

Welcome to the -



TransWork

Resume Workshop

Your TransWork facilitator -

Rhonda Genova



**Gender Fluid ... Pronouns:
She/Her/He/Him/They/Them**

Note: This presentation is provided by **TransWork** (a non-profit organization) as a free resource for the private use of greater Philadelphia area job seekers.





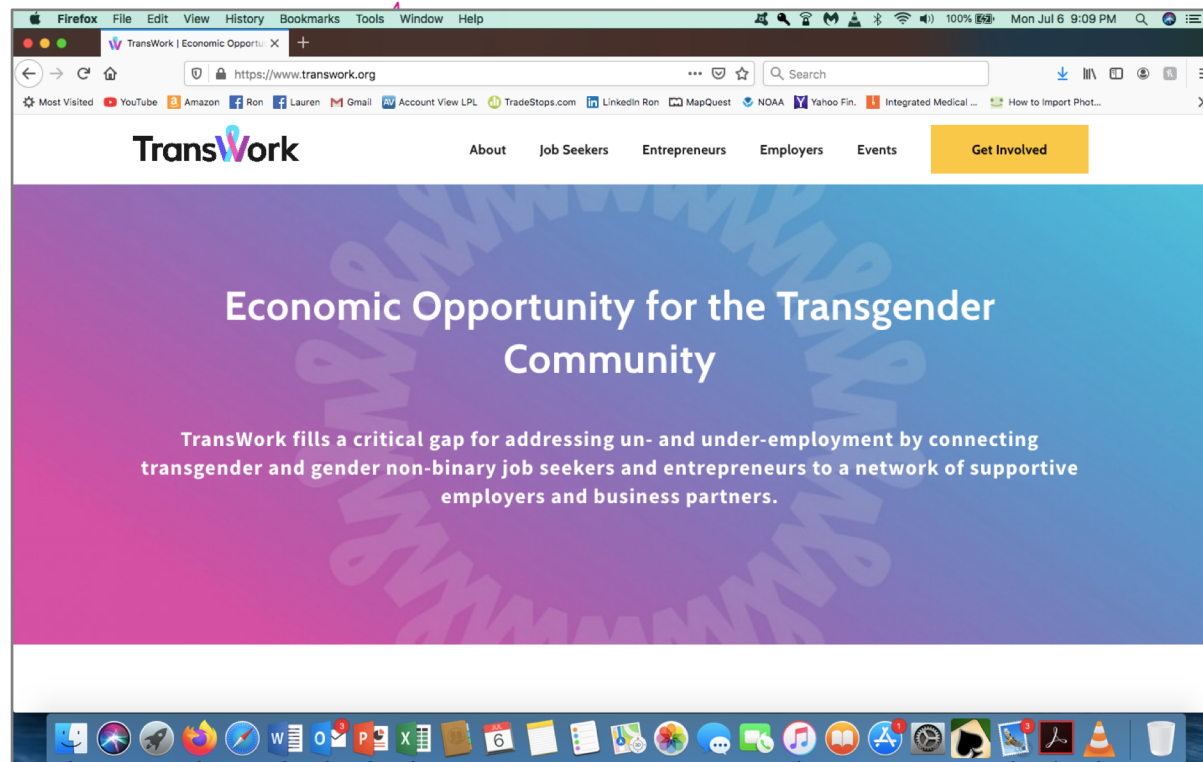
Lots of valuable information is being presented in this workshop.



Likely way too much to be remembered!



You can find an EXPANDED version of this workshop presentation on the TransWork website!



***It will be here for you to review anytime you want ...
... and you can fast forward thru it to find specific info you need!***



**Choose a job you love,
and you will never have
to work a day in your life.**

- Confucius

Your resume is the key to getting that job ...

... getting you started is what this workshop is about!

Now is the best time EVER for LGBTQ job seekers!



 **US Supreme Court's June 15, 2020 landmark ruling protecting LGBTQ workers!**

Companies are increasingly attuned to the benefits of hiring LGBTQ persons & endorsing transgender rights



You Are Welcome Here!

What is a Resume ?

- A description of who you are:
 - Your Experience ... Education ... Skills ...
... and Accomplishments
 - The capabilities that set you apart



What is your Resume's Purpose?

From your (the applicant's) perspective:

- Get an interview !



What is your Resume's Purpose?

Employer's perspective:

- Applicant screening / down-select
- Assessing **your value** for their needs
- Determining your fit for the team & future potential

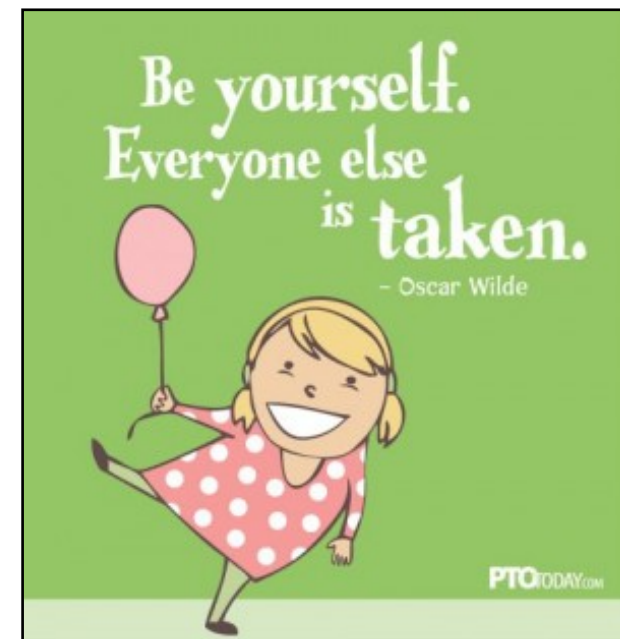




Do Your Research!

