

How to write an

effective resume.

Make yourself stand out.



Virginia CareerWorks – Northern

- ▶ Need one-on-one assistance with your resume, interviewing skills, career coaching?

The Virginia CareerWorks Center for services that can be accessed either virtually or in person.

To schedule an appointment, visit

<https://vcwnorthern.com/events/>

VCW – Annandale

VCW – Cherokee Ave Center

Loudoun Center



VCW – Alexandria

Prince William Center

The Resume

- ▶ The first impression an employer have of you.
- ▶ A chance to gain the recruiter's attention.
 - A recruiter takes 10 – 20 seconds to read your resume.
 - Grab their attention from the **beginning**.

***Keep in mind that a lot of companies are now using applicant tracking technology!**



The Applicant Tracking System (ATS)

- ▶ Tailor your resume to job each job description.
- ▶ Use the long-form and acronym versions of keywords
- ▶ Use chronological or hybrid format (rather than a functional resume)
- ▶ Do not use tables or columns
- ▶ Use traditional fonts such as Garamond, Calibri, or Cambria
- ▶ Don't use headers or footers
- ▶ Use standard resume headings (Work Experience, Education, etc.)
- ▶ Consider submitting your resume as a .docx file.

Resume Styles



3 Types of Resumes:

1. Chronological- One that leads with the most recent position and goes back in time. Often used when the job seeker has a strong career history and wants to demonstrate how he/she has progressed.

2. Functional- Highlights the job seekers skills and abilities and allows you to emphasize your strengths. It is used for those with:

- Spotty work record.

- Downplay a flawed or absent employment record

3. Combination- Leads with a strong summary section.

- Highlights the person's area of expertise.

- Followed with a reverse chronological work history.

What Does a Resume Include?



- ▶ Heading or contact information
- ▶ Objective or summary statement
- ▶ Summary of skills
- ▶ Employment history
- ▶ Responsibility statements
- ▶ Accomplishment statements
- ▶ Education
- ▶ Professional development and training
- ▶ Memberships

HEADING

JANE DO

Fairfax, VA

703-222-222 ▪ janedo@gmail.com

- Your name should be in a bigger font size than the rest of the resume. **Bold** also.
- Avoid extraneous words such as name, email, cell phone, or your full address
- Consider having a professional email address:
 - **First name.lastname@gmail.com**
 - Avoid cutesy or inappropriate email addresses
 - Avoid using an email address that includes your birth year or graduation year
 - Make sure your Sender's Name is your name

Objective vs Summary

- ▶ If your professional experience is truly impressive, go for a **resume summary**. As the name suggests, it's a short summary of your work experience that matches the position you're after.

- ▶ On the other hand, if your experience is limited, stick to a **resume objective**. In other words, 2-3 sentences explaining why you're a perfect fit for the position.

Resume Summary

- ▶ A two to four sentence summary of your career.

Example:

Professional Marketing Manager with 5+ years experience in digital marketing. Social marketing experience, including Facebook, Instagram, and LinkedIn advertising. Experienced in managing accounts with a monthly budget of \$60,000+. BA in Marketing Management.

Objective

- ▶ A resume objective communicates your motivation for getting into a new field.

Example:

Customer Support Representative with 3+ years of experience in over-the-phone technical support, looking to leverage communication skills as a Sales Representative at XYZ company. Excellent track record in delivering quality support service, maintain a 4.7+ stars rating over the past 1.5 years from over 1000 customers.

Summary of Skills

- ▶ The ***Summary of Skills and Qualifications*** portion of your resume should consist of a few brief statements describing why you are the perfect candidate for the job.
- ▶ It should complement the *Objective* or *Summary* and explain why you stand out from others.
- ▶ Things you can list in your summary:
 - Highlights of relevant experience.
 - Unique skills/qualities – hard and soft skills
 - Other languages spoken.
 - Awards/Accomplishments in past jobs.
 - Sales figures if you helped generate revenue in previous work.
 - Number of people you manage.
 - Relevant classes or certifications you've achieved.
 - Anything that shows you're absolutely qualified for THIS job.

Chronological Resume

One that leads with the most recent position and goes back in time.

Often used when the job seeker has a strong career history and wants to demonstrate how he/she has progressed.



