

# Resumés: A Deeper Dive





**WELCOME!**  
**We are glad you're here!**

[OaklandCountyMiWorks.com](http://OaklandCountyMiWorks.com)



# Workshop Guidelines

- This is an interactive session - we welcome you to type into the chat box to ask questions & add to the conversation
- We will post into the chat the link to the presentation and other resources.
- For additional career assistance, connect with one of our 6 Oakland County Michigan Works! service centers. Contact information is listed on the web at: [OaklandCountyMiWorks.com](https://www.oaklandcountymiworks.com) or call 800-285-9675

# You are Invited...



...to check out our Level 1 Resume Workshop  
“Resumes & Cover Letters” +

all of our other workshops, training opportunities,  
hot jobs board, & career services!

We are on the web at:

[OaklandCountyMiWorks.com](http://OaklandCountyMiWorks.com)



Oakland County  
MICHIGAN  
**WORKS!**

# Let's Un "SCRABBLE"

the Resume Part of Job Search!



# We'll Cover:



- Resumé top tips
- Starting with getting your history on paper
- Checking your dates
- Sections of the resume
- Templates & not giving away your \$\$
- Changing your resume for a job posting
- ATS - Who is reading your resume + 6 seconds 👁️👁️
- Before Showtime - Review – Review - Review

# Fancy isn't necessary.



MONICA TURNER

PRODUCT MANAGER

## CONTACT

23-580-22-88  
youremo1@gmail.com  
City, State  
LinkedIn.com/username

## EDUCATION

YOUR DEGREE NAME / MAJOR  
Education  
University Name  
2012-2014

YOUR DEGREE NAME / MAJOR  
Education  
University Name  
2010-2011

## SKILLS

- Relevant Skill
- Relevant Skill
- Relevant Skill
- Relevant Skill
- Relevant Skill
- Relevant Skill
- Relevant Skill
- Relevant Skill
- Relevant Skill
- Relevant Skill
- Relevant Skill
- Relevant Skill
- Relevant Skill
- Relevant Skill
- Relevant Skill

## PROFILE

Write a powerful performance summary here. Highlight your most valuable skill, qualifications, achievements, credentials, and other distinguishing information as it relates to and supports your current objective. Integrate keywords and qualifications aligned with the company's specific needs. Show why you are uniquely qualified, focusing on skills or qualifications, industry expertise, companies worked for, degrees, certifications, awards, and/or other professional credentials.

## PROFESSIONAL EXPERIENCE

WRITE YOUR JOB TITLE HERE  
Company Name | City, State | Beginning Date-End Date

In 2 lines, summarize your main responsibilities using past tense and provide information about the organization.

- Beginning with a powerful action verb, write up to six responsibilities and/or accomplishments in the past tense.
- Highlight your most relevant qualifications for the job by listing them first.
- Avoid irrelevant experiences.
- Keep descriptions short but add details that show why you're a great candidate.
- Show your accomplishments by using numbers and percentages.

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# Buying a Resumé



If you are tempted because:  
not sure how to type, format  
or  
use Microsoft...

Friends may help you.

Michigan Works! can help.

It would be difficult to find  
someone that would dig  
into your work &  
education history...  
+  
...you know you the best



Your Name

313-999-9999

yourname@gmail.com

linkedin.com/in/yourname

## Human Resources Specialist | Payroll | Accounting

### SKILLS SUMMARY:

- Accounts Receivable
- Accounts Payable
- Aging Reports
- Invoicing
- Payroll
- General Ledger
- Delinquent Accounts
- Vendor Relations
- Microsoft Word
- Microsoft Excel
- PowerChurch Plus
- ADP/Ez-Labor|Manager

