

BALANCING
WORK & CANCER
WEBINARS

Resumes 101

April 7, 2021

CEU REQUIREMENTS

If you plan on requesting continuing education credits, you **MUST** complete all of the following steps:

1. You must have registered online for today's session
2. Within **2 WEEKS** of this session:
 - ✓ Complete the evaluation*
 - ✓ Complete the post-test & earn a passing grade*

***An email with links to the evaluation and post-test will be sent THURSDAY afternoon (4/8/21) by 5:00 PM ET.**

****Certificates will be emailed within 4-6 weeks****

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BALANCING
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SPEAKER

Julie Jansen

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HOW TO THINK ABOUT YOUR RESUME

- Your resume is a marketing document selling you as the ideal person for the job
- It is not a regurgitation of everything you have ever done in your career
- It is usually the first thing a prospective employer looks at to form an opinion of you
- Always remember that it is the reader's perception not your intention that controls your fate

WHAT YOU NEED TO WRITE YOUR RESUME

- Job descriptions from your current and past jobs
- Your past performance reviews to identify your goals and achievements
- Online job postings to pinpoint keywords and phrases
- Create a master resume list on your computer to use as a brag file you can cut and paste

WRITING AN EFFECTIVE RESUME

- Do not expect that someone will read every word with equal care and will skim through your resume in 30 seconds
- Your goal is to help the person make the decision to read it again or put it in the “yes” pile
- Avoid using long paragraphs, long sentences, or large blocks of text

WRITING AN EFFECTIVE RESUME

- Don't use personal pronouns such as "I did this..."
- Avoid weak verbs such as "Helped to..." "Assisted in..." "Was involved in..." or coordinated..."
- Two pages only; one if you are entry level
- Leave off or consolidate earlier jobs
- Job titles don't have universal meaning

WRITING AN EFFECTIVE RESUME

- Write a profile or summary on the top
- Use keywords for ATS software
- 80% of your content should be achievement statements versus responsibilities
- Emphasize your achievements/accomplishments by using quantifiable and measurable information

WRITING AN EFFECTIVE RESUME

- Avoid using trite or cliché phrases
- Add a headline (similar to your LinkedIn profile)
- List your education and certifications after your work experience
- Putting volunteer/community service on your resume is important
- Add professional memberships

WRITING AN EFFECTIVE RESUME

- A resume should be visually appealing
- Use plenty of white space
- Stick with Calibri, Arial, Helvetica or Garamond fonts
- Full addresses are no longer listed on resumes
- Do not mention references or list them

WRITING AN EFFECTIVE RESUME

Action verbs to use when writing accomplishments

Accomplished	Created	Hired	Motivated	Reorganized
Achieved	Decreased	Identified	Negotiated	Repaired
Acted	Delegated	Illustrated	Obtained	Researched
Adapted	Delivered	Improved	Operated	Resolved
Administered	Demonstrated	Implemented	Ordered	Restored
Advised	Developed	Informed	Organized	Retrieved
Aided	Devised	Initiated	Originated	Revamped
Anticipated	Directed	Inspired	Packaged	Reversed
Applied	Diagnosed	Installed	Perfected	Revitalized
Appointed	Discovered	Instituted	Performed	Saved
Arbitrated	Earned	Inspected	Persuaded	Scheduled
Arranged	Edited	Introduced	Pioneered	Secured
Assembled	Effected	Invented	Planned	Simplified
Assigned	Engineered	Investigated	Prepared	Sold
Audited	Enhanced	Integrated	Preserved	Solved
Budgeted	Ensured	Joined	Produced	Standardized
Built	Established	Launched	Projected	Stimulated
Calculated	Estimated	Led	Promoted	Streamlined
Certified	Exceeded	Located	Published	Strengthened
Changed	Executed	Managed	Purchased	Summarized
Combined	Evaluated	Manufactured	Received	Supervised
Coached	Expanded	Marketed	Recommended	Supported
Conducted	Expedited	Maximized	Recognized	Surveyed
Consolidated	Forecast	Mediated	Recovered	Taught
Constructed	Founded	Merged	Recruited	Trained
Consulted	Generated	Minimized	Reduced	Turned around
Corrected	Guided	Modernized	Remedied	Upgraded

QUESTIONS TO ASK YOURSELF

- Did you accomplish more with the same or fewer resources? (How? Results?)
- Did you receive awards or special recognition? (What? Why?)
- Did you increase efficiency? (How? Results?)
- Did you solve difficult problems? (How? Results?)
- Did you achieve something for the first time? (What? Result?)
- Did you develop, create, design, or invent something? (What? Why Important?)