Know yourself...

- *Experiences*
- *Skills*
- *Strengths*
- *Interests*
- *Future goals*
- *Desired type of job*



How do you best communicate your value ?



Do Your Research!

Get to know the employer ...

- Study their website!
 - Press Releases, Investor presentations
- Know their Mission or Vision
- Distinctive services, products, or features
- Your “fit” with the job requirements
- Culture (iba - TransWork advantage!)



Customize your resume to target the job description!

The job description gives clues on what to put on your resume!

It's like getting the answers to the test ahead of time!



Job Summary

Company
Davidson
Recruitment -
Property &
Construction Division

Location
Brisbane, QLD 4000

Job Type
• Full Time
• Permanent

**Job Reference
Code**
3267636

Control Systems Engineer - Water Supply BRIS 3 month contract \$\$\$

About the Job

Provide engineering support for process control, SCADA and automation for water supply infrastructure

- Growth, challenge & opportunity
- Turnkey projects in the pipeline

Our client is the leading bulk supplier of water working to improve water treatment services for distribution in Queensland. The company is at the forefront of the water supply industry with technological advances in systems and equipment and increased project capacity continues to expand its operations. Our client manages billions of dollars in water supply and treatment assets and is committed to looking after these assets in a sustainable way.

Reporting into the Principal Control Systems Engineer provide timely engineering support to ensure service continuity of process control, SCADA, automation and telemetry systems for water supply infrastructure. Provide input to continuous improvement strategies and the new infrastructure developments to ensure that control systems satisfy the expectations of operations staff and other stakeholders.

Provide input into the development of specifications for new control systems hardware and software. Liaise with Operations staff to address issues concerning process control, SCADA, automation and telemetry systems.

Utilize your electrical or electronic engineering degree and + 4 years of experience in PLC, SCADA in regards to both programming software and fault finding on associated equipment. The role will utilize many different systems including Allen Bradley, Honeywell, Siemens, etc.

With significant projects in the pipeline this role will provide the opportunity to get great experience earning attractive \$\$\$ working in operations for the leading water supply provider. Start ASAP grab this role and be rewarded!

To apply online, please click on the link below. Or, if you would like to have a confidential discussion, please contact Vanessa Jansen B.Com (Hons.) on 07 3023 1000 quoting ref no. 28248. Want to know more about Davidson Recruitment? Visit us at www.d-r.com.au.

Investor Relations / Corporate Development Manager

- Suit highly talented individual intent on further developing their career
- Negotiable circa \$150,000 base plus superannuation
- Near CBD Head Office

We represent a very high profile and diversified international and Australian mining group. They are in an extremely important expansion phase and that is why this exceptional opportunity has been created. We are seeking the services of a highly motivated and experienced individual with loads of potential. The successful applicant will be based in the corporate Head Office.

Reporting directly to the Chief Executive Officer this exciting and newly created role will focus on both Investor Relations and Corporate Development. You will be involved in a myriad of activities requiring flexibility. Some of your activities will include, but are not limited to:

- Involvement in acquisitions, disposals and joint ventures
- Special projects
- Presentations to investors and analysts including road shows
- Identifying investment opportunities
- Development and production of investment information

The candidate we are seeking will be an articulate communicator with a sound knowledge of financial markets, who wants to be an integral part of the senior management team and is keen to contribute to the ongoing success of the group. The role will include both local and overseas travel. Relevant tertiary qualifications could include law, accounting or an MBA.



Quick Quiz

An interviewer will spend, on average, _____, screening any one individual resume.

- A. 1 minute
- B. 3 minutes
- C. 5 minutes
- D. none of the above





Quick Quiz

An interviewer will spend, on average, _____, screening any one individual resume.

- A. 1 minute
- B. 3 minutes
- C. 5 minutes
- D. none of the above**

Employers spend an average of 15 - 30 seconds reviewing each resume!

... Analytical software scans your key information to determine if anyone will actually even see it!

Creating a "software scan friendly" resume is a very important factor.