### EXPERIENCE:

- Controller** 10/4/17 to Present  
Center for Assistance Detroit, MI
- Oversee all financial operations.
  - Supervise 7 direct reports and participate in recruitment, hiring, training, and scheduling.
  - Converted system from manual to computerized using PowerChurch Plus accounting software package.
  - Set up procedures for counting donations.
  - Develop job descriptions and organize division of labor for the finance department.
  - Process accounts payable, accounts receivable, payroll, and bank reconciliations.
  - Supply CEO with month-end, year-end and other reports on an as-needed-basis.
  - Supply year-end documentation to an external accounting firm.
  - Troubleshoot and resolve problems including handling customer and tenant complaints.
- Human Resources Specialist** 5/15/14 to 9/25/17  
Integrated Manufacturing & Assembly Detroit, MI
- Processed employee benefits including medical, dental, 401(k), and tuition reimbursements.
  - Input vacation, personal, FMLA, holiday, and medical leave time into ADP/Ez-Labor Manager Payroll.
  - Processed unemployment, short-term disability, and Friend of the Court Medical Support Orders.
  - Conducted orientation for newly hired employees (salary and hourly).
  - Processed and input personal data into ADP/Ez-Labor Manager.
  - Handled attendance issues, and exercised disciplinary actions to offenders.
  - Attended Manpower meetings and supplied related reports.
  - Attended grievance hearings and daily staff meetings.
  - Worked with HR Manager; supplied monthly reports to management
- Financial Aid Department – Work Study** 1/16/12 to 3/20/14  
Baker College Allen Park, MI
- Greeted students and answered customer calls.
  - Processed scholarship and financial aid paperwork, and Dependent and Parent Verification forms.
  - Processed a high volume of mailings and filing.
  - Assisted in the bookstore as a cashier and stocking supplies during inventory period.

### EDUCATION:

Bachelor of Arts in Business Administration, Wayne State University, Detroit, MI  
Associate of Business, Baker College, Allen Park, MI, Magna cum Laude, President's List

To use this sample for creating your own resume:

Click the link below:

[https://drive.google.com/file/d/1jz7GD\\_V-DriSYI1Sxh3vSdbTDuabReBF/view?usp=sharing](https://drive.google.com/file/d/1jz7GD_V-DriSYI1Sxh3vSdbTDuabReBF/view?usp=sharing)

Then select "OPEN WITH GOOGLE DOCS."

The columns will be one long list until opened with Google Docs.

[https://drive.google.com/file/d/1jz7GD\\_V-DriSYI1Sxh3vSdbTDuabReBF/view?usp=sharing](https://drive.google.com/file/d/1jz7GD_V-DriSYI1Sxh3vSdbTDuabReBF/view?usp=sharing)

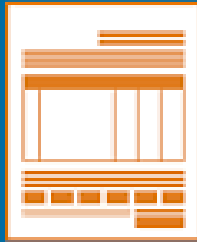
# The Purpose of the Resume



# The Game:



00:06



To pass the resume 6-second test, focus on creating an orderly, concise resume that can be easily skimmed by decision-makers.



# Start with a lot of Reflection



# On this Master List – More is Better

**WHERE'S  
THE BEEF?**



Think deeply about all that you did on jobs & during your education:

- Technology
- Software
- Equipment
- Projects
- Accomplishments
- + + +

Think “BEEFY.”



# Tips

## Brainstorming for Resume Content

- ❑ Brainstorm each job. Think about EVERYTHING you did in that job, not just the things that you consider to be “important” and write it all down.
- ❑ Use resources to help you remember all the things you did over the years: Job descriptions for your job, annual evaluations, current job postings on the web.
- ❑ Do an “Occupation Quick Search” at [www.ONETonline.org](http://www.ONETonline.org)
- ❑ Save this as a master list.
- ❑ Then create a resume for a **specific job posting** & select from the master the details that “speak” to the employer **using words & skills that are mentioned in the employer’s job posting.**
- ❑ Decide how many jobs to include, based on how far back you want to go (10 years) & what information you need to include.

