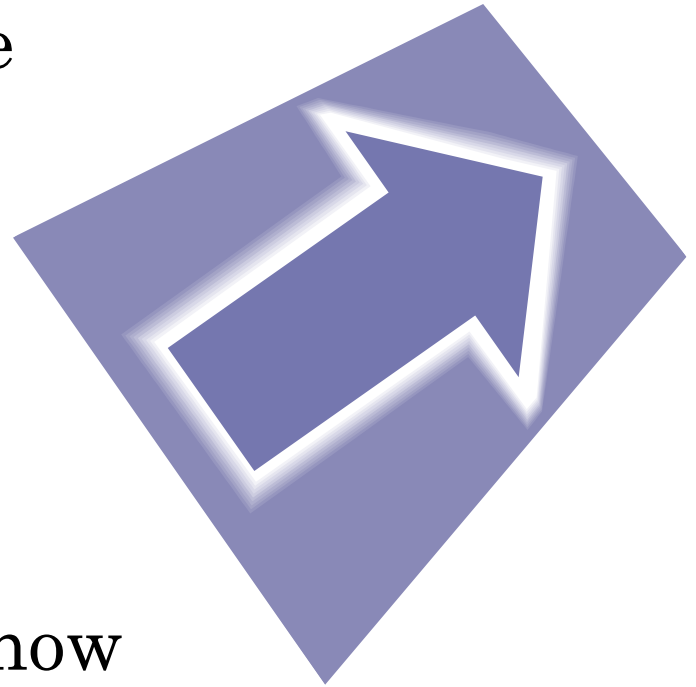
WHAT ABOUT WHEN YOU ARE BEGINNING A NEW CAREER?

- A combination chronological and functional resume works for new graduates or career changers.
  - Emphasize skills and education over work history
    - Use "Key" words used by your profession
  - Lists education and employment in reverse chronological order

RESUME CONTENT

- "Your letterhead"
  - Name (can include nickname), permanent and/or present address, telephone numbers (with area codes), and email addresses, a professional personal website

- Objective (optional)
  - This is prime real estate and should be polished & clear
  - Use direct, clear wording to describe the position you want
  - Avoid subjective, vague words like "challenging," "progressive," "opportunity to advance," fast paced, etc.
  - Cut out excess words!

RESUME CONTENT   (CONT.)

Examples of Objectives

- To obtain the position of a Social Worker educating parents on parenting, problem solving and time management skills; while utilizing my 3 years of related human service experience.

- A position within your Child Care Center where I can use my problem solving skills to supervise, nurture and play with the babies and children.

- To demonstrate how my 2 years of clinical experience and my nursing degree can help families manage their loved one's health crisis.

RESUME CONTENT   (CONT.)

- Summary of qualifications or skills

Draw from work experience and/or extracurricular activities that relate to your professional objective:

- Excellent time management skills developed through working 25 hours per week and also attending high school full-time
- Knowledge of Microsoft Office; Word, Excel and Access and Lotus 1-2-3, utilized in a student accounting position

- ✓ Use key words to describe your skills in the <u>language</u> of your profession. Review job descriptions to determine key words and the specific skill employers seek.

- ✓ Use **bullets** to give clear concise proof of your skills and how you obtained them, this will add credibility to your objective statement.

RESUME CONTENT (CONT.)

- Education
  - **Do's**
    - Consider including a section called *Relevant Coursework*
    - Include your GPA if 3.0 or higher out of 4.0 (3.5 for college graduate students)
    - Include anticipated date of graduation
    - Include city and state
    - Class projects, independent study, publications
    - GED completion date
    - Certificates

- Education
  - **Don'ts**
    - Include high school unless it was prestigious or you had significant accomplishments
    (i.e. Governor's Student Council)
    - List introductory college courses

RESUME CONTENT (CONT.)

- Professional Experience/Work History
  - List your experiences/<u>accomplishments</u> in reverse chronological (including full-time, part-time, seasonal, volunteer, and co-op/internships)

  - give the names and locations of organizations for whom you worked with your position/title, and dates of employment

RESUME CONTENT (CONT.)

- Honors, Awards
  - List any honors which highlights your strong academic accomplishments, i.e.. Honor society, scholarships, deans lists, etc. Include awards related to character and/or community service.

- Activities/Hobbies
  - List extracurricular activities, committees, offices held and length of time in the activity and responsibilities.
    - Volunteer, Meals on Wheels, Ypsilanti, MI
      Food deliverer/Conversation partner, 18 hours per month, May 2013-Present
    - Treasurer, Eastern Michigan University-Engineering Club, 2010-present (list accomplishments)

RESUME CONTENT   (CONT.)

