

The workshop will begin shortly. You may not hear anything until the start of the workshop.

Attendance is Auto-Recorded - Please do not say "Present, Here, or Type your name"

The background of the slide is a green-tinted photograph of an IowaWORKS mobile office trailer. The trailer has the IowaWORKS logo and text on its side. A window on the trailer shows people working inside. A sign in the window mentions "50,000 job openings" and "Stop in at your local IowaWORKS office to help".

IowaWORKS

Create a Great Resume

IowaWORKS.gov



Setting YOU up for Success



Sound

- **Everyone** is **muted**, and participant's **video cameras** are **disabled**

Attendance is Auto-Recorded

- **Please do not** say "Present, Here, or Type your name"

Closed Captions

- Mac/Windows users, the notification is typically at the **bottom of the screen**
- iOS/Android Devices – **Have Zoom App downloaded on your device**. Once logged in, select Settings icon. Toggle "Closed Captioning" to "On"

Q&A

- Questions **may get lost** in the chat!
- This is the **BEST** option to get your questions answered
- If questions are not answered immediately, we may be presenting it later. **It is still best to have your question in the Q&A**. This feature will notify you if we answer live, or if someone responds directly to you

Chat

- **Please** do not be disrespectful
- **Please** keep chat **positive**
- **Please do not** spam the chat
- **Chat is for interacting with your fellow participants and responding to questions**

30-Second Activity

What is the significance of 30 seconds?

Please tell us:

Your name

Your top 4 skills

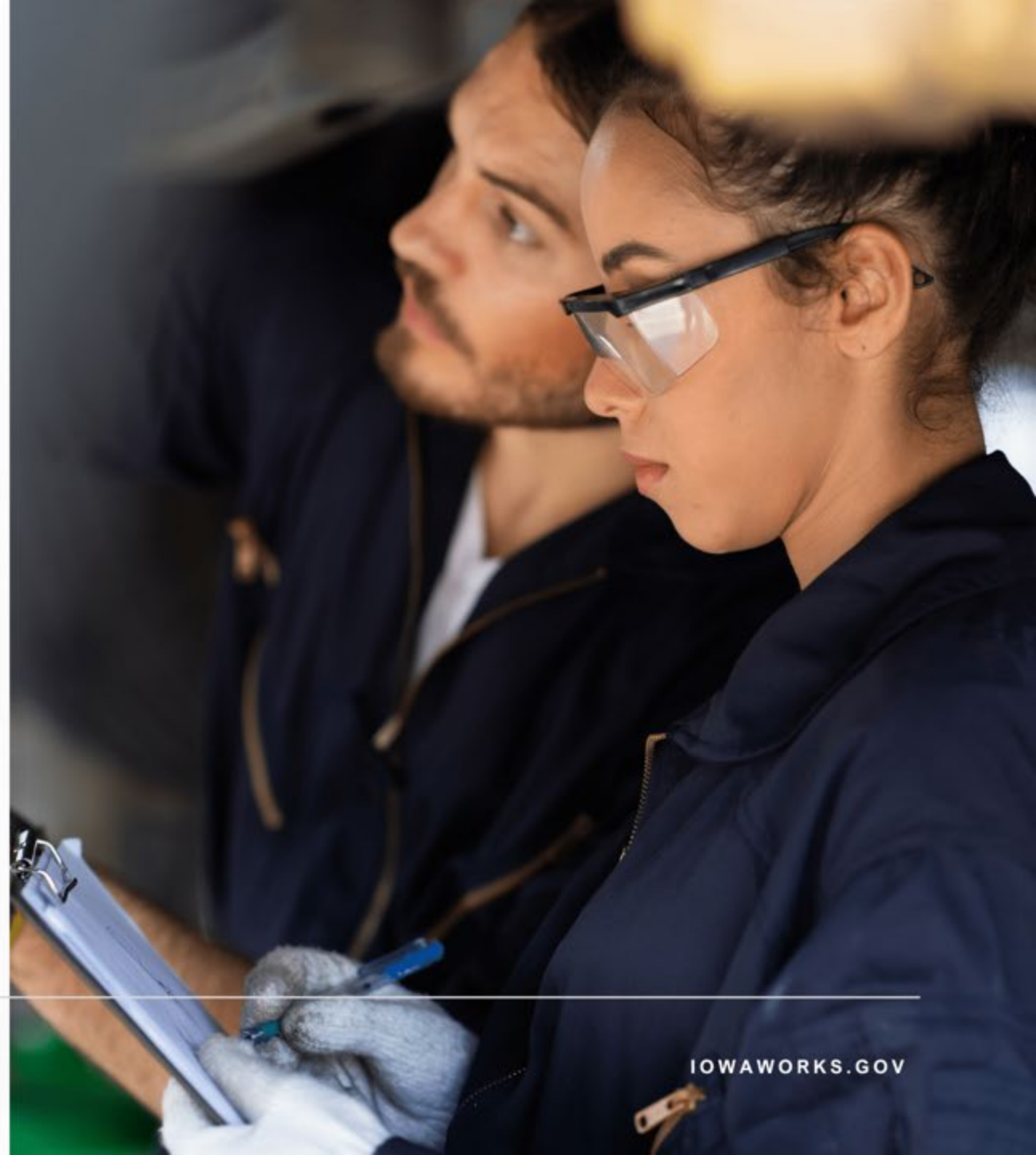
You only have 30 seconds!