QUESTIONS TO ASK YOURSELF

- Did you supervised, manage or train employees, a work group or department? (Who? How many? Results?)
- Did you save the company money? ((How? How much?)
- Increase sales? (How? By how much?)
- Have you been promoted or given additional responsibilities? (When? Why important?)
- Did you increase production? (How? Results?)
- Did you identify problems others did not see? (What? Result?)

ACCOMPLISHMENT DEVELOPMENT

1) What was the existing problem, need or situation?

As administrative support for two directors, I was asked to manage the expense approval process for 15 employees in both departments.

I saw that there were three forms that had to be filled out. One was stored on one system and the other two were on an older system.

Because it was so inconvenient for the employees, many of them procrastinated filling the forms out and submitting them to me. We have a policy of asking for expenses to be submitted no later than 30 days after travel or entertainment occurs. So, I spent a lot of time chasing the employees for their expense forms. And, once they did it, the process took them several hours.

ACCOMPLISHMENT DEVELOPMENT

2) What did you do about it? (Be specific)

I consolidated all three forms by creating one form with all the necessary information. I then presented it to my two managers and suggested that it stay on the newer system because eventually the legacy system was going to be shut down.

3) What obstacle or barrier did you overcome?

One director wasn't very interested in changing the process because he didn't see the benefit. My other manager thanked me for my initiative so I asked her to sell the idea to the disinterested director which she finally was able to do.

ACCOMPLISHMENT DEVELOPMENT

4) What results did you produce? (Quantify if possible)

Eight months after implementing the new form, 13 (100%) employees were submitting their expenses on time. This gave me the time to focus on my other responsibilities, the employees appreciated the new easier process, and I was no longer getting constant nagging emails from finance.

ACCOMPLISHMENT DEVELOPMENT

Bullets developed for resume:

- Redesigned monthly expense submissions for two departments with 13 employees by streamlining process into one online form. This resulted in improved employee productivity and accelerated the payment cycle from 90+ days to 30 days.

DEFINING YOUR ABILITIES

- Look at each accomplishment statement that you write and check each ability that you think you used in that accomplishment.
- You will also use this information for cover letters, interviews and when introducing yourself while networking.

DEFINING YOUR ABILITIES

	1	2	3	4	5	6
Research - investigate, study, perceive, test, inspect						
Analysis – compare, extract, identify, differentiate						
Problem-solving – solve, troubleshoot, improve						
Systematizing – coordinate, organize, develop procedures						
Interpretation – explain, understand, portray, advise						
Planning – plan short or long-term, set goals, forecast						
Supervising/Manage – manage, control. Direct, delegate						
Leadership – lead, show the way, govern, motivate						
Follow-through – persist, persevere, tie up loose ends						
Mentoring – teach, coach, counsel constructively						
Creativity or innovation – invent, change, develop, devise						
Imagination –visualize, conceptualize						
Vision –ask “what if?” or “why not?”						
Synthesis –adapt, bring together						
Artistry – use creativity						
Sympathy – console, help others in need						
Empathy – relate to other’s issues, understand						
Listening –listen actively, understand messages						
Written presentation – write clearly, concisely, effectively						
Verbal presentation – speak clearly, concisely, effectively						
Persuasion –convince, influence, sell						
Negotiation – negotiate, mediate, intervene						
Initiative – be among the first to do or try						
Flexibility – adapt easily to change, be flexible						
Team Player – work well with a team, collaborate						
Assembly – build, prepare, assemble, rebuild						
Organization – straighten out, organize						
<u>Installing</u> - fit, tailor, install, customize, test						
Operating – operate, run, maintain, fix, set-up						

APPLICANT TRACKING SYSTEMS (ATS)

