



Recruiters and Résumés

Jewish Council on Aging Virtual 50+ Employment Expo

Maura Connelly, Recruiting Manager, FlexProfessionals, LLC

Ann L. Poritzky, MBA, Certified Professional Résumé Writer (CPRW)

November 15, 2022

Agenda

- **Start Strong!**
- **Highlight Accomplishments**
- **Avoid Résumé Killers**

Start Strong!

Think About This...



On average, employers scan resumes for about 20 seconds to determine whether or not candidates are worth a more thorough reading.

Source: Vault.com

What is a Résumé?

A résumé is "a brief written account of personal, educational, and professional qualifications and experience, prepared by an applicant for a job."

www.dictionary.com

It is a summary of:

- Functional skills
- Personal qualities
- Accomplishments
- Work history
- *And most of all, it is a **Selling Tool to get you noticed!***

Your Résumé Should...

- ▷ Engage the reader
- ▷ Make you memorable
- ▷ Distinguish you from others
- ▷ Allow employers to connect the dots
- ▷ Allow you to tell your story

Start Strong with the Profile

- Assume reviewer reads profile ONLY
- May include list of skills or key job titles
- Must be powerful, but succinct
 - ◆ Top skills
 - ◆ Level or years of experience
 - ◆ *Strongest* personality traits
 - ◆ Sizzle – an accomplishment, success, result
 - ◆ OK to say you are re-entering or transitioning career

Focus On Your Profile

Profile: Versatile and results-oriented professional known for driving growth and revenues. Extremely organized and motivated with a diverse skillset. Relationship-builder with excellent communications skills. Thrives in fast-paced, collaborative team environments.

Profile: Motivated, results-oriented business development professional with 15+ years of experience driving growth for mid-sized federal government IT solutions providers. Successful in developing long-term relationships with key stakeholders in DOD, DOJ, and intelligence agencies. Thrives in fast-paced, collaborative team environment.

Résumé Accomplishments

Resume accomplishments are work achievements that are **measurable** and **unique** to a job seeker's experience.

These accomplishments on a resume are *different from duties or responsibilities* because duties and responsibilities are similar for any employee in a similar role, while **accomplishments are unique, provable actions with outcomes or results.**

<https://www.jobscan.co/blog/resume-accomplishments-examples/>

Duties
vs.
Accomplishments

Duties vs. Accomplishments

Magazine Editor

- **Duty:** Edited weekly supplement magazine *USA Weekend*, working closely with high-profile writers.
- **Accomplishment:** Edited more than 50% of each weekly issue of *USA Weekend* magazine. Maintained standards of quality as well as harmonious relationships with high-profile writers despite a 75% reduction in editorial staff.

Duties vs. Accomplishments

Business Analyst

- **Duty:** For the U.S. Army Budget Office, analyzed processes and created tools to eliminate redundancies and streamline efforts.
- **Accomplishment:** Designed an analytical tool using MS Excel that provided real-time financial updates to the Army Investment Department and eliminated 28 hours of weekly manual analysis from a 14-person team.
- **Accomplishment:** Created an interface for storing and analyzing \$200B in funding data and produced reports that were presented to the U.S. Congress by high-level Army officials.

Put Accomplishments on Your Résumé

Accomplishments – How To

- ▷ **Brainstorm** list of Accomplishments and Achievements (work and volunteer settings)
- ▷ **Note Details, Context, and Keywords**
- ▷ **Choose CAR, Google's XYZ, or another approach to describe accomplishments**
- ▷ **Add Accomplishments to your resume**

Brainstorm List of Accomplishments

Write down anything (volunteer or work-related) you are proud of:

- ▷ Achievements
- ▷ Compliments
- ▷ Recognition
- ▷ Promotions based on your accomplishments
- ▷ Comments by supervisors or managers (on performance evaluations, etc.)

More on Accomplishments

Did you:

- ▷ Make or save an organization money?
- ▷ Achieve reach goals quickly?
- ▷ Create a more efficient process
- ▷ Organize an event that had a successful outcome
- ▷ Give a presentation
- ▷ Provide training

Even More...

Did you...

- ▷ Facilitate cross-functional collaboration
- ▷ Mentor an employee to achieve a goal, reach a milestone or earn a promotion
- ▷ Beat sales targets
- ▷ Serve as a subject matter expert
- ▷ Lead a team that accomplished something

Add Details, Context, and Keywords

For each, think of **quantifiable, qualitative** and/or **measurable outcomes** or **results** of your actions.