Workshop Objective

Current Best Practices for creating a Universal Resume:

- ❖ Best format: Chronological, Functional, Hybrid, and Infographic
- ❖ Skills Summary
- ❖ Achievements
- ❖ Education
- ❖ Cover Letter Basics
- ❖ References



Why have a Master “Universal” Resume?

Who has control:

- ❖ Employer controls what information is gathered (and required) on an application

YOU control the message and information relayed on a resume

- ❖ Convey transferable skills
- ❖ Room to relay examples or skills
- ❖ “Connect the dots” for employers
- ❖ Focus more on skills/experience rather than employment

Caution:

- ❖ Resumes are often required with online applications
- ❖ Resumes and cover letters can be seen as your first work sample
- ❖ Resumes need to be consistent with application data



The Basics

- ❖ 10 - 12 point font
- ❖ Times New Roman, Arial, Cambria
- ❖ Use **bold** or *italics* for section headings only
- ❖ 1 page for entry level
 - ❖ 2 pages for professional
 - ❖ 3 or more pages for targeted career fields such as Executive branch, Graphic Design
- ❖ Print on resume paper
- ❖ Do not use abbreviations
- ❖ Do not fold or staple your pages together
- ❖ No colors, borders or pictures
- ❖ Be consistent with format
- ❖ Use Spell Check
- ❖ Get it reviewed





Resume Sections

Header (Contact Information)

Skills Summary

Experience/Work History

Education

Other – may include Experience Section

- ❖ Military
- ❖ Community/Volunteer Work
- ❖ Awards
- ❖ Leadership

No More Objectives!

No References listed on resume

No References Available Upon Request



Header Examples

Good Example:

John Doe
Best Town, Iowa 12345
555.555.5555
johndoe@e-mail.com

Not So Good Example:

JOHN DOE
Best Town, IA 12345
555.555.5555 (c)
class1995partyanimal@e-mail.com



Setting Up Email Addresses & Phone Numbers

Email Addresses

- ❖ Gmail.com, Yahoo.com, Outlook.com - Must verify with a phone number

Phone Number

- ❖ Professional and personalized outgoing message
- ❖ Gmail has a feature called Google Voice
- ❖ Employers can call and leave a voicemail, which is also converted into a written message for you to read
- ❖ Ability to text back and forth with friends and family

Tips

- ❖ Professional voicemail – set up and checked often
- ❖ Professional email address – checked often



What Do You Think of When You See This?



Skills Summary

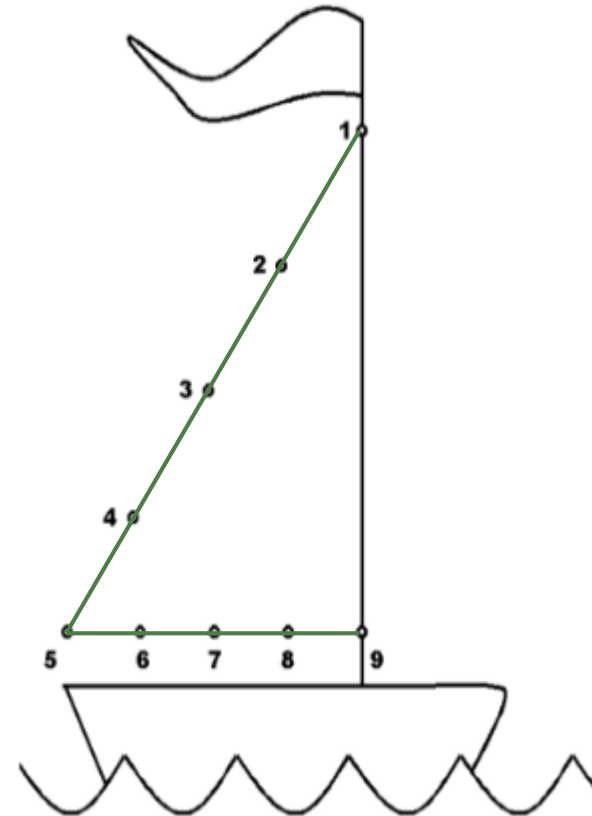
- ❖ Highlights skills most relevant to the job for which you are applying
- ❖ Show the employer you are the best fit for the position
- ❖ Tell the employer what an asset you will be to their company
- ❖ Update this section each time you apply for a job