**Wow
Seriously?!**



Google a **specific job title** and the word **resume**



Human Resources Manager resume

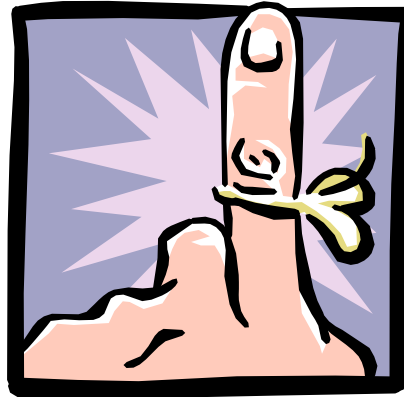


Google Search

I'm Feeling Lucky

**You'll find hundreds of resume examples ...
... and get some great ideas to use for your resume!**

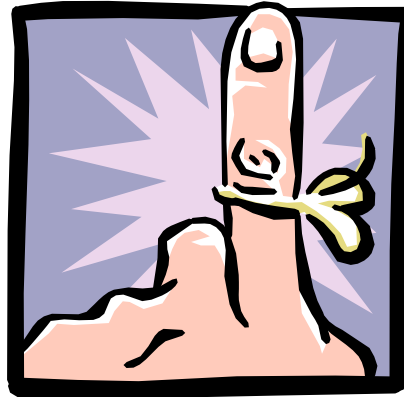




A Few Guidelines to Remember:

- *Resumes should be 1 or 2 pages in length!*
- *Incorporating your photo is usually NOT recommended; however, it is becoming more common.*
- *Employers increasingly look for your LinkedIn* profile which often has a photo. They also check out Facebook ... so if you are seeking a job, be careful about what is posted or accessible!*

* LinkedIn is like FaceBook for professionals. If you're not on, join!



A Few Guidelines to Remember:

- **Revise your resume often. Customize it for each job application.**
- **Have a variety of people give you feedback.**
- **If you currently hold a position, indicate so this way: "2016-present".**
- **Vary your *Action* words & minimize the use of "I".**
- **Talk about the big picture, e.g. what impact your action had on the organization.**
- **Proofread beyond spell check. Have someone else also proofread your resume.**



Resume “Dos”

- DO customize each resume to target the advertised job description.
- DO show the reader why you’re a good match for their particular job.
- DO think of your resume as an ad for your qualifications, not an autobiography.
- DO include paid and unpaid (volunteer) experience to demonstrate the range of what you’ve done. Also useful for filling in employment gaps.
- DO look at other resumes to see how they are written.
- DO begin each bullet point with an *Action word*.

Resume Action Words

Leadership / Management	Consulting	Communication	Technical	Financial
Administered	Advised	Authored	Adapted	Adjusted
Aligned	Aided	Collaborated	Applied	Allocated
Analyzed	Analyzed	Communicated	Assembled	Appraised
Appointed	Coached	Corresponded	Built	Audited
Approved	Contributed	Debated	Computed	Balanced
Assigned	Demonstrated	Defined	Configured	Budgeted
Attained	Diagnosed	Discussed	Debugged	Calculated
Authorized	Educated	Drafted	Designed	Estimated
Chaired	Evaluated	Edited	Developed	Forecasted
Coordinated	Examined	Explained	Diagnosed	Netted
Decided	Facilitated	Interpreted	Engineered	Projected
Delegated	Inspected	Interviewed	Implemented	Qualified
Directed	Measured	Listened	Installed	Reconcile
Established	Planned	Marketed	Maintained	Reduced
Executed	Recommended	Mediated	Migrated	
Led	Resolved	Moderated	Operated	
Managed	Searched	Negotiated	Participated	
Motivated	Simplified	Participated	Performed	
Organized	Supported	Persuaded	Planned	
Oversaw	Tested	Presented	Programmed	
Planned	Trained	Publicized	Provided	
Prioritized		Reported	Solved	
Reviewed		Responded	Upgraded	
Supervised		Wrote		



Resume “Don’ts”

- DON’T falsify or exaggerate information.
- DON’T tell everything you’ve ever done.
- DON’T use complete sentences (use bullet points).
- DON’T include personal information such as age, race, marital status, health information.
- DON’T make your resume too dense, busy, or artistic.
- DON’T use a font smaller than 11 point.
- DON’T use fancy fonts that are hard to read.



Key Elements in a Winning Resume Formula:

CONTENT

The type of information you choose to put on your resume.



FORMAT

The way you arrange this information.



APPEARANCE

How your resume looks aesthetically.



Putting it all together...

Elements of a Resume:

Content

- The **experiences, education, skills, & accomplishments** you want the hiring manager(s) to know about
- **Relevant experiences** can be both **paid** and **unpaid** (volunteering)





Putting it all together...

Elements of a Resume:

Content

Experience -

- Start with your title, the organization, location, and time frame.
- Each relevant position should include your accomplishments.



- *Start with an Action word (verb) in the past tense*
- *Try to avoid “duties included” or “responsible for”*
- *Quantify, be descriptive, and identify strengths*
- *Example: “Edited a monthly newsletter for the department, streamlining office communication.”*

- If you lack solid work experience, list specialized skills you have.



Putting it all together...

Elements of a Resume:

Content

Experience - *examples of Specialized Skills*



- **Technical Skills:**
 - Computer programs/software/languages
 - Social media / Smart phone proficiency
- **Foreign Language Skills:**
 - “Basic understanding”, “conversant” or “fluent”?
- **Lab/Scientific Skills:**
 - Equipment you can use, processes you can perform.
- **Leadership / People Skills:**
 - Motivational and Interpersonal relationship abilities



Putting it all together...

Format

Begin with something common to all formats:

- **Header** *(Your name & contact info)*
- **Summary (or Objective)**
 - *A targeted summary of relevant skills, knowledge, and accomplishments that clearly states the type of job you are seeking and why their position is a good fit for you.*

Example:

DOLLY MADISON

87 Fox Lane
Reading, PA 19606

dmadison@gmail.com

Home: (610) 123-0359
Mobile: (610) 123-8690

SUMMARY

INNOVATIVE LIBRARIAN with public library experience as manager, children's and teen services, and circulation desk staff. My diverse experience, skills, passion for excellent customer service, and collaborative team approach to management contribute to the creation of a library that is the heart of the community it serves.