# Check those employment dates!

**Be sure they are correct with MONTH + DAY + YEAR.**

**Check your records or call the companies to be sure you have the dates correct.**

A recruiter said that when she verifies a candidate by contacting their previous employers & looking at their LinkedIn & if the candidate placed incorrect start and end dates on their resume she wouldn't consider that candidate.



# Don't over inflate your skills



Be authentic, realistic, give examples. Don't just tell - show



# Type Style (Font), Size & Margins

❑ FONT STYLE: ARIAL or TIMES NEW ROMAN

❑ FONT SIZES:

- ❑ **18 or 16** - Your Name
- ❑ **14** - Cell & email & LinkedIn
- ❑ **14** - Job Target Titles
- ❑ **11 or 12** - Body of resume

❑ MARGINS - 1" around

Arial	Tahoma
Times New Roman	Helvetica
Stylus	<b>ONYX</b>
Gothic	<b>Revue</b>
Courier	Nyala
Script	<b>broadway</b>
	CASTELLAR

# Sections of the Resumé – Top

- Your name **centered** on the top line by itself
  - 16 or 18 font size - **bold**
- Email & Cell phone on line down
  - Centered OR left & far right - 14 font - bold
- No Home Address
- No Home Phone
- LinkedIn URL (web address with LinkedIn) EDITED to be as close to your name as possible

# Top Section **Centered**

---

**John C. Smith**

johncsmith@gmail.com

(248) 545-2222

[linkedin.com/in/johncsmith](https://www.linkedin.com/in/johncsmith)

Centered

**Joe J. Smith**

313 222-4444

(Don't say "Cell" and don't add a home phone)

joejsmith@gmail.com

(Emails are all lower case letters as are website addresses)

linkedin/in/joejsmith.com

(If you have a LinkedIn profile – edit your URL/web address to be as close to your name as you can get)

# Top Section – **Left & Right**

---

**John C. Smith**

johncsmith@gmail.com

(248) 545-2222

[linkedin.com/in/johncsmith](https://www.linkedin.com/in/johncsmith)

# Top Section: Email Address



**Tip!**

## DID YOU KNOW?



76% of resumes are discarded for an unprofessional email address.

- An email address that is professional & has your name in it:  
**susansmith@gmail.com**
- Recruiters can see quickly that it is you and can search by name.
- Consider a separate email for job search (keeps job search emails separate from bills, etc.)
- Gmail advantage - You can use Google Docs to store your files

# Top Section – Email



**Tip!**

- ❑ An email that is your name or close to it:  
[jamesjones240@gmail.com](mailto:jamesjones240@gmail.com)
  - ❑ (Don't use your birth date or year of birth)
- ❑ You could add your credential:
  - ❑ [jamesjonescdl@gmail.com](mailto:jamesjonescdl@gmail.com)
  - ❑ [jamesjonesrn@gmail.com](mailto:jamesjonesrn@gmail.com)
  - ❑ or middle initial [jamesrjones@gmail.com](mailto:jamesrjones@gmail.com)
- ❑ Emails are **always** lower case letters & so are website addresses (so you don't have to say "all lower case" when stating your email address.)



Questions?  
Comments?





# After the Top Section: Job Titles | Your Job Targets



**Joe J. Smith**  
313 222-4444  
joejsmith@gmail.com  
linkedin/in/joejsmith.com

**Skilled Trades | HVAC | Plumbing | Building Maintenance**



Use the stick symbol | to separate these. It is located on the keyboard below the backspace key.

# Change it to What They Call it



General Ledger  
Accountant - Client  
Services

Plante Moran

Southfield, MI (+1 other)

via ZipRecruiter



**JOB POSTING JOB TITLE**



**MATCH**

**General Ledger Accountant | Client Services**

# “Large batch invoicing & why you want to call it what they call it!



A story:  
ABC Company  
& tailoring the  
resume to the  
job posting!