Why are Keywords Important?

- ❖ 30 - Second Review
- ❖ Optimization Software - ATS Systems

**Connect enough dots
and you will end up in the “To Be Interviewed Pile”**





Present Tense VS Past Tense

MEDICAL ASSISTANT

Prepares patients for examinations by performing routine patient screenings prior to provider seeing the patient while facilitating clinic workflow

Informs the patient/family whenever there is a delay

Performs basic lab tests per protocol and/or order, based on departmental need

Cleans exam rooms after each patient in preparation for next patient

Maintains supplies in exam rooms specific to clinic specialty

Provides instructions on basic equipment based on departmental need

Demonstrates communication skills using appropriate medical terminology

Schedules / coordinates and monitors patient appointments

Non-Negotiables

1. Capital letter to begin every sentence
2. Capitalize proper nouns
3. No texting shortcuts (u, r, lol, idk, cuz, omg)
4. Stay consistent with punctuation





Skills Summary

- ❖ Identify keywords and skills
- ❖ Check your resume to identify if these are already listed
- ❖ If they are not listed, include your knowledge/experience with these areas in your Billboard Section

monkeylearn.com/word-cloud

tagcrowd.com





Experience/Work History



Manager
Target, Des Moines, IA

11/2020 to 4/2022

- ❖ Supervised 15-25 employees per shift in accordance with customer traffic with overall 80-90% customer satisfaction
- ❖ Reconciled bank deposits from cashier drawers after each shift at a 95-100% accuracy rate
- ❖ Reduced shrinkage by 30-40% according to nightly team reports to ensure optimum profitability
- ❖ Oversaw all functions while adhering to company policy resulting in Manager of the Month for 4 out of previous 6 months

What is a Prove-It Story?

- ❖ A prove-it story is a job-related story that validates your skills
- ❖ Tell the employer not just what you did - but ***how well you did it!***
- ❖ You say that you know how to use tools? Now, Prove-It
 - ❖ What tools do you know how to use?
 - ❖ How do you use these tools?
 - ❖ How often do you use these tools?



Prove-It Stories

- ❖ Keep them short 1-2 sentences
- ❖ Related to the job you are seeking
- ❖ Begin with an action word and followed by a description
- ❖ Specific (use #'s, \$'s, %'s, frequency, volume per week/month/year, etc.)
- ❖ Emphasize results (increased profit, decreased waste, saved man hours, etc.)



Prove-It Story Tips

- ❖ Do not talk in 1st person (No I's)
- ❖ Do not type out numbers (fifteen should be 15)
- ❖ Do not use abbreviations (CNA should be Certified Nursing Assistant)
- ❖ Do not list anything negative
- ❖ Do not use fluff words



Prove-It Story Examples

- ❖ Responsible for opening and closing the store when owner was gone
- ❖ Rotated jobs to learn variety of machines and tools relevant to each department
- ❖ Handled 75 customer transactions ranging from \$1 - \$5,000 and receipts always balanced against daily sales
- ❖ Cooked meals for 50 - 100 people daily while following specific diets for each person



Prove-It Story Examples

Example	Worked on a manufacturing line assembling widgets
Better Example	Assembled widgets ensuring daily quota was met
Even Better Example	Assembled widgets exceeding daily quota of 800 pieces by 20% with less than .05% rejection rate
Best Example	Used hand tools to assemble widgets regularly exceeding daily quota by 20% or more with less than .05% rejection rate

Prove-It Story Examples

Example	I am a hard worker because I show up on time every day and cover shifts when others are not available
Better Example	Dedicated and showed up on time every day. Covered shifts when others were not available
Even Better Example	Dedicated and flexible, showed up on time every day and covered shifts when others were not available
Best Example	Dedicated and flexible, perfect attendance in the past 3 years and covered shifts when others were not available

What Would You Change?