- 75% of job applications are rejected before they are seen by human eyes
- ATS is used by recruiters and employers to collect, scan, sort, and rank job applications they receive
- ATS eliminates the least-qualified candidates versus identifying the candidates who are the best fit using resume-filtering bots

APPLICANT TRACKING SYSTEMS (ATS)

- 95% of large companies and 65% of medium-size companies use ATS
- On average, a corporate job posting receives 250 – 350 applications
- Typically, companies screen 8-10 applicants

APPLICANT TRACKING SYSTEMS (ATS)

- The best type of file to use is .doc or .docx
- PDF is ideal for preserving design and format if your resume yet is not compatible with all ATS
- Don't put your contact information in the header or footer
- Optimize your resume with keywords

APPLICANT TRACKING SYSTEMS (ATS)

- Keywords represent both hard and soft skills and your expertise that qualifies you for a job
- Find three to five job descriptions for jobs that interest you
- Copy and paste these job descriptions into a word-cloud generator such as Wordle to identify words used frequently

APPLICANT TRACKING SYSTEMS (ATS)

- Focus on frequency and placement of the keywords
- Add terms two to three times throughout your resume
- Also sprinkle the keywords in different places on your resume
- Always create a Core Competencies or Areas of Expertise section under your summary that lists your strongest hard and soft skills

APPLICANT TRACKING SYSTEMS (ATS)

- Always spell out words and use the abbreviation as well (e.g. search engine optimization and SEO)
- Avoid images, charts, and other graphics
- Stick to simple bullets
- Use a clean chronological format
- Request a free resume review and scan from TopResume, JobScan, or Skillroads

COVER LETTERS / E-MAIL

If you are given the opportunity to write a cover letter or e-mail, do it!

- Open with something interesting, if possible
- Mention something notable about the company
- Sell yourself
- Use bullets
- Keep it brief
- Proof your letter

COVER LETTERS / E-MAIL

If you are given the opportunity to write a cover letter or e-mail, do it!

- Be thoughtful about your e-mail subject line
- Put your contact information on the top of your letter or in the signature file of your email
- Follow-up if you can

HOW IS LINKEDIN DIFFERENT FROM A RESUME?

- 96% of hiring managers use LinkedIn to source candidates
- Your LinkedIn profile is public, your resume is private
- You can tailor/customize your resume, not LinkedIn as much
- LinkedIn is also a networking & research tool



LINKEDIN

- Your professional headline is important
- A photo is a must
- Populate your Skills and Endorsements section
- Write a compelling summary
- Ask for substantive recommendations
- Recommend other people as well



LINKEDIN

- Reach out to people featured in LinkedIn updates
- Customize your LinkedIn public profile URL
- Review job openings posted on LinkedIn
- Spend 20 minutes a day exploring LinkedIn



JOB SEARCH RESOURCES

Resume Review Service:

www.cancerandcareers.org/resume_reviews/new

Online Career Coaching Center:

www.cancerandcareers.org/career-coach

Free Job Search Tools

<http://www.cancerandcareers.org/en/resource/checklists-and-checklists>

Balancing Work & Cancer Webinars:

<https://www.cancerandcareers.org/en/community/events/webinars>

Job Search Toolkit

http://www.cancerandcareers.org/publication_orders/new

UPCOMING CAC EVENTS

BALANCING WORK & CANCER WEBINAR SERIES

BUILDING AN EFFECTIVE LINKEDIN PROFILE - Wednesday, May 5, 6 PM ET/3 PM PT

NETWORKING - Wednesday, June 2, 1 PM ET/10 AM PT

ENHANCING YOUR SKILLS: PREPPING FOR SUCCESS – Wednesday, July 7, 1 PM ET/10 AM PT

CAREER CHANGE – Wednesday, August 5, 1 PM ET/10 AM PT

www.cancerandcareers.org/en/community/events/webinars

VIRTUAL NATIONAL CONFERENCE ON WORK & CANCER

Friday, June 25, 2021, New York City

<http://www.cancerandcareers.org/en/community/events>

Contact:

Nicole Jarvis, Senior Manager of Programs, Cancer and Careers

njarvis@cew.org

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