# No!

## OBJECTIVE statement

- Notice we've left off the OBJECTIVE statement
- Replaced by the JOB TARGETS
- Why? Objective statements are sentences, not short phrases & take longer to read
- Many are “self-focused” on what the candidate demands the employer provide.

Example of what we don't want:

- **OBJECTIVE: To secure a rewarding entry-level help desk position where I can use my extensive knowledge of computer hardware and software in a job that provides an opportunity for advancement.**

# Skill Summary - Office Manager



## SKILL SUMMARY

- Office Administration
- Community outreach
- Inventory
- Events
- Marketing & Promotion
- Sales
- Vendor Relations
- ADP
- Microsoft Office Suite
- PowerPoint Presentations
- Excel Pivot Tables

# Skill Summary

00:06

- Gives the company a very quick idea of your top skills
- Shows the viewer that you have what they are looking for
- Refers back to the job posting & includes the key skills
- To be believable – the skills are supported, justified, mentioned in the area under employment or education
- Use short phrases
- 1 to 3 columns
- Easy to read

# After Skill Summary - What Next: Education OR Work Experience?



You decide



# Experience

- ❑ **Bold** the job title
- ❑ Unbold the company name – dates - city
- ❑ List the dates as 06/15/19 to 03/1/21 NOT: 2019 TO 2020
- ❑ Most recent job – more details – more bullets
- ❑ Back in time – fewer details – fewer bullets
- ❑ All past jobs use “ed” words for past tense and double check that all words that should be “ed” are “ed.”
- ❑ List specific accomplishments & responsibilities
- ❑ Brief & to the point with higher level duties higher up the list.
- ❑ Be specific about your role in projects & avoid generalities.
- ❑ **Use keywords & skills that are in the job posting**



# Education

- Think about educational accomplishments
- Use your keywords that are in the job posting that connect to coursework. Ok to be beefier
  - Business Writing
  - Organizational Systems
  - Human Resources
  - Diversity in employment
- Awards | Dean's List
- Not necessary to list education dates as it may date you
- GPA: Some list it, some don't, you decide



# Volunteer Experience



- Optional whether to include on your resume
- Include if you performed duties and used skills that are a beneficial addition to your qualifications for jobs
- Condominium board member or president: responsibilities
- Food Pantry – Animal rescue - Other socially positive project
- Organized events
- Usually avoid politics & religion
- Consider volunteering to learn new skills

## Tip!

It isn't legal to volunteer at a for-profit company – they have to pay you – but you can volunteer at a **not for profit**.

# Words to Avoid

---

Highly Motivated

Team Player

Creative

Detail Oriented

Multi-Tasker

Enthusiastic

Proven Track Record

Perfectionist

Passionate

Solution-driven

Successful Driven

Leader

Effective Highly Qualified

Hard Working

Specialized Expert

Don't just tell me.

**SHOW ME.**

# Words to Include

- Achieved
- Created
- Developed
- Established
- Improved
- Increased
- Decreased
- Influenced
- Launched
- Managed
- Negotiated
- Resolved
- Revenue/profits
- Trained/mentored
- Under budget
- Volunteered

**POWER Words**

Oversaw	Successfully	Created	Advised
Implemented	Initiated	Achieved	Instituted
Founded	Devised	Negotiated	Minimized
Controlled	Assisted	Determined	Coached
Collaborated	Organized	Outlined	Administered
Added	Facilitated	Generated	Coordinated
Completed	Invested	Positioned	Planned
Represented	Demonstrated	Upgraded	Supervised

# How Employers Pick Who to Interview From Many Applications



# Applicant Tracking Systems (ATS) / Optical Scanners / Artificial Intelligence (AI)

- ❑ Technology is searching for “keywords” found in the original job description.
- ❑ Your “score” is based on the number of, or the % of, keyword matches
- ❑ It scans years of experience
- ❑ It doesn't do well with fancy formatting



# A workshop participant asked a great question:

- ❑ Do Applicant tracking systems scan cover letters?
- ❑ Yes! The same keywords that are scanning a resume are used to scan your up-loaded cover letter.
- ❑ Write out acronyms:  
Certified Nursing Assistant  
+ C.N.A.



