

Maximize Your Potential: Create a Great Resume



A proud partner of the **AmericanJobCenter** network



Thank You For Joining Us - What to Expect

- We appreciate your patience while we accommodate in-person and virtual attendees
- Online - everyone will be (should be) MUTED
- Those with cameras be aware of background – turn off camera if necessary
- Use the chat box or Q&A box if need to comment or ask questions
- Polls may be used - please participate when prompted
- Attendance will be recorded

Workshop Start-Up

- Please turn off (silence) and put away cell phones or other electronic devices
- Welcome to ask questions
- If needed, feel free to stand; remain at least 6ft from others; please let me know of other accommodation requests

Workshop Objective

Discuss current best practices effective résumés; including tips for cover letters and references.

30-Second Activity

- Please tell us:
 - Your name
 - Your top 4 skills
- But, you only have 30 seconds!



What is the significance of 30 seconds?

Why have a résumé?

Who has control:

- Employer controls what information is gathered (and required) on an application.
- You control the message and information relayed on a résumé!
 - convey transferrable skills
 - room to relay examples or skills
 - “connect the dots” for employers
 - focus more on skills/experience rather than employment situation

CAUTION:

- Résumés are often required with online applications
- Résumés and cover letters can be seen as your first work sample
- Résumés needs 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 preferred (2 pages maximum)
 - Do not fold or staple your pages together
- Print on résumé paper
- Do not use abbreviations – why?
- No colors, borders or pictures
- Be consistent with format
- Use Spell Check
- Get it reviewed

Resume Styles

Chronological

Functional/Skills

Hybrid/Combination



Essential Resume Sections

- Header Block (Contact Information)
- Billboard Section (Skills Summary)
- Experience/Work History
- Education
- Other – may include Experience Section
 - Military
 - Community/Volunteer Work
 - Awards
 - Leadership

No More Objectives!

**No References or References
Available Upon Request!**

Header Block (Contact Information)

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

Tips

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

Setting Up Email Addresses and Phone Numbers

Email Addresses

- Gmail.com, Yahoo.com, Outlook.com - Must verify with a phone number
- Yandex.com, Mail.com - Can be set up without 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

What Do You Think of When You See This?



Skills Summary (Billboard Section)

- 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



Activity

- Get ready to chat
- Submit 5 work skills that you have
- Identify skills that you had in common with others
- What skills were unique to you?

Fluff Words vs. Keywords

Examples of Fluff Words:

- Hard-working
- Team player
- Multitasker
- Self-starter

Fluff words can be defined differently for different people

Examples of Keywords:

- Repair grain bins and grain elevators
- Build scaffolding, shoring and braces
- Maintain patient care log

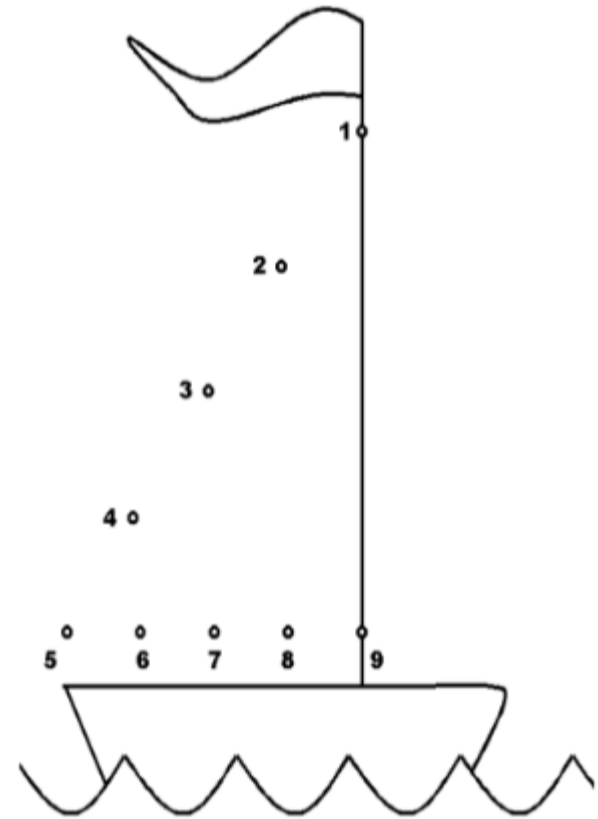
Usually found in the job description

Specific to the position

Why are Keywords Important?

- 30-Second Review
- Optimization Software

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



What is it?