- Special skills
  - Languages, (spoken, written, etc.)
    - Spanish language interpreter for new students in high school and in college

  - Computer/Technology
    - Highly proficient using Microsoft Word, Excel and PowerPoint
    - Proficient with Adobe and other graphic design software

RESUME LENGTH

- 1 page for little experience

- 2(maybe 3) pages for moderate to extensive experience

- If experience is relevant go back 10 years, if not only use 5 years on resume

- When applying online list all experiences
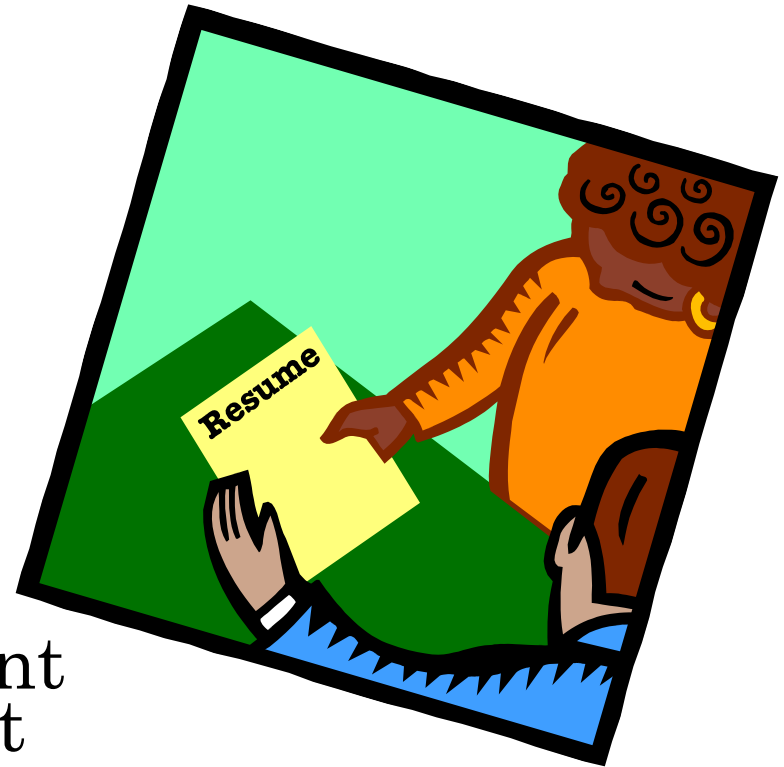
REFERENCES

- Begin the page with the same personal letter head used on your resume, and it is not sent with the resume unless requested

- Have 5 references prepared, 3 are often requested choose from;

  minister, manager, professional friends, teachers, professors, previous employers and/or co-workers, club or committee members, friend of the family

- Ask permission from your references before including them and give them a copy of your resume and call or email them when you use their name so they are prepared

- Include their title and complete contact information; including professional email address

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References

Advisor/Employer
Donna Fisher, Assistant Director
Chocolate Factory Enterprises
222 Hershey Bar Ct.
Ypsilanti, MI 48197
734 487 23XX   donna.f@cfe.org

Mentor
Taylor Patterson
Campus Volunteer Coordinator
2213 Crosstown
Ypsilanti, MI 48197
734 555 55XX   tp@yahoo.com

Etc.

COVER LETTERS

- **Paragraph 1**
  - State the reason for writing, refer to a specific job, mention how you heard about the position

- **Paragraph 2**
  - Explain your interest in the job,
  - Be courteous and confident
  - Describe how your skills, education and experience can be of benefit to the employer, list examples of accomplishment

- **Paragraph 3**
  - Refer the reader to your resume
  - Closed with a statement of the actions you will take next to contact the employer

  Don't forget to TOOT your own horn!

Professional Portfolio's

- Organize papers, documents, pictures, class projects and anything else that will highlight your achievements

- Change it to reflect the position you are applying for

- Take it with you to job fairs and interviews (especially second interviews)

- Indicate on your resume that you have a "portfolio available for review"