# Let's Pause and Ask...



Questions?  
Comments?





# Grab a Highlighter

- Markup that job posting!
- Highlight the keywords/skills/ technology that the employer wants to hire.
- You have those skills?**
- Include them!**



# How Many Pages?



- ❑ Short as possible and still get in the important details
- ❑ Most people = 1 page
- ❑ 2 pages if content is recent (the last 10 years or so) & relevant to the job posting.
- ❑ Let's not have 3 + pages
- ❑ Edit out excess words, little words, concentrate your message

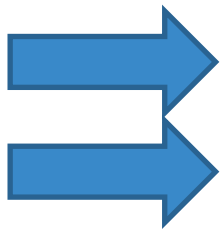
# Your Resume should have a very nice name! - - - > Yours!



Do a “SAVE AS” & give it a great name:

NOT: ~~final version 3-2-19~~

YES: **Resume of Jody Smith - Office Manager - ABC, Inc.**



Use the job title that is in the job posting

Use the company's name

# What have you been doing since your last job ended?

- Sharpen your skills while looking for the next job
- Learn what you can learn through free resources
- Spend time training daily
- Microsoft Office
- Google Docs
- YouTube videos?
- <https://www.mooc.org/>
- Library resources – [www.MEL.org](http://www.MEL.org)
- Free training: [www.GCFLearnFree.org](http://www.GCFLearnFree.org)
- Friends who know things

**MOOC.org**



**The answer then to the question above: “Actually I’ve been taking courses to keep my skills sharp.”**

# Cover letters



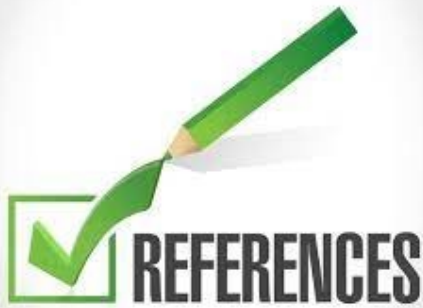
- Show off your writing & Microsoft skills
- State how you found the posting
- Make a few key points expressing your interest
- Cover letters are scanned for keywords by ATS
- **Make a connection by writing with natural speech**
- **Authentic – Sincere - Conversational**
- Samples on the web are HORRIBLE
- Insert into the body of the email

Let's not say: "I'm the best fit for the job."



**You don't know if you're the best fit.**

- Let the company be the judge of that among all the candidates
- State what you have done
- Be confident in what you have to offer



**DO NOT:** say “References Upon Request” on your resume.  
Old School & not done anymore.

Use the same heading as the heading on your resume to create a “**References**” sheet to list the 3 to 5 that an employer can contact.

Work references are best & better than friends.

These same references could also be used for your LinkedIn profile. (Attend our virtual LinkedIn class!)

# Your Name

(Centered | **Bold** | Arial font | 16 or 18 font size)

yourname@gmail.com

313 244-2424 (14 font)

Linkedin URL linkedin.com/in/yourname

## References

Jane Doe

Manager

ABC Company

[janedoe@abc.com](mailto:janedoe@abc.com)

(333) 222-3333

Ralph Smith

Supervisor

Tip Top, Inc.

[ralphsmith@tiptop.com](mailto:ralphsmith@tiptop.com)

(222) 444-5555



# Before Showtime:



- Put some other  on your final version
- Double check for clarity, grammar & spelling
- Double check for BRIEF statements

## **A friend in the industry? Check:**

- Did you use current industry terms?
- Did you highlight skills that are in demand?

# In Love with Grammarly

[www.Grammarly.com](http://www.Grammarly.com)

IT'S FREE!

