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### The bigger picture...

Self Assessment

Networking = relationship building

Research Potential Career Paths

Informational Interviews

Identify Skill Gaps Opportunities

Learn new skill(s)

Identify potential positions

Prepare application materials, submit/connect

Interviews

Negotiation

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### CV versus Resume

<ul style="list-style-type: none"> <li>• Historical</li> <li>• All about you</li> <li>• Education at the top</li> <li>• Long 3+ pages</li> <li>• Academic/Faculty</li> </ul>	<ul style="list-style-type: none"> <li>• Forward thinking</li> <li>• About Employer</li> <li>• Education at the end</li> <li>• 2 pages max</li> <li>• Non-Academic</li> </ul>
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### Best Practices

Perfect spelling and grammar	Legible font, 11-12 pt Arial, Times	Standard margins (1")	Consistent style throughout
Simple Formatting, Easy to Read	Sparing use of <b>color</b> , italics, bold, underlining	Avoid graphics/icons	Use years (downplay gaps)
Include Metrics – numbers, percentages	Include keywords with context		

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### Application Process

TheLadders.com  
2018 Eye Tracking Study

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### Tailoring/ Targeting

- The right amount of information is critical.
- What does the employer need? want?


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## Reading a Job Ad



Technical skills



Non-technical skills



Identify 3-5 Major Skill Themes

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## Reading Job Ads for Keywords (and beat the Applicant Tracking System)

Word Clouds <https://tagcrowd.com/>

↓

Compare Resume versus Job Ad

Job Ad Word Cloud – highlights key words  
Resume Word Cloud – what you're emphasizing

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## Components of a CV

- Header: name, contact info
- Education (post High School)
- Training (can combine with Education)
- Certifications and Licensure
- Academic Appointments (not training-related; usually faculty CVs)
- Employment (relevant staff jobs not related to training)
- Fellowships (funding for training)
- Grant Support (funding for research)

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## Components of a CV

- Honors and Awards (sometimes fellowships here instead of separate)
- Patents
- Professional Organizations
- Teaching (classroom)
- Mentoring (individual advising, subdivided by type of mentee)
- Service (divide by intra- and extra-mural if you have both university and external organizations)
- Peer Review Activities (Journal / Grant)

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## Components of a CV

- Volunteer Work (relevant nonacademic volunteer work)
- Technical Skills
- Invited Talks
- Presentations
  - External preferred
  - University, Departmental, Poster sessions and Journal Clubs (ok until you have enough external)
- Peer reviewed Articles
- Book Chapters and Invited Reviews

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### CV used for more than job search

- Awards, fellowships
- Public Speaking
- Consulting
- Leadership
- Merit/Tenure
- References
- Publishing
- Grant Applications

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### Resume Structure & Tips

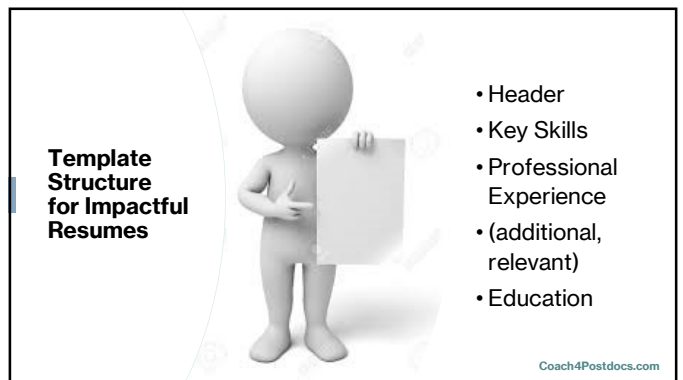
14

### Best Practices

Two pages	Perfect spelling and grammar	Legible font, 11-12 pt Arial, Times	Standard margins (1")
Sparing use of color, italics, bold, underlining	Concentrate key info on left	Consistent style throughout	Simple Formatting, Easy to Read
Use years (downplay gaps)	Include keywords with context	Include Metrics – numbers, percentages	Avoid graphics/icons

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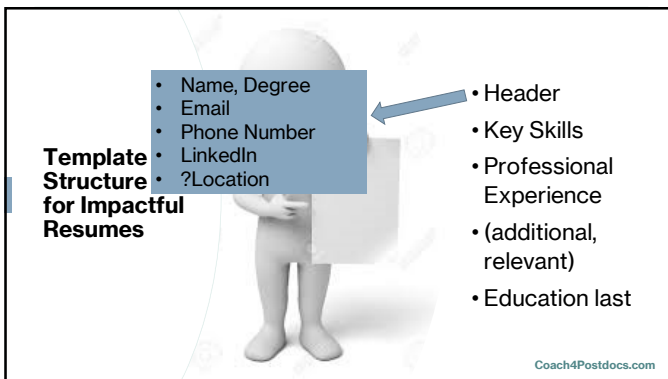


### Template Structure for Impactful Resumes

- Header
- Key Skills
- Professional Experience
- (additional, relevant)
- Education