Quality Control Inspector

- Performs pre-pour inspection of all forms, reinforcement, steel and inserts, in a timely manner to maintain optimized workflow and assists in finding ways to decrease delays and cause for rework.
- Maintains daily and project production records.
- Checks and verifies all dimensions of cast-in embeds.
- Completes daily quality control documentation.
- Inspects all finished product. Documents and follows-up on any precast product that requires patching or rework.
- Ensures that all precast products are correctly marked.
- Assists other Quality Control personnel in testing of materials and finished products as required.
- Assumes responsibility for maintaining plant and yard safety in accordance with company Safety Manual and under the direction of the Safety Coordinator.

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.
- Clean exam rooms after each patient in preparation for next patient.
- Maintains supplies in exam rooms specific to clinic specialty.
- Employs professional telephone and interpersonal communication techniques.
- Performs accurate, legal, and ethical documentation at all times.
- Abstracts lab results from outside facilities as delegated by RN.
- Provides instructions on basic equipment based on departmental need.
- Orders and maintains appropriate levels of supplies and equipment based on departmental need.
- Demonstrates communication skills using appropriate medical terminology.
- Schedules/coordinates and monitors patient appointments.
- Regular attendance at work is an essential function of the job.

Billboard Section (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

Experience/ Work History

- Last 10 years of work history
- 5-6 bullet points per job
- Don't use I, me, or my
- Past tense for previous jobs
- Present tense for current jobs

Cashier

Nov. 2012 - Jan. 2014

Quicky Mart, Des Moines, IA

- Completed monthly work schedules for 15 employees
- Reconciled cash drawer after each shift
- Opened and closed store
- Cleaned and stocked areas
- Greeted customers in a friendly manner as they entered store
- Maintained positive team environment

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

Should be

- Short
- 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.
- Responsible for handling 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.



What Would You Change?

- I prepared twenty pizzas for every shift that I worked to fill customers' orders.
- Prepared 20 pizzas per shift to fill customers' orders.

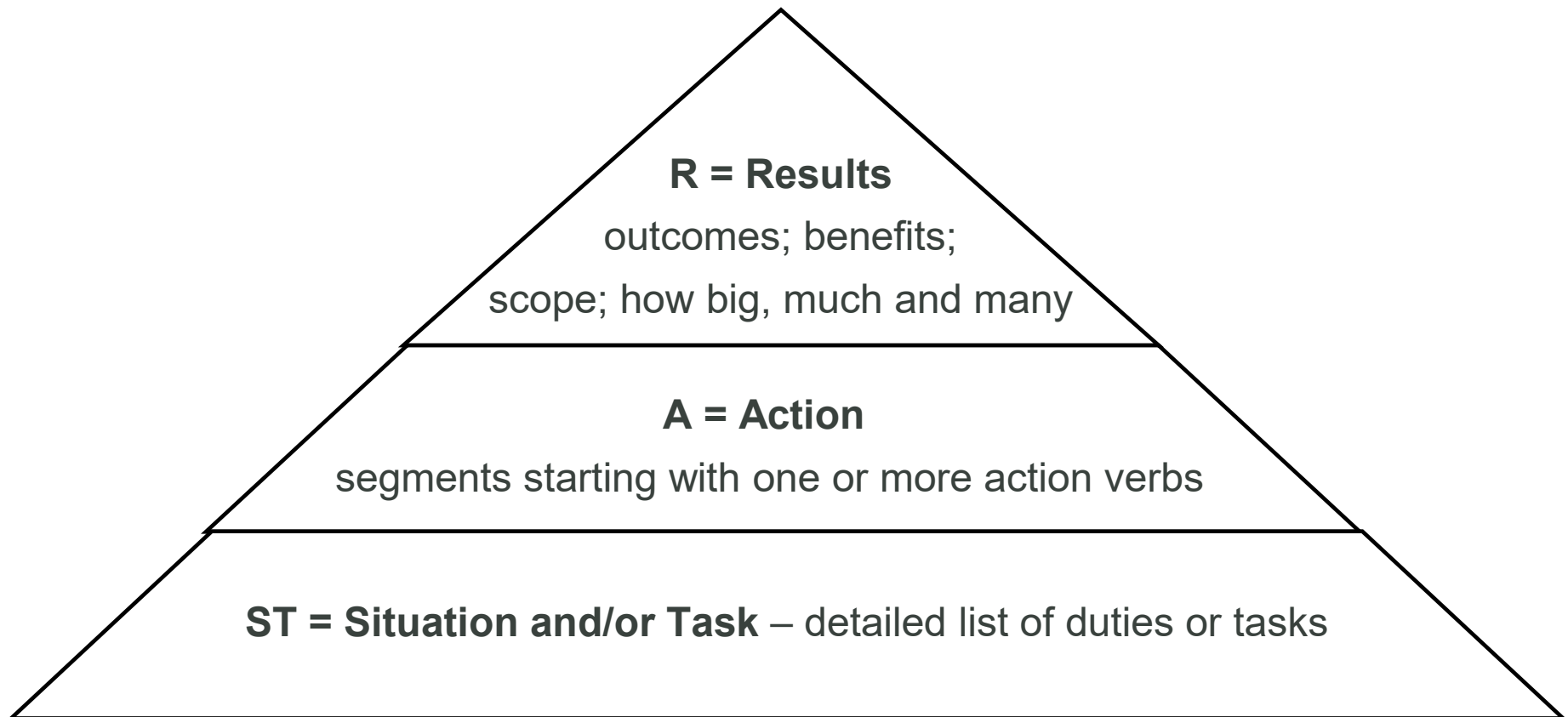
What Would You Change?