JANE DO

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HUMAN RESOURCE MANAGER (Optional)

SUMMARY

Human Resource Manager with over 10 years of experience in the Human Resource (HR) field. Superior Judgement, professionalism, and ethics. Experience in overseeing 100+ employee files, including managing staffing processes, recruiting, interviewing, hiring and onboarding

SUMMARY OF SKILLS & QUALIFICATIONS

- Excellent oral and written communication skills.
- Ability to resolve customer concerns quickly and efficiently while maintaining the highest levels of professionalism.
- Excellent ability to engage with clients.
- Demonstrated skills to handle a variety of assignments simultaneously.
- Proficient in Microsoft Office, including MS Word, Publisher, and Outlook.
- Bilingual in Spanish and French.
- **Senior Professional in Human Resources (SPHR)**
- **Professional in Human Resource (PHR)**



WORK EXPERIENCE

Human Resource Manager

Beacon Hill Academy, Alexandria, VA

January 2005 – May 2017

- Maintained and updated all job requirements and job descriptions for all positions.
- Provided payroll information by collecting time and attendance records.
- Reviewed and processed employee record updates ensuring data integrity, and accurate processing and reporting of Human Resource data.
- Prepared and placed job ads, coordinate internal job postings and perform reference and background checks.
- Compiled and kept personnel records and inputted information in the Human Resource Information System, (HRIS).
- Processed, verified, and maintained documentation relating to personnel activities such as staffing, recruitment, training, grievances, and performance evaluations.
- Provided training to staff members and ensured growth.
- Performed day-to-day administrative tasks such as maintaining information files and processing paperwork.

Accomplishments:

- Attended Society for Human Resource Management, (SHRM) Employee Relations Seminar; Established multiple new relationships/resources that benefited the company and clients.
- Developed business relationships with Small Business Meet-up Groups. (75 business relationships developed in 4-6 months).
- Coordinate a team building event that increased team moral and productivity.
- Supervised and trained two interns and eight temporary staff and created job descriptions for interns.

Record Specialist

National Commission of Cosmetology Arts & Science, Alexandria, VA

January 2001 - November 2005

- Supervised the development of comprehensive records retention and disposition schedules based on records management standards.
- Supervised the management of electronic and paper-based record management system to ensure records were accurately stored and entered into the Central Records Management System.
- Developed policies, guidelines, and requirements for the Records Management Department.
- Maintained and preserved archived materials.
- Ensured department was in compliance with Federal regulations as set forth in the Code of Federal Regulations, including the Paperwork Reduction Act, the Privacy Act, and the Freedom of Information Act.
- Reviewed and updated the departments' records retention schedules and maintained the automated records management and FOIA tracking and monitoring system.
- Facilitate the development of organization filing system, and maintain system to meet administrative, legal, and financial requirements.

Accomplishments:

- Reduced monthly off-site storage cost by determining content of information to be stored and creating a bi-monthly storage plan.
- Negotiated, and reduced shredding cost.
- Administered company's retention and destruction policy effectively, eliminating additional monthly cost.
- Resolved misplaced files by developing and implementing an effective tracking system which proved to be effective.



EDUCATION

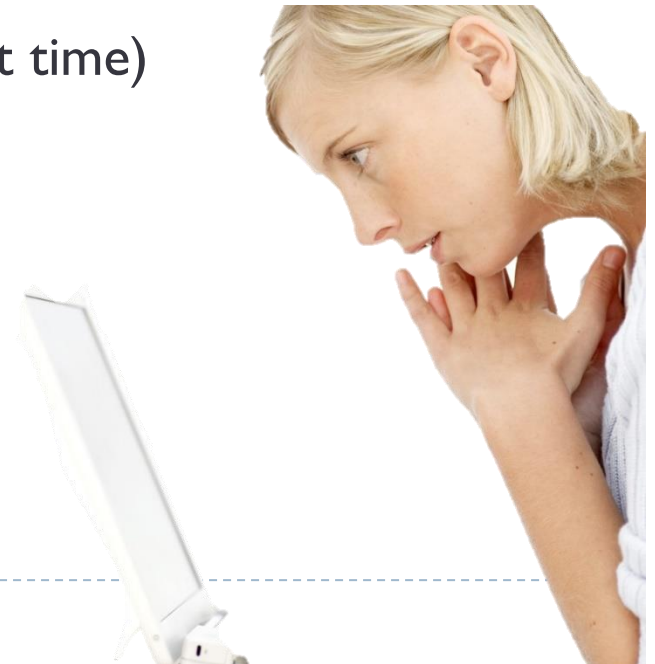
- **Bachelor of Arts with Honors in Public Relations**, University of LA, Los Angeles, California
- **Associates Degree in Communications**, Westfield University, Fairfax VA