IT CHECKS SPELLING & GRAMMAR

There is an APP for cell phones!





Now - Get it out there!  
Help employers find you

- ✓ On Pure Michigan Talent Connect – upload resume, select “primary” + **add key skills into the 5 search boxes.**
- ✓ Upload content to your LinkedIn profile.
- ✓ Connect with Staffing Agencies: [www.AmericanStaffing.net](http://www.AmericanStaffing.net)
- ✓ Place your resume on job sites: Indeed.com | Monster | Career Builder | Zip Recruiter | LinkUp | Dice | SnagAJob | SimplyHired.
- ✓ Work in Non-Profit arenas?

**m.n.a.** ▶ <https://bit.ly/3HE2fCp> + <https://bit.ly/3t1DCeD>

Michigan Nonprofit Association



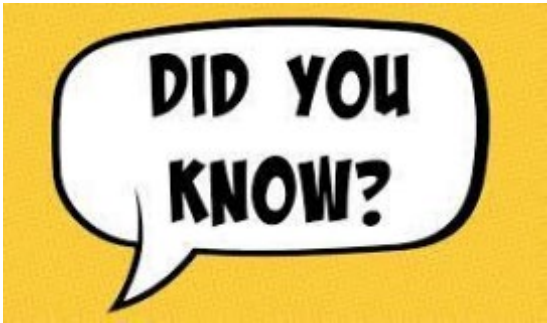
- ✓ Going to an in-person interview? Take a folder(s) (3 to 5) with your documents: Resume + References + Certifications + Letters of Recommendation or other related proof of your fit for the job.
- ✓ When interviewing via phone or web-based: have resume in front of you + the job posting for easy reference.
- ✓ Get set up NOW for a virtual interview – camera, mic, background, face illuminated, turn down lighting that is behind you + take our virtual interviewing class for tips.
- ✓ Elevate the camera so it is a bit above you – not below.
- ✓ Load software: Zoom + Microsoft Teams + Go To Meeting
- ✓ Practice your stories (“Tell me a time when...”) & answers:  
<https://bit.ly/3HHrVxN>



**Tip!**

- Check your Voicemail
- Make it very professional
- Keep your voicemail cleared

**BY the way ~~~**



**DID YOU  
KNOW?**



**YOUR VOICE MAIL  
IS FULL**



is for EVERYONE!

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# Recruiters & Hiring Managers use LinkedIn to find candidates

Step by step tips: <https://bit.ly/3lyNyqo>  
+ Take our LinkedIn workshop

# Resources

**Resumé Sample You May Use to Make Yours:** <https://bit.ly/2PAABQN>  
Our Career Advisors provide 1 on 1 Career Services & can help with resumes

## LinkedIn Is For Everyone

- LinkedIn 101: <https://bit.ly/3lyNyqo>
- Take our LinkedIn workshop
- Connect with our service center Career Advisors for more help.