Putting it all together...

Elements of a Resume:

Four Types of Resume Formats

- ***Chronological Format***
- ***Skills / Functional Format***
- ***Combination Format***
- ***Creative / Abstract Format***



Putting it all together . . .

Elements of a Resume:

Chronological Format



Most commonly used and probably what most people are used to seeing. Use when the names of previous employers are important to highlight, when you are applying for positions within the same field as your previous work experience, when you want to show continuity and career growth, &/or when prior job titles are impressive and give credibility to your qualifications.

- Organizes information around dates, stating what you did and when
- Work history is typically related to the job objective
- Jobs/experiences are listed in *reverse* chronological order (most recent first)
- Titles and organizations are emphasized
- Accomplishments are highlighted

Chronological Resume

Significant experience – Same or similar field

RHONDA R. GRAND

29 Fairfield Lane, Reading, Pennsylvania 19606

Cell: 123.626.0679

rhonda.grand@comcast.net

SENIOR MANAGER – OPERATIONS, STRATEGY, PRODUCT/MARKET DEVELOPMENT

Senior manager capable of driving change, leading continuous improvement, and delivering exceptional results. Hands-on experience (including operations, supplier development, strategic alliances, workforce management, and P&L accountability) in company structures ranging from Fortune 500 firms to start-up ventures. Specialized talents with product innovation, contract manufacturing, supply chains, and M&A.

PROFESSIONAL EXPERIENCE - CONSULTING SERVICES

Grand Ventures & Executive Business Consulting, Reading, Pennsylvania

2009 - present

Supported over 20 privately-held companies with management and consulting services to help them accelerate profitable growth through aggressive business/market development, strategic product innovation, operations management, cost control, supplier alliances, cash flow management, branding, raising capital, and M&A activity.

President, Managing Partner

Selected Accomplishments:

- *Engaged to work with CEO of digital media firm to develop a strategic growth focused operating plan. Gross revenue tripled over 3 years while reducing burn-rate and improving gross margin to above 40%. Developed financial models to establish defensible enterprise valuation for potential acquisition talks and participated in M&A negotiations. Business has executed plan and consistently ranks among top 50 fastest growing companies in its region.*
- *Contracted by CEO of an innovative pharmaceutical manufacturing/packaging equipment firm to support clinical solutions and help drive strategic marketing, business & product development, vendor alliances, operation, and securing growth capitalization. Produced enterprise valuation model and investment presentations resulting in funding that exceeded target goals.*
- *Retained by a specialty steel high volume Swiss CNC machining and custom milling company to develop and execute a strategic business development & marketing plan for expansion into aerospace, defense, biotech, and medical device target markets. Secured ITAR (International Traffic in Arms Regulations) registration. Pursued Aerospace AS9100 certification and Medical Device ISO 13485 compliance.*
- *Consulted with several optical/electronic companies in the Telecom, CATV, Aerospace/Defense, RF Wireless, and Medical Device markets on strategy, corporate and business development, operations, contract manufacturing, alliances, due diligence activities, marketing, and new product R&D.*
- *Served as interim President for optical RF test equipment and diagnostic medical device venture to negotiate distributorship agreements and establish strategic alliances with leading equipment vendors.*
- *Interim CEO for a publicly traded (PK sheet) Electro-Optic polymer & nanotechnology R&D company.*
- *Volunteer consultant to entrepreneurial ventures via Temple's Fox Business School and the Philadelphia Independence Business Alliance.*

PROFESSIONAL EXPERIENCE - CORPORATE

SCIENTIFIC PRODUCTS & SYSTEMS, INC., Baltimore, MD; New Castle, Delaware

2004 – 2009

*Private/DE state funded start-up venture; 19 employees; \$3 million revenue; Ultra-high precision fluid handling pumps, aseptic monobloc vial filling systems, and biomedical devices supporting life science, biotech, nutraceutical, dental, & big-pharma clients. **Business succumbed to the "Great Recession" market collapse.***

President, Co-managing Investor, Corporate Secretary

- *Responsible for Strategy, Marketing, Equity/Debt financing, Business & Corporate development, Operations, Product & Program management, R&D, Global strategic supplier partnering/alliances.*

Continued

TransWork

*Example of
a 2 page
resume*

Chronological Resume

Significant experience – Same or similar field

Rhonda R. Grand

Page 2 of 2

JDS UNIPHASE, INC., Horsham & Allentown, PA; Melbourne, FL; San Jose, CA; Ottawa, CN 2002 – 2004

*Fortune 500 company; >18,000 employees; >\$2B Revenue. A leading provider of opto-electronic products, test & measurement equipment, and security solutions. **Business Unit relocated to Shenzhen, China in 2004.***

VICE PRESIDENT / GENERAL MANAGER

- Full P&L accountability for turning around a global \$200M* Telecom, CATV, Aerospace/Defense, and Test Modules business unit. Responsibilities included: Marketing, Product Management, R&D Engineering, Strategic business development; Corporate development (M&A), Executive Leadership Team, Committee for Diversity & Inclusion, "Vision Actualization", Investor Relations / Wall Street equity analyst liaison.