I prepared twenty pizzas for every shift that I worked to fill customers' orders



Prepared 20-50 pizzas on average per shift resulting in 95% customer satisfaction

What Would You Change?

I gave residents help with daily stuff.

Assisted 35 residents with successfully fulfilling daily activities

(e.g. bathing, brushing teeth, dressing, and eating)



Use STAR for Improving Prove-It Stories

STAR Formula for Behavioral Questions

Behavioral/Situational Interview Question:

- Describe a time when.....
- Give an example of how.....
- Tell me about when/how.....





Education and Certifications

Things to Consider:

- ❖ Job seekers may choose to omit graduation dates to avoid having the employer make any assumptions regarding age
- ❖ Only list study programs that have been completed
- ❖ If you have completed coursework related to the job duties but haven't graduated, then indicate the projected graduation date. If you have obtained certifications that are now expired, consider adding them to the skills section
- ❖ Do not list certifications or coursework that are unrelated to your desired profession. (1.E Customer Service Representatives generally don't need to know how to perform CPR, cut hair, etc.)
- ❖ Job seekers with advanced degrees can omit their High School Diploma to save space on the resume; job seekers with a graduate level degree should still list undergraduate diplomas
- ❖ Leave off GPA unless requested by employer

Education Examples

High School Diploma – Format

- ❖ High School Diploma
Dubuque Senior High, Dubuque, Iowa

Associates Degree - Format

- ❖ Associates in Accounting, May 2021 (Can omit date)
DMACC, Ankeny, IA

Bachelors Degree – Format

- ❖ B.S. Recreation Sport Management
Terre Haute, IN

Anticipated Graduation – Format

- ❖ Northeast Iowa Community College, Dubuque, IA
Anticipated Graduation: May 2025



Continued Education Examples

Certification Format – Format

- ❖ CPR & First Aid Certified, February 2023
American Red Cross, Fort Dodge, IA

Certificate of Completion- Format

- ❖ CompTIA A+ Core 1 (220-1101), May 2022
CompTIA, Ankeny, IA





Military & Volunteer Experience

Military:

- ❖ Avoid using technical jargon in your job titles and skill descriptions. Write "Supervisor" instead of "Non-Commissioned Officer"
- ❖ Don't use military code. Don't include base or ship codes, unless it's relevant to your target job. Use your military job title or a civilian equivalent instead of your MOS designator

Community/Volunteer Work:

- ❖ For volunteer experience that is closely related to the types of employment you desire, consider adding it to the "Work History" section. This is especially true for job seekers without extensive professional experience as it allows them more room to emphasize the skills and accomplishments they garnered through that experience.
- ❖ If not related to the employment you desire, list it separately



References

- ❖ Provided on a separate sheet of paper
- ❖ Format should mimic your resume
- ❖ 3 – 5 professional references
- ❖ No family members
- ❖ Previous/current coworkers or supervisors only

Do not submit until requested

- ❖ No more “References available on request!”



References

List 3 PROFESSIONAL references (not personal)

- ❖ Reference's name
- ❖ Reference's email address
- ❖ Current title and company
- ❖ Reference's relationship to you (*HR, supervisor, past employer*)
- ❖ Reference's phone number (*ask your reference what is the best number to reach them during the day*)

Confirm ahead of time that references will give you a "good" reference (NO SURPRISES!)



Cover Letter

Designed to introduce applicant in a memorable and personal way

EVOKE EMOTION!

- ❖ Emotionally connect with their brand; tell them about the first time you used their product, tell them about an overall life experience that aligns with their values/beliefs
- ❖ The more personal the cover letter, the better
- ❖ Always address hiring manager by name e.g. Dear Joe Doe,
- ❖ If this information is not found in the job posting research further
- ❖ Dear Hiring Manager

Cover Letter

Minimum of 3 paragraphs

Paragraph #1:

- ❖ State the job you are interested in and express your enthusiasm / excitement
- ❖ Indicate how you heard about the job (potential referral?) and/or where you found the job posting
- ❖ This is where you evoke emotion!