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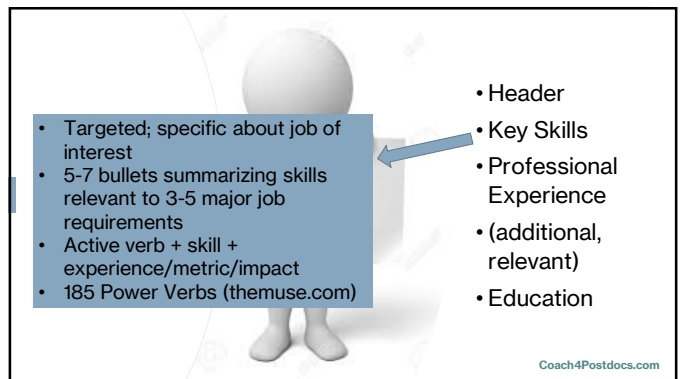
### Template Structure for Impactful Resumes

- Name, Degree
- Email
- Phone Number
- LinkedIn
- ?Location

- Header
- Key Skills
- Professional Experience
- (additional, relevant)
- Education last

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### Template Structure for Impactful Resumes

- Targeted; specific about job of interest
- 5-7 bullets summarizing skills relevant to 3-5 major job requirements
- Active verb + skill + experience/metric/impact
- 185 Power Verbs (themuse.com)

- Header
- Key Skills
- Professional Experience
- (additional, relevant)
- Education

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• Describe *skills* involved in each role *relevant to job*

- Paid and volunteer
- Metrics show impact; skill level
- Chronological or by Relevance
- 185 Power Verbs (themuse.com)

- Header
- Key Skills
- Professional Experience
- (additional, relevant)
- Education

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**Template Structure for Impactful**

- **IF relevant:**
  - Honors and Awards
  - Publications
  - Presentations
  - Hobbies and Interests

- Header
- Key Skills
- Professional Experience
- (additional, relevant)
- Education

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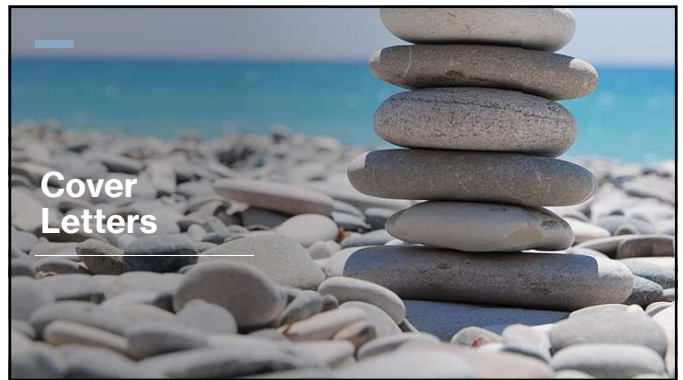
**T**  
**S**  
**f**  
**R**

- Simplified
- Degree, (Honors), Program, University, Year Graduated
- (NOT thesis title, GPA, mentor name, etc)
- Can include certifications, special coursework here!

- Header
- Key Skills
- Professional Experience
- (additional, relevant)
- Education

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**What does it mean to tailor...?**

Every cover letter to each position you apply to, always.

Be prepared to

- Reference something about the organization, department, role, based on your research
- Reference a colleague/network who connected you
- Use the language from the job description in your cover letter
- Make it easy for them to identify your fit
- **Use language explicitly from the job description and relate your experience to it.**

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**Graphical considerations**

Clear font (Arial, Times New Roman); 11pt	1-2 pages	Use white space	Vertical alignment
Consistency, coherence	Sparing use of <b>color</b> , <i>italics</i> , <b>bold</b> , underlining	No grammatical or typographical errors	Simple formatting

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## Introductory paragraph

- Express enthusiasm! Excited, Interested, Enthusiastic
- Exact title of the position (Req number) & name of company
- How did you hear about it?
  - Colleague
  - Website
- Interest in working for this company
- Passion for this field
- "I am particularly interested in this position because..."

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## Middle paragraph(s)

- Objective: make the case for your candidacy
- Tailored to the job description
- #1 summarize their needs for this role
- #2 describe your skills and qualifications that meet those needs
- 185 Power Verbs themuse.com
- Use metrics to show impact
- Multiple paragraphs to separate different needs and skills
- NOT a laundry list of all your skills
- ALWAYS tie information back to what the employer is looking for

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Summarize	Summarize your Skills; Interest; Acknowledge Next Steps
Reference	Reference your Resume <ul style="list-style-type: none"> <li>I've attached my resume for your reference...</li> <li>Additional information is included in my resume...</li> </ul>
Request	Request (not demand) an Interview <ul style="list-style-type: none"> <li>I would appreciate the opportunity to meet with you to learn more about the position and discuss my application/candidacy</li> </ul>
Provide	Provide your contact information: Phone and Email <ul style="list-style-type: none"> <li>I can be reached at (123) 867-5309 or firstlast@outlook.com...</li> </ul>
Reiterate	Reiterate interest in position or employer (Highlights you've done your research)
Signoff	Sincerely, (Regards, etc...) <ul style="list-style-type: none"> <li>Web Signature</li> <li>Full Name, Degree</li> </ul>

## Closing paragraph & signoff

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## Key Take-aways

- Broad framework for career exploration, job search
- Successful navigation of application process
- How to dissect a job description.
- Structure for attention getting CVs, resumes, cover letters

- Be Intentional!
- Connect with me!
  - <https://www.linkedin.com/in/tracycostello> Twitter: @coach4postdocs

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