OPTICAL CROSSLINKS, INC., Kennett Square, PA

1999 – 2002

*Privately funded start-up venture; 33 employees; \$5M revenue. Planar polymer optical waveguide solutions and biotech analytics testing platforms. **Business succumbed to the "dot com" market collapse***

Co-founder, President, Co-managing Investor, Corporate Director

- Responsible for: Equity/debt financing, Product & Program management, Strategic partnering, Global Sales & Marketing, Corporate development, and Manufacturing operations.

AT & T, BELL LABS, LUCENT TECHNOLOGIES, INC. Murray Hill, NJ; Reading & Allentown, PA

1983 – 1999

Dow 30 Telecommunications corporation; >60,000 employees; >\$40B Revenue. Global market leader and world class Research & Development organization for the design and manufacture of integrated circuits, opto-electronic components, and certified undersea fiber optic cable modules for the Telecommunications, RF Wireless, CATV, Aerospace/Defense, and Submarine Cable industries.

Highly visible career positions of increasing responsibility including:

Corporate Staff, Director – Strategy & Corporate Development, Lucent Optoelectronics

- Formulated and implemented strategies for the rapid, profitable growth of AT&T's Optoelectronics business unit. Created detailed technology roadmaps, performed strategic competitive intelligence and financial assessments, identified strategic targets, led/co-led M&A teams executing over \$3.5B in acquisitions.

Vice President Marketing & General Manager, MicroLight venture - Bell Labs New Ventures

- Full operational and P&L responsibilities as "Intrapreneur" for a new business venture developing and commercializing leading edge MEMS (Micro-Electro-Mechanical Systems) technology. Profitably introduced revolutionary MEMS "Lambda Router" optical cross-connect switching fabric and numerous transducers.

Senior Manager, Advanced Technology Incubator - Bell Labs Area11

- Formed and led the Bell Labs' Advanced Technology Incubator to develop and rapidly commercialize many of the fiber optic and hi-tech product innovations that form today's internet infrastructure. Produced >\$5.8B revenue from new product introductions and business development actions during my 7 year leadership span.

Senior Program Manager - Microelectronics / Submarine Cable division

- Responsible for managing the \$355M high profile photonics program to build the world's first undersea trans-oceanic fiber optic communications cable, TAT-8.

Semiconductor (Si & III-V) Manufacturing Operations and Product Manager

- Managed the development, production, market introduction, and commercialization of a \$300M silicon integrated circuit and III-V optoelectronic component business unit.

EDUCATION

SAINT JOSEPH'S UNIVERSITY – BUSINESS SCHOOL Philadelphia, PA

MASTERS OF BUSINESS ADMINISTRATION – TECHNICAL MARKETING

ALBRIGHT COLLEGE Reading, PA

BACHELOR OF SCIENCE (DUAL MAJORS) - COMPUTER SCIENCE / BUSINESS PRACTICES

PROFESSIONAL ASSOCIATIONS

IEEE - Senior Member; Beacon (formerly Greater Philadelphia Senior Executive Group (GPSEG)); Pennsylvania Academia/Industry Steering Committee on Nanoscience; Central and Southeastern PA Technology Councils, Temple University Fox Business School IEI entrepreneur program; Reading-Berks Science and Engineering Fair administrative judge; MOLLUS Military Order; F&AM Reading #549; Past President Reading Toastmasters; Human Rights Campaign (HRC); Philadelphia Independence Business Alliance (IBA)

Note – Details/References available upon request. **LinkedIn profile** available at: www.linkedin.com/rhondagrand

TransWork

Typically
a 2 page
resume



Putting it all together . . .

Elements of a Resume:

Skills / Function Format



Often the best choice for persons who may not have specific related experience. Emphasizes capabilities and skills to illustrate your TRANSFERABLE strengths.

- Organizes information around functional headings, highlighting major areas of accomplishments and strength
- Allows you to organize content in an order that most supports the objective; not bound by dates
- Titles and work history are secondary
- Draws on all sources of experience- volunteer, activities, courses, work and signifies each as equally important

Skills/Functional Resume

Experienced – Changing job or entering new field

MICHAEL EXAMPLE

(615) 537-1036
1111 KARMA LANE, GALLATIN, TN 37066
SUPPORT@CPRESUMES.COM

Results-driven and highly qualified Marketing Professional with a proven track-record of generating new business through strategic negotiation while cultivating new relationships with key decision makers. Adept at developing and supervising marketing strategies, managing accounts, analyzing market conditions, and ultimately generating high levels of revenue. Currently seeking a management position in Marketing which will effectively utilize all acquired skills and abilities, bringing 8+ years of related experience as follows:

KEY STRENGTHS

- ♦ Marketing/Sales Strategy
- ♦ Client/Vendor Relations
- ♦ Team Building/Leadership
- ♦ Project Management
- ♦ Account Management
- ♦ Market Research/Analysis
- ♦ Client/Employee Training
- ♦ Budget Management
- ♦ Business/Revenue Growth
- ♦ Advertising Campaigns
- ♦ Relationship Building
- ♦ Online Marketing

CORE COMPETENCIES

Marketing

- ✓ Generating business growth through client acquisition, increasing sales volume, and by driving sales through effective prospecting techniques.
- ✓ Cultivating and nurturing relationships with clients to provide product and service information, including features, advantages, and profitability, as well as to ensure repeat business.
- ✓ Selling interactive marketing solutions to further develop the awareness and presence of client companies.
- ✓ Assessing the client's needs and local market to develop effective traditional/online advertising plans.
- ✓ Creating materials to showcase company capabilities and provide new leads to increase business.