CONTINUING EDUCATION/CERTIFICATION COURSES

- **Senior Professional in Human Resources (SPHR) Villanova University**
- Myers Briggs Type Indicator, Fairfax College, Reston
- Dealing with Difficult Customers, Fairfax College, Reston, VA
- Resume Boot Camp, Fairfax College, Reston, VA
- Customer Service-Everyone's Job, Fairfax College, Reston, VA
- Interviewing 101, Fairfax College, Reston, VA
- Communication and Writing Strategies, Fairfax College, Reston, VA
- Positive Guidance: The Next Step, Fairfax College, Reston, VA
- Building Relationship Through Communications, Fairfax College, Reston, VA
- **Professional in Human Resource (PHR) Fairfax College, Reston, VA**

Resume Building

- ▶ Use bullet points instead of long paragraphs.
- ▶ Begin statements or phrases with action words; avoid using the word “I”.
- ▶ Current jobs use verbs in the present tense: supervise, utilize, serve, analyze
- ▶ Past jobs use verbs in the past tense: supervised, utilized, served, analyzed
- ▶ Put most important work at the beginning of the resume in the summary.
- ▶ Spell out words before you abbreviate them (the first time)
 - ▶ Project Management Professional (PMP)
 - ▶ Amazon Web Service (AWS)
 - ▶ Certified Nursing Assistant (CNA)



Resume Building

- ▶ Highlight accomplishments – Quantify when you can
- ▶ Use key words that are specifically listed in the job posting.
- ▶ Keep resume to one to two pages.
- ▶ Avoid personal information.
- ▶ Do not list references.
- ▶ Avoid color.
- ▶ Avoid overusing bold, italics, all caps and underlining.
- ▶ Size 11 font

Resume Building

Need assistance in generating the bullets in your employment description?

- ▶ Visit O*NetOnline.org
 - ▶ Search the occupation
 - ▶ O*Net will generate a report
 - ▶ The TASKS section provides detailed employment descriptions for that occupation
- ▶ Google the job description
- ▶ Refer to the job description from your previous employer

Common Mistakes

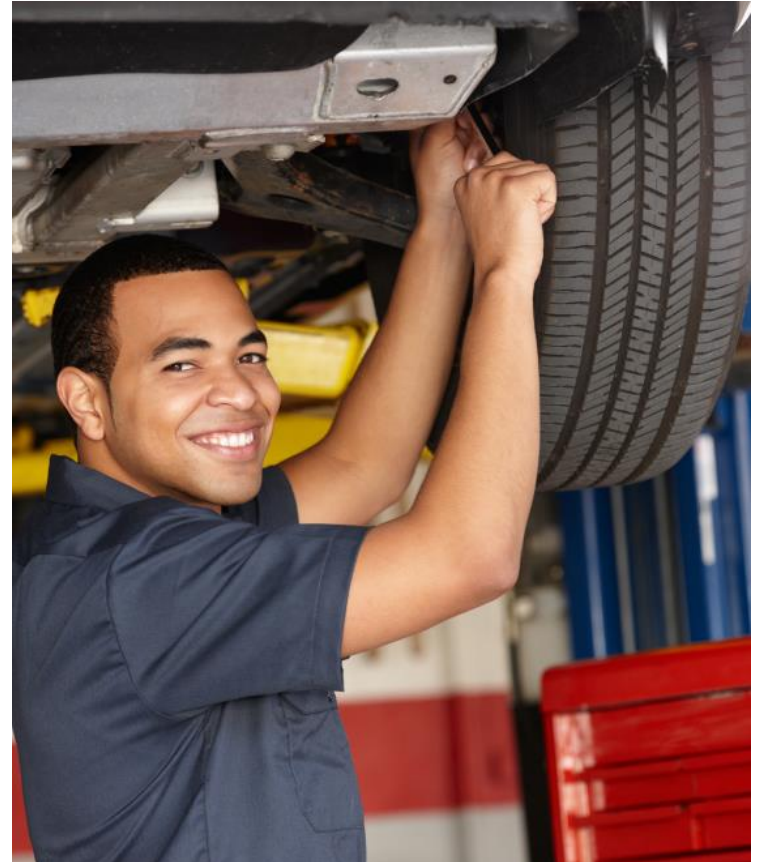
- ▶ Lack of specifics.
 - Examples:
 - ▶ Recruited and filled open positions (non-specific).
 - ▶ Developed a recruiting strategy over seven states that resulted in 137 positions being filled within 60 days (specific).