**How long they look at your resumé:** <https://bit.ly/3m0o4Co>

**Hard Skills v. Soft Skills:** <https://bit.ly/3rzZqdc>

**E-Learning Soft Skills:** <https://puremi.ch/34IUusL> | [MiTalent.org](https://www.mitalent.org)

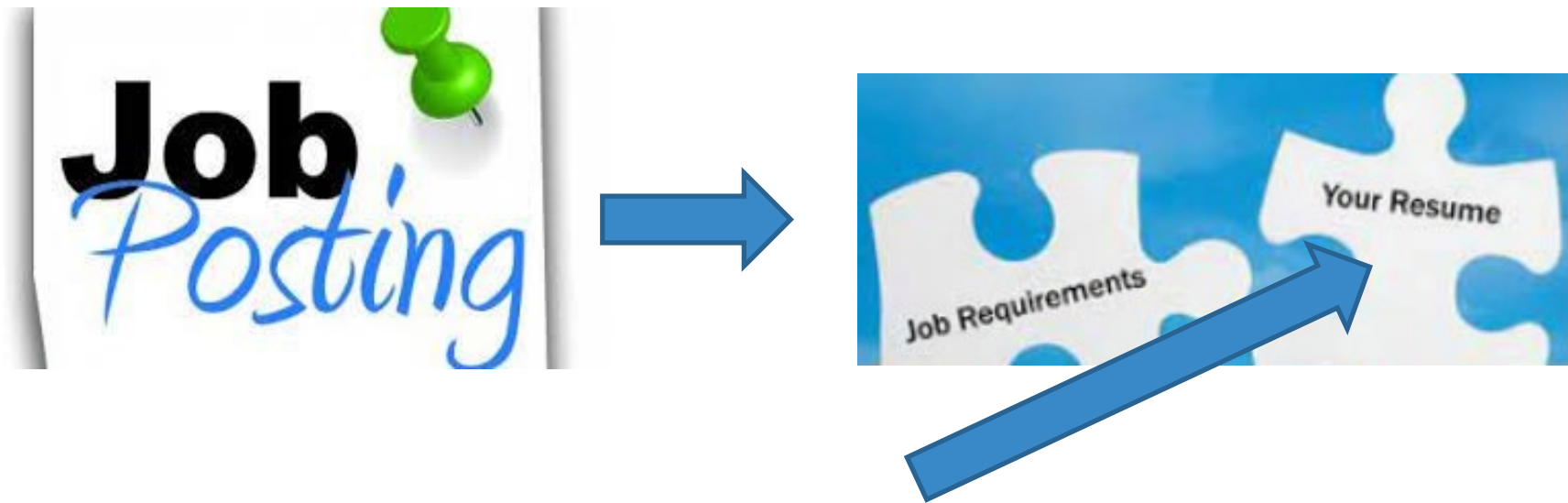
**CV or Resume? What is the difference?** <https://bit.ly/3JWikFF>

**Resumés and a lot more:** <https://bit.ly/3m7uRdB> at [CareerOneStop.org](https://www.careeronestop.org)

**Words for resumes:** <https://www.jobscan.co/blog/resume-action-words/>

**Word lists for resumes & cover letters:** <https://bit.ly/3pVD34j>

# What is the BIG takeaway?



**Changing Up Your Resumé to  
Fit a Job Posting**



# Visit us on the web!

## You'll find it on our website

[www.OaklandCountyMiWorks.com](http://www.OaklandCountyMiWorks.com)

- + **Training opportunities**
- + **Young Professionals program**
- + **Employers Hiring**
- + **Daily Career Workshops**
- + **Business Resources**

#MoveForward  
#Back2WorkMI



# Our 6 Oakland County service centers

## Contact Your Local Office

### Novi

[Learn More](#) ↗

**Phone:** 248-926-1820

**Hours:** 8am - 5pm

### Oak Park

[Learn More](#) ↗

**Phone:** 248-691-8437

**Hours:** 8am - 5pm

### Pontiac

[Learn More](#) ↗

**Phone:** 248-276-1777

**Hours:** 8am - 5pm

### Southfield

[Learn More](#) ↗

**Phone:** 248-796-4580

**Hours:** 8am - 5pm

### Troy

[Learn More](#) ↗

**Phone:** 248-823-5101

**Hours:** 8am - 5pm

### Waterford

[Learn More](#) ↗

**Phone:** 248-617-3600

**Hours:** 8am - 5pm

Connect with service locations on the web at [OaklandCountyMiWorks.com](http://OaklandCountyMiWorks.com)