Management

- ✓ Supervising marketing strategies for accounts with combined monthly billings in excess of \$1M.
- ✓ Directing and supervising the execution of global marketing events and quarterly/annual meetings.
- ✓ Leading teams in partnering with top marketing vendors to bring services to clients.
- ✓ Developing and implementing training courses to further educate clients.
- ✓ Liaising between clients and internal teams to communicate client expectations/guidelines.
- ✓ Managing vendor relations, budgets, production timelines, and projects from inception to completion.

PROFESSIONAL PROFILE

Prime Interactive, Raleigh, NC

Mar. 2009 – Jul. 2009

Account Executive

- Led a sales team in prospecting for new clients and conducting interactive marketing needs analysis to further develop a client's online marketing presence.
- Reviewed needs analysis with prospects that featured Organic and paid search results, Social Media Marketing, Email Marketing and Display advertising.

The King Partnership, Raleigh, NC

Jan. 2008 – Feb. 2009

Account Manager

- Planned and created marketing solutions for Automotive retail clients.
- Successfully led the agency in diversifying from its traditional advertising channels to include Social Media Marketing and Mobile Text Marketing strategies that increased Marketing ROI for our clients and generated additional revenue sources for the company.
- Managed a group of associates to ensure that all project deliverables were achieved.

Carlson Marketing Worldwide, Troy, MI

Feb. 2001 – Mar. 2007

Senior Project Manager – Ford Motor Company Account

- Coordinated the development of multiple Event, Web based training and print projects for Ford Motor Company Marketing initiatives.
- Collaborated with both internal and external clients to ensure project specifications, deadlines, and budget guidelines were met or exceeded.

TransWork

Example of
a 1 page
resume



Putting it all together . . .

Elements of a Resume:

Combination Format



Use this format when you want to emphasize previous activities and/or experience while also highlighting transferable skills. Most useful format when looking to change occupational fields.

- Combines the best aspects of both the chronological and functional resume formats
- Emphasizes skills, accomplishments, interests, and work experience relative to the objective

Combination Resume

Minimal work experience – Entering job market

*One page
tells it all*

MIA MARTIN

1 Main Street, New Cityland, CA 91010 || C: (555) 322-7337 example-email@example.com

Summary

Dedicated and focused Administrative Assistant who excels at prioritizing, completing multiple tasks simultaneously, and following through to achieve project goals. Answers a high volume of incoming calls while handling in-person inquiries from clients and colleagues. Flexible and hardworking with strong drive to succeed.

Highlights

- Documentation
- Filing
- Meeting support
- Travel arrangements
- Organization
- QuickBooks and MS Office proficient
- Proofreading
- Understands grammar
- Business writing
- Dedicated team player

Experience

Administrative Assistant 01/2010 to Current
Kittie Productions New Cityland, CA

- Oversee receptionist area, including greeting visitors and responding to telephone and in-person requests for information.
- Handle all media and public relations inquiries.
- Coordinate inventory orders, office supplies, and travel arrangements for production staff.
- Screen resumes submitted to company and post openings to job boards.
- Greet numerous visitors, including VIPs, vendors, and interview candidates.

Administrative Assistant 03/2007 to 12/2009
Johnson Staffing New Cityland, CA

- Designed electronic file systems and maintained electronic and paper files.
- Created PowerPoint presentations used for business development.
- Managed the day-to-day calendar for company senior director.

Administrative Assistant 05/2003 to 02/2007
Ross Davis, Real Estate Agent New Cityland, CA

- Drafted meeting agendas, supplied advance materials, and executed follow-up for meetings and team conferences.
- Assisted with event planning, including associated travel and logistical arrangements.
- Prepared homes for open houses, picked up supplies, and sent invitations to potential buyers.
- Obtained signatures for financial documents.

Education

Advanced Microsoft Excel Training Course, 2009
Business Writing seminar, 2008
Introductory Microsoft Office Applications Course, 2005



Putting it all together . . .

Elements of a Resume:

Creative / Abstract Format



This format is useful when you want to convey a sense of creativity and "outside-the-box" thinking. This format might appeal to firms in web design, advertising, publishing, graphic arts, or marketing.