Resume Gaps

Include:

- Volunteer information
- Unpaid work experience
- Freelance work experience
- Caregiver experience
- Continuing education
- Consider a combination resume format



Functional Resume

Highlights the job seekers skills and abilities and allows you to emphasize your strengths and soft-pedal a flawed or absent employment record.

- ▶ It is used for those with:
 - Little work history.
 - Spotty work record.
 - Career changers/switchers



JANE DO

Fairfax, VA 22030

703-222-222 ▪ janedo@gmail.com

Communication Specialist

Creative and motivated Communication Specialist with knowledge in successful public relations. Experienced in effectively collaborating with advertisers and advertising agencies, seeking an opportunity to continue my passion in the field of communication.

SUMMARY OF SKILLS & QUALIFICATIONS

- **Global Communication Certification Council (GCCC)- 2019**
- Dedicated, hardworking professional with excellent oral and written communication skills.
- Experienced in the field of communications, plus solid writing and editing experience.
- Superior presentation and analytical skills.
- Demonstrated skills to handle a variety of assignments simultaneously.
- Proficient in Microsoft Office, including MS Word, Publisher, and Outlook.
- Ability to resolve customer concerns quickly and efficiently while maintaining the highest levels of professionalism.
- Excellent ability to engage clients while delivering employment workshops.
- Bilingual in Spanish and Hindi

CAREER ACHIEVEMENTS

- Received three awards from the marketing communications manager for: *Strengths in Advertising & Communications*. (**CapTech Consulting, Los Angeles CA.**)
- Developed and drafted 50 advertising text and layouts as part of a campaign and presented it to 20 advertising managers, over 10 states for review and approval. (**CapTech Consulting**)
- Researched, wrote, developed sketches of supporting graphics, and consulted with printing firm representatives on the needs of the particular project. Presented recommendations to marketing manager or committee. (**CapTech Consulting**)
- Arranged development of videotape scripts and selected film producer to handle assignment. Overlooked editing and voice-overs to assure quality production inline with the parameters of the assignment. (**CapTech Consulting**)
- Wrote draft speeches for senior management and reviewed proposed speech with the executive. Arranged for necessary speaking aids. Attended presentation and offered feedback to the speaker. (**CapTech Consulting**)
- Developed and coordinated multimedia packages (letters, brochures, video, and point-of-purchase displays) for particular assignments. (**CapTech Consulting**)

CAREER ACHIEVEMENTS (continued)

- Provided career counseling and personal development guidance to clients at employment resource and business development center, served job seekers and employers in Northern Virginia; Assisted with resume preparation, online application completion, and employer correspondence; Initiated the development of bi-weekly employment-readiness classes and conducted workshops, topics included resume development and interview skills. (***Pathpoint Employment Center, Los Angeles CA***)
- Ensured client satisfaction through efficient center operations and troubleshooting of IT issues; Coordinated hiring events, which entailed working directly with employer and compiling and distributing outreach material to ensure employer goals were met; Referred clients to additional services providers on an as-needed basis; Compiled monthly reports, tracking the number of visits and job placements (***Pathpoint Employment Center***)
- Designed strategies to increase enrollment in center, resulting in a 30% increase in the first Program year. Increased number of placements by 70% in 12 months. (***Pathpoint Employment Center***)

EDUCATION

- **Associates degree in Communication**, University of LA, Los Angeles, California (2020)

CONTINUING EDUCATION COURSES

- Global Communication Certification (GCCC), St Thomas University, Arlington, VA (2021)
- Building Relationship Through Communications, Manipal Academy , India (2020)
- Improving Communication Skills, Fairfax College, Reston, VA (2019)
- Successful Negotiation, Fairfax College, Reston, VA (2019)
- Teamwork Skills: Communicating Effectively in Groups, Fairfax College, Reston, VA (2019)

Combination Resume

- ▶ Leads with a strong summary section.
- ▶ Highlights the person's area of expertise
- ▶ Follows with a reverse chronological work history.