Paragraph #2:

- ❖ Connect the dots for the employer
- ❖ Explain your educational background, work experience, accomplishments, and passions as they relate to the job you are applying for

Paragraph #3:

- ❖ State your interest in moving forward with the hiring process
- ❖ Thank the reader for their time and consideration
- ❖ Sign at the bottom if possible



Cover Letter

Attn: Daniel Dogman
Harry Helpers Veterinary Clinic
1000 Iowa Street
Des Moines, IA 50315

Dear Mr. Dogman,

I am writing you to express my interest in your recent opening as a Veterinary Technician which I found posted on IowaWORKS.gov. I believe myself to be an exceptional candidate for this position as I have a passion for helping animals and over 10 years of experience in clinical settings.

In July of 1995, I began working as a Veterinary Technician with the Pawsitive Pet Care clinic in Des Moines, IA. It was in this position that I first discovered my desire to develop a career in providing care for animals of all types. I bring a compassionate and personable attitude in interacting with owners. I also possess extensive experience using innovative technology such as Digital Radiography and Cardiac/Abdominal Ultrasounds. Additionally, I am knowledgeable of general care duties for large and small animals such as administering medications.

I believe my personable and compassionate qualities along with my extensive clinical experience makes me a strong candidate for this position. I would appreciate the opportunity to further discuss my qualifications in person. I thank you for your time and consideration in reviewing my application materials.

Sincerely,

John P. Tester

Why to Avoid Cliché's & Buzzwords

- ❖ Avoid using resume clichés or buzzwords because, above all, ***they do nothing to set you apart from other applicants***
- ❖ Core purpose of your resume is to differentiate yourself, give insight to who you are, what you have achieved, and what you can bring to the role you are applying
- ❖ Cringe factor: Alongside failing to showcase your uniqueness, you risk making an unfavorable first impression using these phrases

Buzzwords & Cliches

- ❖ Highly Motivated
- ❖ Innovative
- ❖ Loyal
- ❖ Outside the Box
- ❖ People Person
- ❖ Problem Solver
- ❖ Proven Record of Success
- ❖ Results Orientated
- ❖ Self-starter
- ❖ Skilled
- ❖ Strong Work Ethic
- ❖ Team Player
- ❖ Detail Oriented
- ❖ Customer Focused
- ❖ Excellent Communication Skills
- ❖ Works Well Under Pressure

IowaWORKS.gov

You can begin working on your resume by logging on to your IowaWORKS.gov Account

Benefits:

- ❖ Automatically formats
- ❖ System walks you through the process

The screenshot shows the IowaWORKS.gov website dashboard. At the top, there is a blue header with the IowaWORKS logo and a 'Sign In / Register' button. Below the header, a dark grey banner contains the text: 'Virtual one-on-one appointments with career planners are available!' and 'Contact your local center or schedule a virtual meeting in IowaWORKS. In the 'My Calendar' widget click the 'All Events' link to view available appointment times.' Below this, a section titled 'Job Readiness Workshops' states: 'Job readiness workshops are now available both virtually and at local IowaWORKS centers. To register, login to your IowaWORKS account and click Workshop/Training under Current Month's Events on the Dashboard!' The dashboard features three main statistics: '77,822 Current Openings' with a 'View Most Recent' link, '18 Career Centers in IA' with a 'Find a Center' link, and '2.6 Unemployment Rate'. A central image shows a smiling woman in a warehouse setting wearing a headset and holding a tablet. At the bottom left, there is a section for 'Work from home in these exciting career opportunities' with a house icon.

Chronological Resume Sample

EXPERIENCE

Job Title

MM/YYYY-MM/YYYY

Name of Employer, City, State

- Action Words and Prove it Stories
- Action Words and Prove it Stories
- Action Words and Prove it Stories

Job Title

MM/YYYY-MM/YYYY

Name of Employer, City, State

- Action Words and Prove it Stories
- Action Words and Prove it Stories
- Action Words and Prove it Stories

EDUCATION

Degree

School, City, State

Functional Resume Example

EXPERIENCE

Skill

- * Action Words and prove it stories
- * Action Words and prove it stories
- * Action Words and prove it stories
- * Action Words and prove it stories

Skill

- * Action Words and prove it stories
- * Action Words and prove it stories
- * Action Words and prove it stories
- * Action Words and prove it stories