- Combines the best aspects of both the chronological and functional resume formats with an aesthetic spin
- Emphasizes skills, accomplishments, interests, and work experience relative to the objective
- Format most amenable to using your photo &/or graphic embellishments to highlight your creativity

Creative/Abstract Resume

Best format for including your photo &/or highlighting your creativity

Raila Amollo Odinga

Political Leader, Former Prime Minister of Kenya

A former Minister of energy, Minister of roads, public works, and housing, MP for Langata, a businessman and an author.

facebook.com/RailaOdingaKe/

@RailaOdinga

www.RAO.co.ke



POLITICAL JOURNEY

- Born in 07 January 1945.
- 1992: Join Ford-Kenya and was elected vice chairman of the general purposes committee.
- 1992: Elected member of parliament for Langata.
- 1997: First ran as a Presidential contender. Finish third after President Daniel Arap Moi of KANU and Mwai Kibaki of the DP. He retained his Parliament seat.
- 2001-2001: Appointed Minister of energy by President Daniel Moi.
- 2003-2005: Appointed Minister of roads, public works, and housing by President Mwai Kibaki.
- 2007: Second ran as a Presidential contender on an ODM ticket.
- 2008 to 2013: Prime Minister of Kenya.

EDUCATION BACKGROUND

1962 - 1970

Masters of Science in Mechanical Engineering

'Herder Institut' University of Leipzig' in East Germany / Technical School' in Magdeburg, East Germany

A-level Education

Maranda High School

Primary Education

Kisumu Union Primary School / Maranda Primary School

ACHIEVEMENTS

- In 2013, 'The Flame of Freedom', an autobiography detailing his life and struggles, was launched.
- Was awarded an honorary degree from 'Florida A&M University' in the United States, in 2012
- Appointed to mediate the Ivorian crisis in 2010-2011, which involved widespread violence following elections in Ivory Coast.
- Worked closely with President Kibaki in 2010, to pass a new constitution for Kenya, which moved some of the power of the presidency back to the local government level.
- In 2008, awarded an honorary Doctor of Laws degree from the 'University of Nairobi' in Kenya.

SKILLS & COMPETENCE

- Public speaking
- Mediation
- Negotiation
- Leadership
- Charisma
- Law making
- Policy Making

INTEREST

- Playing Football
- Watching Football
- Playing Golf

www.cvshaper.com

Copywriter Nora Roberts

Kickresume

web:

www.kickresume.com/cv/nora-roberts/

Address:

Miami, United States

Email address:

hello@kickresume.com



Profile

Wordsmith, editor, designer and English bulldog aficionado looking to create some copy magic in this crazy world. Interested in writing samples? I can dig it. Pop on over to www.kickresume.com and make yourself at home.

Work Experience

Copywriter (Contractor) 01/2017 – present
AIC Hotel Group

- Responsible for producing clear, cohesive, concise, and effective copy for campaigns across print and digital channels to increase member engagement, branding recognition and market penetration goals for Hard Rock Hotels, Nobu Hotels, Eden Roc Miami Beach and UNICO 20'87
- Providing consultative editorial services to ensure appropriate copy solutions are used, content accuracy and grammar consistency
- Proofread and line edit all catalog copy throughout the print production schedule to identify grammatical, factual and stylistic errors

Copywriter 12/2016 – present
Phillip & Patricia Frost Museum of Science

- Write marketing copy for a variety of placements including email newsletters, social media, website, promotions, product descriptions and other marketing materials
- Maintain editorial calendar for museum blog and draft/outsource features as necessary
- Write copy for the internal employee newsletter
- Craft speeches for the museum leadership
- Draft scripts for videos and exhibition voiceovers
- Optimize content to boost organic search potential
- Craft messages that are clear, accurate, original and engaging for ad campaigns and museum signage
- Ensure consistency and adherence to brand standards and brand voice

Copywriter (Freelance) 08/2016 – present
Flaviar

- Craft copy for national digital ad campaigns.

Work Experience

- including website landing pages
- Draft copy for Tasting Box features
- Contribute regularly to the Flaviar Times blogs, including timely articles and interviews
- Edit copy for spirit descriptions and bottle labels

Cultural Streetscaper 07/2014 – present
The Futures Company

Research and compile reports on trends in and around the Miami area, as well as capturing evidence of new and evolving consumer and brand behavior and explaining its cultural context and meaning.

Freelance Writer

Writing and editing articles, press releases, print ads, app copy, website copy and video scripts.

Notable publications and sites: A+E District blog, AIC Hotel Group, AirBnB, Care.com, Citizine.tv, Eater Miami, Eme de Mujer, Flaviar, Google Trips, Greater Miami Convention and Visitors Bureau, HCP Media, JLP, Liquor.com, LivingSocial, Manero, Miami.com, Mommy Nearest, New York Observer, Onboard Media, Party Earth, SpareFoot Moving Guides, Time Out, UrbanDaddy, Vivala

Miami Editor 01/2012 – 12/2016
UrbanDaddy

- Sourced, wrote, and edited daily lifestyle-focused articles on dining, nightlife, gear, fashion, and travel
- Wrote national advertorials for major brands
- Tracked article analytics and performance
- Managed a team of photographers and interns

Newsletter Editor/CRM Copywriter (Contractor) 04/2016 – 12/2016
Whole Foods Market

- Writing and editing global customer relationship management (CRM) products including, but not limited to, newsletters, sales ads, digital coupons and promotions
- Maintaining editorial calendar for weekly



Putting it all together...

Elements of a Resume:

Appearance



- Stick to 1 or 2 pages!
Font: no smaller than 11 point.
Margins: no smaller than 0.5 inches.
- Double check for spelling and grammatical errors. Have others proofread your resume!
- Brief paragraphs with supporting bullet points makes a professional appearance.
- Use bullet symbols, not dashes.
- Save your resume in pdf format to preserve layout and appearance when being sent electronically.
- Take copies printed on high quality paper and a good printer to F-2-F interviews. (Premium “resume paper” is no longer a good idea!)
- Be consistent with heading style and margins.