JANE DO

Fairfax, VA 22030

703-222-222 ▪ janedo@gmail.com

Creative and motivated Communication Specialist with knowledge in successful public relations. Experienced in effectively collaborating with advertisers and advertising agencies, seeking an opportunity to continue my passion in the field of communication.

SUMMARY OF SKILLS & QUALIFICATIONS

- **Global Communication Certification Council (GCCC)- 2017**
- Dedicated, hardworking professional with excellent oral and written communication skills.
- Five years of experience in the field of communications, plus solid writing and editing experience.
- Superior presentation and analytical skills.
- Demonstrated skills to handle a variety of assignments simultaneously.
- Proficient in Microsoft Office, including MS Word, Publisher, and Outlook.
- Ability to resolve customer concerns quickly and efficiently while maintaining the highest levels of professionalism.
- Excellent ability to engage clients while delivering employment workshops.
- Bilingual in Spanish and French.

CAREER ACHIEVEMENTS

- Developed draft advertising text and layouts as part of campaign materials and presented to advertising manager for review and approval. (***Reston Communication Inc.***)
- Received 3 awards from the Marketing Communications Manager for: *Strengths in advertising & Communications.* (***Reston Communication, Inc.***)
- Researched, wrote, developed sketches of supporting graphics, and consulted with printing firm representatives on the needs of the project. Presented recommendations to marketing manager or committee. (***Reston Communication, Inc.***)
- Arranged development of videotape scripts and selected film producer to handle assignment. Overviewed editing and voice-overs to assure quality production in line with the parameters of the assignment. (***Reston Communication, Inc.***)
- Wrote draft speeches for senior management and reviewed proposed speech with the executive. Arranged for necessary speaking aids. Attended presentation and offered feedback to the speaker. (***Reston Communication, Inc.***)



CAREER ACHIEVEMENTS (*continued*)

- Developed and coordinated multimedia packages—letters, brochures, video, and point-of-purchase displays—for assignments. (***Reston Communication, Inc.***)
- Developed draft advertising text and layouts as part of campaign materials and presented to advertising manager for review and approval. (***Reston Communication, Inc.***)
- Provided career counseling and personal development guidance to clients at employment resource and business development center, serving job seekers and employers in Northern Virginia; Assisted with resume preparation, online application completion, and employer correspondence; Initiated the development of bi-weekly employment-readiness classes and conducted workshops, topics included resume development and interview skills. (***Fairfax Employment Center***)
- Ensured client satisfaction through efficient center operations and troubleshooting of IT issues; Coordinated hiring events, which entails working directly with employer and compiling and distributing outreach material to ensure employer goals were met; Referred clients to additional services providers on an as-needed basis; Compiled monthly report, tracking the number of visits and job placements. (***Fairfax Employment Center***)



EMPLOYMENT

- **Employment Specialist**, Fairfax Employment Center, Fairfax, Virginia, (January 2007 – 2016)
- **Employment & Communication Specialist**, Loudoun Job Center , Loudoun, Virginia, (January 2001 – November 2006)
- **Communication Specialist**, Reston Communication Inc. , Reston, Virginia (March 1998- December 2000)

EDUCATION

- **Bachelor of Arts with Honors in Public Relations**, University of LA, Lost Angeles California
- **Associates Degree in Communication**, Westfield University, Fairfax VA

CONTINUING EDUCATION COURSES

- Global Communication Certification (GCCC), St Thomas University (2017)
- Dealing with Difficult Customers, Fairfax College, Reston (2016)
- Resume Boot Camp, Fairfax College, Reston (2016)
- Customer Service-Everyone's job, Fairfax College, Reston (2016)
- Interviewing 101, Fairfax College, Reston (2016)
- Building Relationship Through Communications, Fairfax College, Reston (2016)



Resume Mistakes

- ▶ Too short.
- ▶ Too long.
- ▶ One size fits all.
- ▶ Lack of specifics.
- ▶ Typos and poor punctuation.
- ▶ Highlighting duties instead of accomplishments.
- ▶ Assuming the reader knows what you do.