- Store portfolio in a binder, or online @ Wix.com, your my.emich tab, etc.
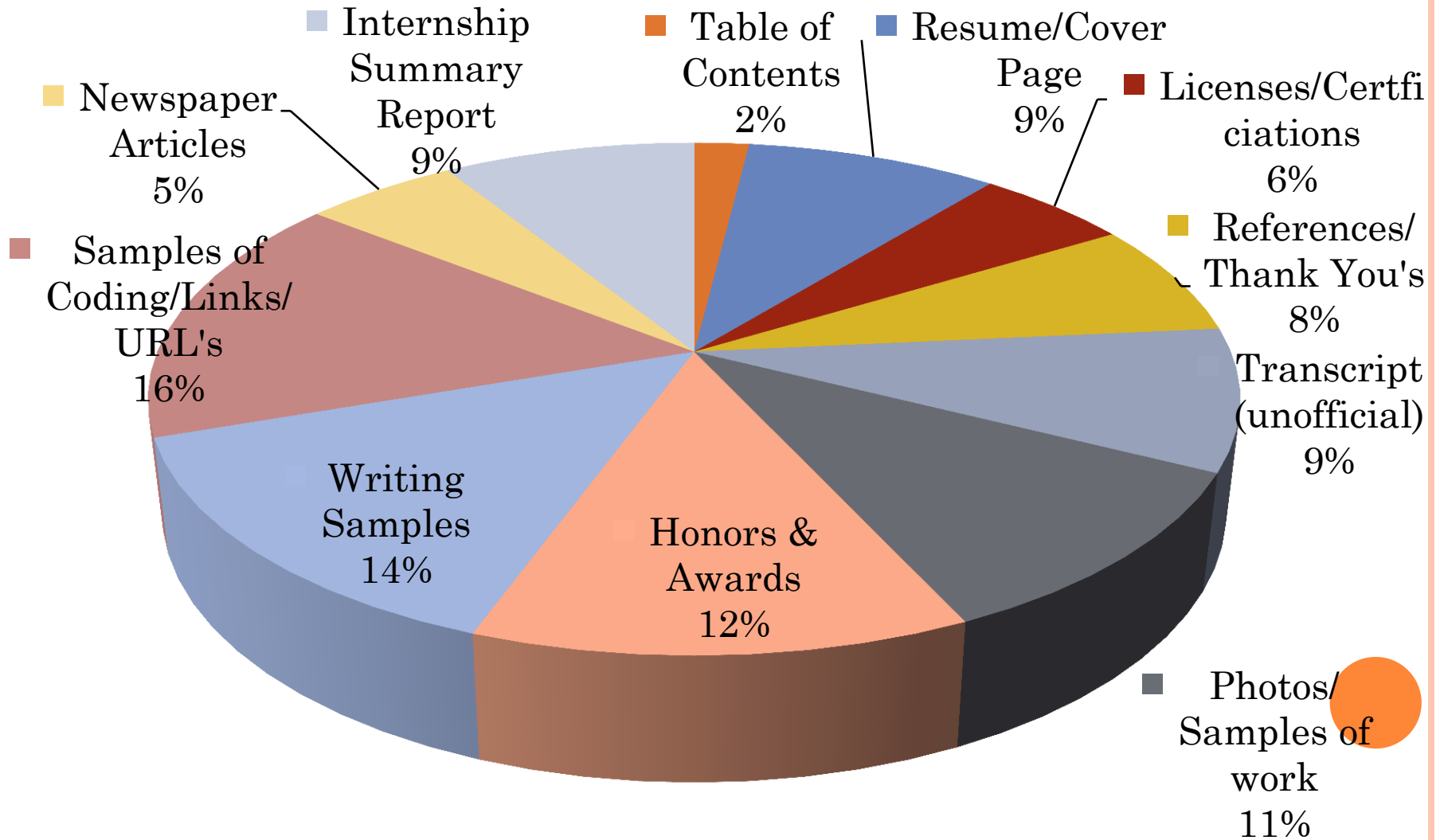
- Use the K.I.S.S. method
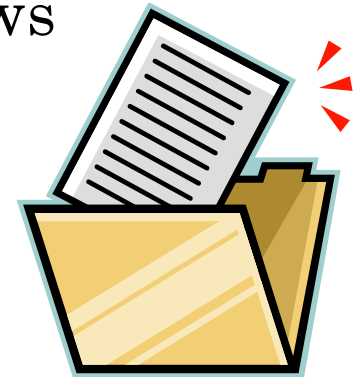
CON'T

- Possible Portfolio Items:
  - Index
  - Resume/Cover page of website
  - Licenses/Certifications
  - Reference/Thank you Letters
  - Transcript (unofficial)
  - Photos/samples of:
    - marketing, computer, financial statements, etc.
    - artwork
  - Honors and Awards
  - Writing samples of well written final reports, papers, articles
  - Samples of coding (link to it)
    - Also includes printouts of personal web page
  - Newspaper articles about your achievement(s)
  - Internship or Co-op summary report

PORTFOLIO

Internship Summary Report 9%

Table of Contents 2%

Resume/Cover Page 9%

Licenses/Certfi ciations 6%

Newspaper Articles 5%

References/ Thank You's 8%

Samples of Coding/Links/ URL's 16%

Transcript (unofficial) 9%

Writing Samples 14%

Honors & Awards 12%

Photos/ Samples of work 11%

EMPLOYMENT SOURCES

- MiTalent.org (72,381 jobs available 4/14/14)

- EagleCareers.experience.com (an on-line resume exchange service) build and load resume(s), cover letters, view employment opportunities, research employers, access through your my.emich page, click student tab

- Interninmichigan.com; internship opportunities

- LinkedIn.com, professional networking site
  - LinkedIn.com groups

- Indeed.com

- Professional organization sites

- Careerbuilder.com, Indeed.com, theladder.com, etc.

ELEVATOR PITCH

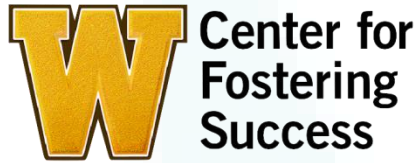Your script should be brief and impressive to the recruiter

- Your name, pending graduation date, and whether you're interested in a full-time, co-op, or internship position, your career interest, majors and the classes you enjoy and why you chose that employer.

The End!!

For More Information:

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(269) 568-9142

[*www.FosteringSuccessMichigan.com*](www.FosteringSuccessMichigan.com)

[*http://groups.google.com/group/fostering-success-michigan*](http://groups.google.com/group/fostering-success-michigan)