Well Done!

You are now ready to create your Winning resume!

Keep in mind that you are not on your own!

Lots of Great Resources are available

Many Free Resume Preparation Websites:



<http://www.jobhero.com>



<http://www.livecareer.com>



<http://myperfectresume.com>

But Wait...
**THERE'S
MORE!**



COVER LETTERS

(Yes - They are essential!)

Recruiters say that resumes submitted without an accompanying cover letter are usually not even considered worth reviewing!





Elements of a Cover Letter

- Contact Information
- Content
 - *The opportunity to sell yourself and how you will contribute to the company*
 - *Communicate a high degree of interest*
 - *Highlight / Reiterate special capabilities*



Cover letter example:

HEADING

1

DOLLY MADISON

87 Fox Lane
Reading, PA 19606

dmadison@gmail.com

Home: (610) 123-0359
Mobile: (610) 123-8690

SALUTATION

2

Ms. Katherine Bloomstein
Marketing Director

RE: Digital Marketing Manager, Job Req.# 12345

Dear Katherine,

OPENING PARAGRAPH

Get them hooked
and make them read on

3

As a lifelong enthusiast of XYZ's marketing initiatives, I was thrilled to see your posting for the position of Digital Marketing Manager. I am positive I can help with XYZ's upcoming challenges. I have experience with leading successful national online campaigns with budgets over \$300,000. What is more, I have succeeded at expanding ABC's client base by 19% since 2011.

SECOND PARAGRAPH

Why you are the perfect
fit for the company

4

In my current position at ABC, I have supervised all phases of our online marketing initiatives, both technical and creative. Last year, my key challenge was to design and optimize nine product websites for ABC's most strategic products and improve our SEO results as well as enhance the UX. Here we are a year later:

- Eight of the nine websites I optimized have achieved and secured their spot in the top 3 results on Google. These are organic, non-paid results for 10+ key search terms;
- The incoming search engine traffic to all nine websites comprises 47% of the total organic traffic for key terms and phrases.

THIRD PARAGRAPH

Why the company is
the perfect fit for you

5

I know that XYZ's current plans involve developing a comprehensive online portal focused on healthcare-related issues. This project is a perfect match for my personal and professional interests and an exciting opportunity to create a unique online base of knowledge for patients and healthcare professionals. I would love to leverage my knowledge of SEO marketing and online growth marketing to achieve groundbreaking results with this initiative.

CLOSING PARAGRAPH

6

I would welcome the chance to discuss your digital marketing objectives and show you how my success at ABC can translate into digital and online marketing growth for XYZ.

FORMAL CLOSING

7

Best regards,
Dolly Madison

POSTSCRIPT

Seal the deal

8

P.S. — I would also value the opportunity to show you how my e-detailing solutions grew the combined sales of three ABC flagship products by a record-breaking 13% in one year.



Expect a Phone or Video Conference Interview

- Initial screening interviews are seldom in person (especially now)
- Relax and allow your personality to shine through
- Be sure room is quiet & phone sounds muted
- Have your resume handy (keep it out of interviewer's sight if video conf.)
- Prepare a list of questions to ask interviewer
- If video conference, pay close attention to the next slide!



Personal grooming is a must and posture counts! Even if it is only an audio call, being well dressed and paying attention to your posture will convey confidence. Remember to smile! (There's an old saying in sales that people can "hear" a smile.)



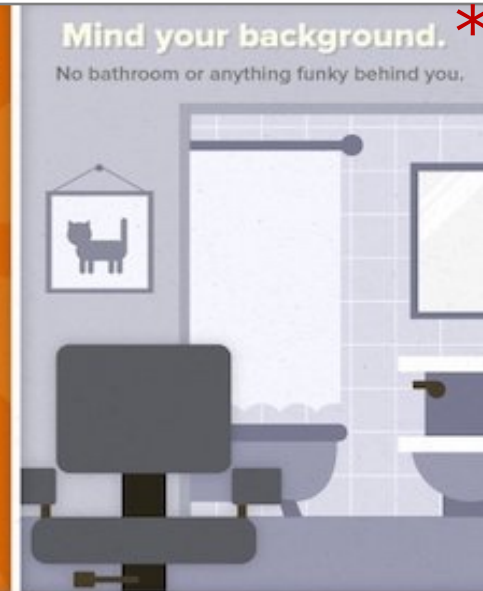
Video Conference Interview



To appear more confident, draw eyes on a Post-it note, put on either side of camera, and maintain eye contact with them!



Raise laptop so you are eye-level with the camera* ... and be sure to have a light facing you.



*** Consider using a virtual background option !**



Use a little facial powder to dull those shinny reflections!

** If you don't have a laptop with a camera, an external webcam costs ~\$30.*



*The in-person
interview*

TransWork



**OPPORTUNITY
favors the
PREPARED!
Rehearse ... Rehearse ...
Rehearse!**



This concludes our -



TransWork

Resume Workshop



***Remember this simple quote ... its just 10 two letter words ...
... but they have the power to change your life!***

“If it is to be, it is up to me”