- I am a hard worker because I show up on time every day and cover shifts when others are not available.
- Dedicated to show up on time daily and covers shifts when others are not available.

What Would You Change?

- Assisted residents with daily activities.
- Assisted 35 residents with daily activities such as bathing, brushing teeth, dressing, and eating.

Use STAR for Improving Prove-It Stories



Tell me not only what you did, but how well.

Example – Production Supervisor:

R = Supervised and trained a team of 40 employees on two shifts that surpassed production goals five consecutive years

R = Supervised and trained a team that exceeded production goals

A = Supervised and trained employees

ST = I supervised production workers. My duties also included training and monitoring. quality of work

Who would you interview?

Tell me not only what you did, but how well.

Example – Office Assistant

R = Entered data into multiple computer systems with 98.7% accuracy rating

R = Entered data in inventory system with high accuracy

A = Entered data in inventory system

ST = Data entry

Who would you interview?



How would
you
improve
this?

CSR

2005 – Present

XYZ Company; Anywhere, Iowa

Took inbound phone call for customers, entered data in computer, forwarded difficult callers to supervisor, attended staff meetings and trainings, etc.

Job Seeker Changed it to...

Customer Service Representative

2005 – Present

XYZ Company; Anywhere, Iowa

- Receive calls from customers in 35 states and assist them with their service needs
- Troubleshoot questions for up to 15 different product or lines while navigating three computer systems
- Quickly learned and implemented new computer system; asked to train and mentor other employees

How would
you
improve
this?

Production

05/2016 – Aug. 2017

Widget Company; Best Town, Iowa

Assembly line work, made and packgd
products, inspection kept work area clean,
good attendance

Job Seeker Changed it to...

Production Assembler

May 2016 – August 2017

Widget Company; Best Town, IA

- Looked up orders on computer, pulled items from inventory and laid out parts according to specifications
- Efficiently assembled and packaged products to meet shipment deadlines
- Recognized twice by management for dedication and flexibility with work hours



AMATEUR

SKILLED

EXPERT

MASTER

Education and Certifications

- Include the institution, city and state
- List chronologically beginning with the most recent
- Include the year attained if within 1-2 years
 - If currently in school, list Anticipated Graduation Date

Associates Degree in Criminal Justice Anticipated May 2017

Local Iowa Community College, Anywhere, Iowa

10-Hour OSHA Certificate

XYZ Corporation; Here, Iowa

High School Diploma

My Town High School; My Town, Iowa

Education Tips

Things to Consider

- Where do I put this section? Top or bottom?
- Do I list the year completed?
- Do I list High School Diploma or High School Equivalency Degree if I have an advanced degree?
- Do I list a degree/certification if it is not completed or expired?

Other

Military

Community/Volunteer Work

Awards

Benefit – helps
to explain gaps
in work
experience

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
- No more “References available on request!”