- ▷ **Add details** like dollar amounts, time spent, volume, percentages, evaluations, and more
- ▷ **Include information** about setting, situation, problem, challenge, etc.
- ▷ **Note Keywords** -- **words** or **short phrases** that relate to specific **requirements** for a job. The more the keywords on your résumé match your job goal the better your chances the recruiter will want to know more about you.

Choose an Approach for Writing Accomplishments

Describe accomplishments using

- ▷ CAR
- ▷ Google's XYZ Formula
- ▷ Or another approach

CAR Approach

Challenge Action Results

Focuses on your performance, value, and results of actions, **not** job responsibilities

Provides context and gives evidence (quantitative and qualitative)

- ▷ **Challenge** – Problem or situation that needed action
- ▷ **Action** – What you did
- ▷ **Result of your action(s)** Outcomes

Sample CAR Accomplishment

Challenge: Inherited facility performing below standard for service, productivity, and quality.

Action: Recruited new staff, retrained customer service team, and implemented new quality assurance and cost-control processes.

Results: Increased productivity by 20% and earned much higher ratings on customer satisfaction surveys.

Sample CAR Accomplishment

Challenge: Publications catalog was poorly organized and difficult to use so customers called Call Center for help with ordering.

Action: Changed the catalog design, added table of contents, and simplified ordering instructions.

Results: Customers quickly started using new catalog and ordering without help. Publication ordering calls dropped significantly and saved staff time.

Google's XYZ Formula

**Accomplished (X) as measured by (Y),
by doing (Z)**

Structure: Action Verb, Achievement,
Measurement, and Detail about what you did
to achieve goal

Sample XYZ Accomplishments

- ▷ Grew revenue for 15 small and medium business clients by 10% QoQ by creating new software features to help businesses achieve quarterly goals more efficiently.
- ▷ Received employee of the month three times for excellent customer service skills and achieving a 100% satisfaction rating on 50 post-transaction customer surveys.
- ▷ Led major cost reduction initiative that lowered production costs by 10%.

Sources: <https://careerlaunch.mays.tamu.edu/blog/2020/02/17/get-hired-with-an-x-y-z-resume/>
<https://mycareer.aicpa-cima.com/article/the-art-of-resume-writing-should-you-listen-to-google>

Add Accomplishments to Résumé

Super Stanley

919-643-1223 Houston, TX 12345
sstanley@yahoo.com

Project Manager

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Accomplishments



- Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et
- Accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.
- It solmen va esser necessi far uniform grammatica, pronounciation e plu sommun paroles.

Add Accomplishments to Résumé

Professional Experience

Manager

Best Possible Organization, Never Never Land, PA 2020 – Present

Brief description of job (1-2 sentences):

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Accomplishments

- Epsum factorial non deposit quid pro quo hic escorol. Olypian quarrels et gorilla congolium sic ad nauseum. Souvlaki ignitus carborundum e pluribus unum.
- Defacto lingo est igpay atinlay. Marquee selectus non provisio incongruous feline nolo contendre. Gratuitous octopus niacin, sodium glutimate. Quote meon an estimate et non interruptus stadium.
- Sic tempus fugit esperanto hiccup estrogen. Glorious baklava ex librus hup hey ad infinitum. Non sequitur condominium facile et geranium incognito.

Avoid Résumé Killers

Résumé Killers

- ▷ Spelling and grammar errors
- ▷ Crowded layout
- ▷ Lack of consistency (tense, person, grammar, etc.)
- ▷ Too much information – Résumés should be 2 pages or less (Except CVs)
- ▷ Lying or misleading details
- ▷ Personal information not related to job goal
- ▷ Overexplaining employment gaps

Remember – It's Your Résumé

- ▷ Résumés are art, not science
- ▷ You CAN break the “rules” if they do not fit but be CONSISTENT.

You are the BOSS – Listen to feedback, consider ideas, and create the résumé that is right for you!



Questions??

Presenters

Maura Connelly,

Recruiting Manager, FlexProfessionals, LLC

Maura@flexprofessionalsllc.com

www.flexprofessionalsllc.com

Ann L. Poritzky, MBA, CPRW* CDBS**

Career Coach, Résumé Writer, Digital Branding Strategist

aporitzky@gmail.com

*Certified Professional résumé Writer

**Certified Digital Branding Strategist

Resources

- ▷ Résumé Magic, Trade Secrets of a Professional Résumé Writer, 4th edition, Susan Britton Whitcomb
- ▷ Professional Association of Résumé Writers and Career Coaches (PARWCC) <https://parwcc.com/default.aspx>
- ▷ O*Net Online <https://www.onetonline.org/>

<https://www.slidescarnival.com/antonio-free-presentation-template/84>