EMPLOYMENT HISTORY

Job Title
Company, City, State

MM/YYYY-MM/YYYY

Job Title
Company, City, State

MM/YYYY-MM/YYYY

EDUCATION

Degree
School, City, State

Action Verbs to get Started

Team Player	Leadership	Responsible For	Communication
<ul style="list-style-type: none"> • Acknowledged • Assimilated • Blended • Coalesced • Collaborated • Contributed • Diversified • Embraced • Encouraged • Energized • Gathered • Harmonized • Ignited • Joined • Melded • Merged • Participated • Partnered • United • Volunteered 	<ul style="list-style-type: none"> • Authorized • Chaired • Cultivate • Delegated • Directed • Enabled • Executed • Facilitated • Fostered • Guided • Headed • Hosted • Inspired • Mentored • Mobilized • Operated • Orchestrated • Oversaw/Overseen • Spearheaded • Trained 	<ul style="list-style-type: none"> • Accomplished • Acquired • Achieved • Acted as • Completed • Designed • Executed • Finished • Forged • Formulated • Navigated • Negotiated • Operated • Partnered • Performed • Prepared • Produced • Secured • Succeeded in • Undertook 	<ul style="list-style-type: none"> • Advocated • Authored • Clarified • Composed • Consulted • Conveyed • Convinced • Corresponded • Defined • Explained • Fielded • Illustrated • Influenced • Informed • Mediated • Moderated • Negotiated • Promoted • Persuaded • Publicized



Iowa*WORKS* Workshops

- Bring Your A-Game – Part 1 & Part 2
- Completing Your Weekly Certifications
- Conduct a Job Search
- Create a Great Resume
- Develop a Career Plan & Research Industry Trends
- EMERGE Virtual Workshop
- Essential Tools for Job Seekers
- Interview 101
- Maintain a Positive Attitude
- Military Members Power Hour
- Mock Interview Workshop
- Navigating Ageism in Your Job Search
- Next Level Resumes & Cover Letters
- Registered Apprenticeship
- Smart Planning for Your Money - Series
- State of Iowa Job Applications
- Virtual Job Club
 - Building Success in Iowa*WORKS*.gov
 - Business Panel
 - Job Fairs
 - LinkedIn
 - Negotiating a Successful Job Offer
 - Power of O*Net
 - Who Would You Hire?
- Workshops in Spanish
 - Essential Tools
 - Interview & Negotiate



Iowa**WORKS** Centers

BURLINGTON

Phone: 319-753-1671

Email: BurlingtonIowaWORKS@iwd.iowa.gov

CEDAR RAPIDS

Phone: 319-365-9474

Email: CedarRapidsIowaWORKS@iwd.iowa.gov

COUNCIL BLUFFS

Phone: 712-352-3480

Email: CouncilBluffsIowaWORKS@iwd.iowa.gov

CRESTON

Phone: 641-782-2119

Email: CrestonIowaWORKS@iwd.iowa.gov

DAVENPORT

Phone: 563-445-3200

Email: DavenportIowaWORKS@iwd.iowa.gov

DECORAH

Phone: 563-382-0457

Email: DubuqueIowaWORKS@iwd.iowa.gov

DENISON

Phone: 712-792-2685

Email: DenisonIowaWORKS@iwd.iowa.gov

DES MOINES

Phone: 515-281-9619

Email: DesMoinesIowaWORKS@iwd.iowa.gov

DUBUQUE

Phone: 563-556-5800 or 866-227-9874

Email: DubuqueIowaWORKS@iwd.iowa.gov

FORT DODGE

Phone: 515-576-3131

E-mail: FortDodgeIowaWORKS@iwd.iowa.gov

IOWA CITY

Phone: 319-351-1035

E-mail: CedarRapidsIowaWORKS@iwd.iowa.gov

MARSHALLTOWN

Phone: 641-754-1400

Email: MarshalltownIowaWORKS@iwd.iowa.gov

MASON CITY

Phone: 641-422-1524

Email: MasonCityIowaWORKS@iwd.iowa.gov

OTTUMWA

Phone: 641-684-5401

Email: OttumwaIowaWORKS@iwd.iowa.gov

SIOUX CITY

Phone: 712-233-9030

Email: SiouxCityIowaWORKS@iwd.iowa.gov

SPENCER

Phone: 712-262-1971

Email: SpencerIowaWORKS@iwd.iowa.gov

WATERLOO

Phone: 319-235-2123

Email: WaterlooIowaWORKS@iwd.iowa.gov



**Thank you for
attending today's
Workshop!**

**Please do not
leave until the
workshop ends!**

**Watch for
our survey as soon
as the workshop
ends.**

**We value your
feedback!**

**Questions or
comments?
Put them into the
“Q&A” Feature!**