Resume Checklist

▶ **Visual Impact**

- Neat, clean, good quality paper, easy to scan. Appropriate font size and font

▶ **Layout**

- Clearly typed and reproduced, good margins and use of white space, use of upper- and lower-case letters and underlining to highlight important information.

▶ **Length**

- Could the resume tell the same story if it were shorter?

▶ **Writing Style**

- Clear, concise, logical flow of information, jargon kept to a minimum.

Questions?

The Art of Interviewing

Presented by Jennifer Wayne



NORTHERN REGION

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What is an Interview?



- A structured conversation in which the employer tries to make a prediction about you based on your resume/application information along with studying your personality and your answers to questions.
 - Interviews can be in person, on the phone, or online and may involve one interviewer or a panel.
-

Preparing for the Interview

- ✓ Know the details of the position.
- ✓ Know the company's website, mission, values, and goals.
- ✓ Practice the interview process with someone.
- ✓ Practice answers to difficult questions.
- ✓ Prepare examples.
- ✓ Know your accomplishments.
- ✓ Know your future goals.



Sample Q&A's

- **What are your strengths?**
 - What are they really asking?
 - The interviewer is giving you an opportunity to you to highlight your skills and experience.
 - Have at least three strengths with examples prepared.
 - Employers like to hear solid examples of where you have applied your strengths in your previous job.

Sample Q&A's

- ***Answer: I have excellent organizational skills.***
 - For example in my previous job, as an Administrative Assistant, I restructured the office filing system, which ***resulted in*** making it easier to access client charts and information quickly and efficiently.
 - Because of my ability to be organized and neat, I am able to get more tasks completed in a shorter amount of time, which will be an asset to your organization.
 - **Remember, employers want to know:**
 - What you did.
 - How you did it.
 - What was the outcome, and;
 - How it will benefit their company.
-



Sample Q&A's

- **Remember, employers want to know:**
 - What you did.
 - How you did it.
 - What was the outcome, and-
 - How it will benefit their company.



Sample Q&A's

- **What are your weakness?**
 - What are they really asking?
 - This is a trick question! Be careful how you answer it!
- **Answer:**
 - I don't know how to say 'No'. This doesn't affect my work, but can sometime affect my home life, as I may have less time with my family.
- **This demonstrates that you are:**
 - Hard working.
 - A team player.
 - Willing to go the extra mile.



What to Wear

- **Dress for success!**

Dressing for a job interview can be summed up in two words:

- Business-like.
- Conservative.

Anything that draws attention to what you are wearing and away from what you have to say should not be worn to a job interview.

Example:



Helpful Hints

Speaking voice:

- Sound warm and upbeat, never sound as if in a bad mood.
- Use good diction, pronounce words correctly and clearly.
- Speak at a normal tempo, or slightly slower than usual.
- Speak at a pleasant volume and a reasonable pitch level.
- Do not use slang, use complete words.



Helpful Hints (continued)

Body Language:

- Use a firm handshake when you enter and leave.
- Practice good posture, do not slouch or use your arm to prop yourself up.
- Always make eye contact.
- Do not fidget, shift a lot, or check the time.
- Notice where you place your hands.



Closing the Interview

- Ask questions.
- If given the opportunity summarize the key points of the interview and point out your qualifications for the job.
- Thank the interviewer by name.
- Mail or email prepared thank you notes.



Following Up: Thank You Notes

- **First Paragraph**

- Thank the interviewer for meeting with you.
- Express your enthusiasm about gaining employment in the company.
- **This is your last chance to tell them why you are the best candidate for the job!**

- **Points to remember:**

- Be safe, stick to the basics.
 - Miss/Mrs./Ms./Mr.
 - The safest approach with women is to use Ms.



FOLLOWING UP: THANK YOU NOTES

- **Second Paragraph**
 - Reiterate your qualifications and interest in the position.
 - Include personal skills you forgot to mention during the interview.
 - Emphasize a particular skill or accomplishment that would make you an asset as an employee.



Following Up: Thank You Notes

- **Closing Paragraph**

- Briefly thank the interviewer again for their consideration.
- Express confidence in your ability to perform well within the organization.
- State that you look forward to hearing from the interviewer.
- Give a specific date if you plan to follow-up with a phone call.



QUESTIONS?



FOR ONE-ON-ONE ASSISTANCE:

- Make an appointment at one of the Virginia CareerWorks Northern Centers:

<https://vcwnorthern.com/events/>



Contact Information

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