References: Information to Obtain

- First and Last Name
- Relationship to You (ex - Previous Supervisor)
- Title (ex - Lead Machinist)
- Address
- City, State, Zip Code
- Phone Number
- Email Address

Cover Letter

- Your Contact Information
- Date of the Cover Letter
- Employer's Contact Information
- 3 paragraphs
- Your Signature

Contact Information

- Your Contact Information
 - Should match the same information as the Header on your resume
- Employer's Contact Information
 - Address to the Hiring Manager (if known)
 - If you are unsure who the Hiring Manager is, you can put "Hiring Manager" or "Human Resources" or even "Search Committee"

1st

Paragraph

- The position you are applying for
- The company you are applying with
- How you heard about the position

2nd

Paragraph

- What makes you qualified for the job?
- List all skills and abilities that are relevant to the position.
 - Try to highlight skills that are not listed on your résumé if possible.
 - Match words and responsibilities from job description if possible

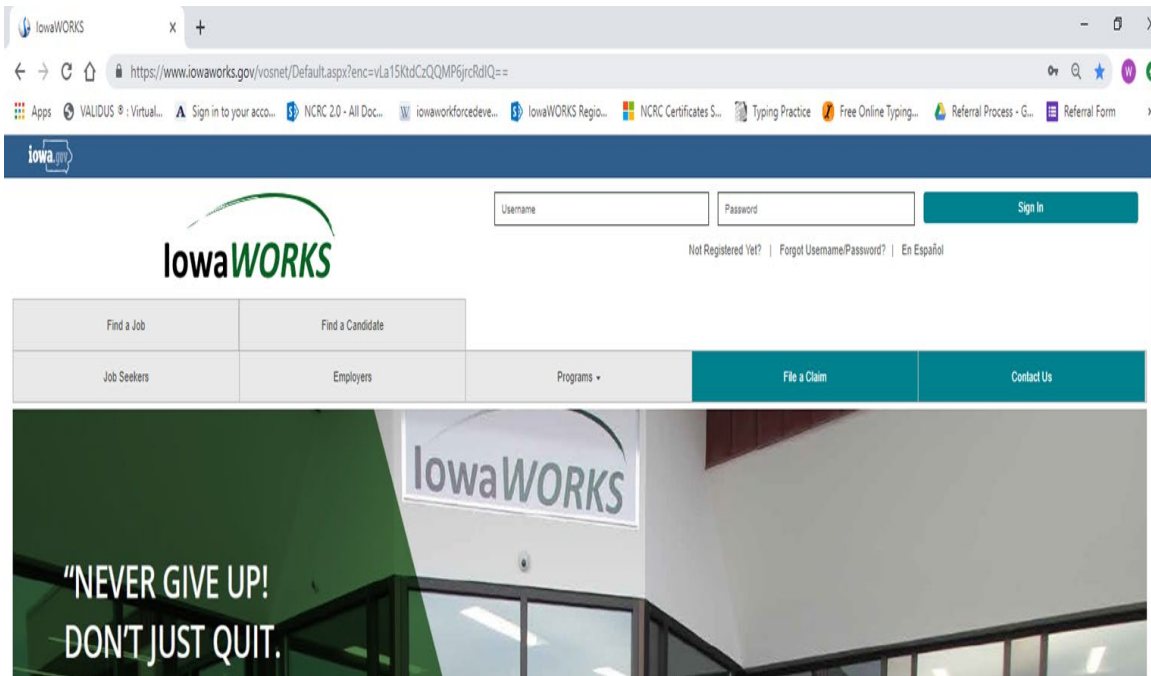
3rd

Paragraph

- State that you would like to move forward with the hiring process
- Thank them for their time
- Remember to sign the bottom of the letter if possible

Iowa WORKS

You can begin working on your resume by logging on to your [IowaWORKS.gov](https://www.iowaworks.gov) account.



Benefits:

- Automatically formats
- System walks you through creating a resume

We are here to help

Career Planners are available in your local IowaWORKS American Job Centers to help you 1 on 1 with your job search! They can help identify open job opportunities, craft your perfect resume, conduct a mock interview and more!

Schedule a time to meet with one of our skilled career planners either in person or online! Contact your local center or schedule a virtual meeting by logging into IowaWORKS.gov and going to Meetings on your Dashboard!

Find contact information for your local center at

www.iowaworkforcedevelopment.gov/contact



▼ Current Month's Events		
	Workshop/Training	59
	Job Fair	2
	Meetings	14

We Are Here For YOU!

Let Us Know! Topics to Consider

- Wow Employers in 30 Seconds!
- Mock Interviews
- Secret Interviewing Tips and Answering Tough Questions
- Conflict in the Workplace
- Bring Your A Game to Work
- Make a Great Resume
- Application Tips and Online Applications
- Make a Great Resume
- Top Job Search Strategies
- How to Keep a Positive Attitude While Job Searching
- Budgeting and Money Management

Questions?

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