# Connect with us via Social Media on Facebook & Twitter

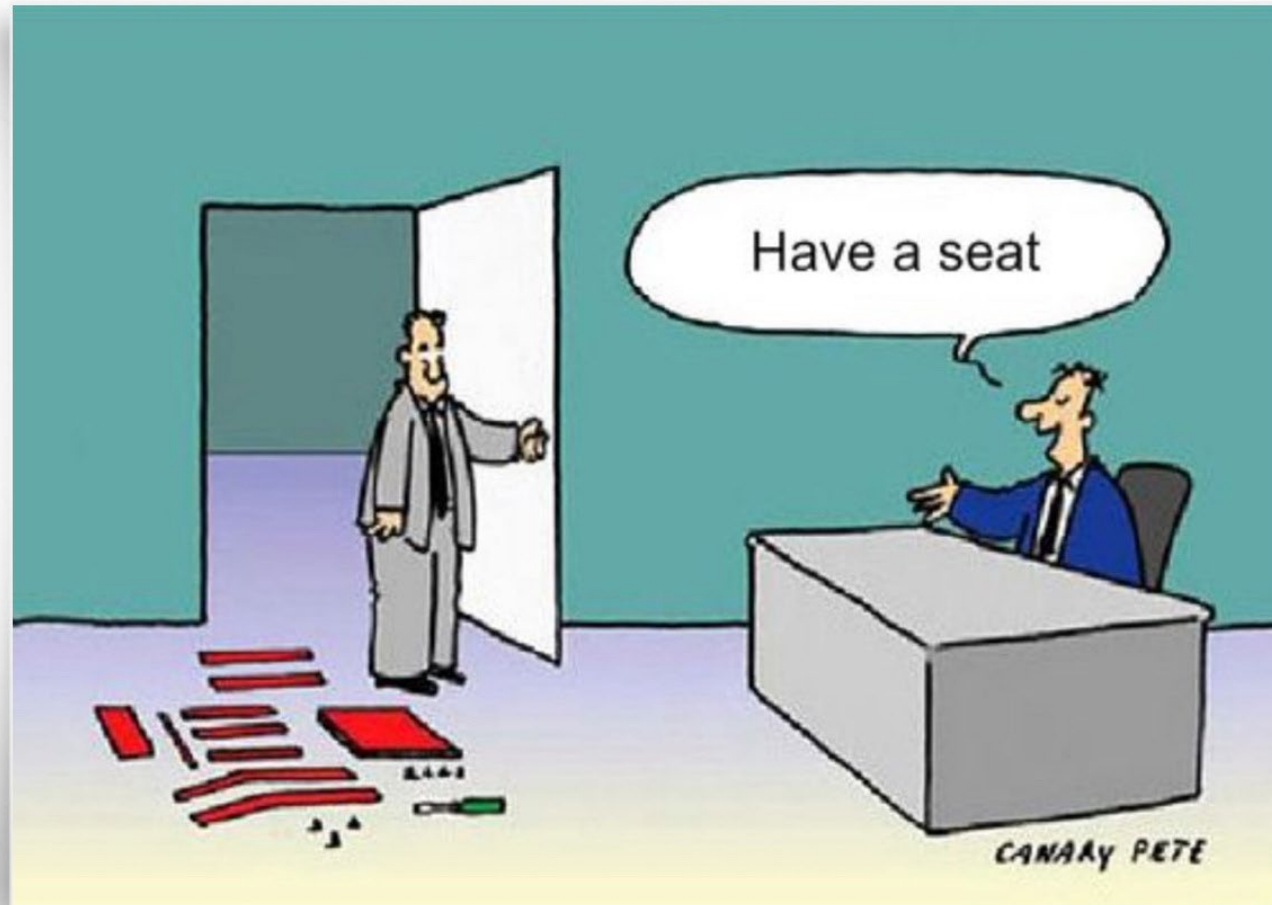


[Facebook.com/OaklandCountyMIWorks](https://www.facebook.com/OaklandCountyMIWorks)



[Twitter.com/OaklandMIWorks](https://twitter.com/OaklandMIWorks)

# IKEA Job Interview



thank you

**Joining us today!**

**SURVEY**