

# Marketing Your Skills: Resume Development

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Presented by:  
ADOA Career Center



# Pretend You are a Hiring Committee

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- ❑ **What types of skills do you want in a candidate?**
  
- ❑ **What types of traits do you look for in a candidate?**



# The Resume

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- ❑ A marketing tool
- ❑ A snapshot of your qualifications
- ❑ An interest builder
- ❑ A match maker
- ❑ A door opener
- ❑ *Always a Work in Progress*

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# The Resume ....

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- ❑ Needs to be read in 2 minutes or less
- ❑ Should contain all your selling points on the first half of the first page: skills, traits, core competencies
- ❑ Needs to have a powerful Summary or Objective statement



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# Resume Sections

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- Section 1: Contact Information
- Section 2: Summary
- Section 3: Technical Skills
- Section 4: Professional Experience
- Section 5: Education & Training
- Section 6: Additional Information such as volunteer work, military service, interests, etc.

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# Reverse Chronological Resume Guidelines

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- ❑ Open with a Summary Statement containing 3-4 skills the employer is “buying”
- ❑ Emphasize accomplishments
- ❑ Make resume visually appealing (online and Word Document)
- ❑ Use bulleted format
- ❑ Omit personal pronouns – no “I’s” or “me’s”
- ❑ Use action verbs- see handout
- ❑ Proofread, Pruffread, Proofreed

# Common Pitfalls



Things to avoid . . .

- Fluff Balls – “team player”, “multi-tasker”
- Objectives that are “all about you”, not the employer
- The use of long paragraphs
- Shrinking font size/margins
- “References on Request”
- Poor sentence structure

**“Team player looking for advancement and to use my skills in a new environment with promotion potential.”**

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# Section 1: Name and Address

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- ❑ Include all contact information – street address is optional
- ❑ Have a professional email address
- ❑ Include cell phone number

## NAME

123 Main Street • Addison, Illinois  
98109 • 425.555.0139  
someone@example.com

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# Objectives

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- ❑ “I want a position in just a fast and growing organization”
- ❑ “I want a (specific title) in the MVD.”





# Section 2: Professional Summary

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- Create brief statements to guide the reader
- Match and target position(s)
- Provide an overview of what you bring
- Present technical, organizational, interpersonal skills and knowledge
- Use concise sentences
- Use words like proven track record, demonstrated ability, exceptional ability

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# Examples

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- Results oriented professional with a diverse background in Human Resources
- **Extensive knowledge in Federal and State laws, including understanding the complex personnel rules and merit system**
- Provide exceptional and timely customer service
- **Demonstrated ability to direct and complete multiple projects while meeting strict deadlines**
- Purchasing Manager with extensive experience in capital improvement projects and capital equipment purchasing in healthcare and government environments. Proven experience in leading negotiations, preparing business presentations, and developing business relationships. Strong knowledge of risk management and compliance issues in both healthcare and government procurement practices. Excellent leadership skills; ability to empower and motivate employees resulting in an organization of high performing dedicated employees.
- **Results oriented, dependable professional experienced in customer service management. Excels in fast paced environments as well as motivating staff to increase productivity. Demonstrated ability to identify customer needs and gain customer trust. Expertise in resolving escalated customer service issues. Works well independently as well as part of a team.**

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# Section 3:

## Key Words/Accomplishments

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- **Key Qualifications:** You may want to review job posting and KSA's. Use 6-12 key words that describe your talent or skills. You should have an accomplishment statement to backup your key words

- **Key Accomplishments:** Highlight by bulleting your 3 or 4 top accomplishments here

Drivability/Engine Performance

Manual Drive Train & Axles

Engine Repair

Heating/ Air Electronic Systems Brake Systems

Automatic Transmission/Transaxle

Suspension & Steering

### QUALIFICATION HIGHLIGHTS

- Produce an average 60 flat rate hours weekly performing GM automotive diagnostic analysis, repair, and maintenance; work as the only Cadillac, drivability automatic transmission/transaxle, and diesel experienced technician on the dealerships GM team.
- Maintain an excellent customer satisfaction rate with virtually zero comebacks, Interface professionally and communicate easily with customers, service writers and co-workers; known for integrity and honesty in all customer dealings.
- Upsell 20+ hours of work each month; accurately assess problems and needs and provide adequate information and advice for customer decision-making.
- Trained and certified in all GM and Cadillac specific courses; maintained up-to-date, working knowledge of all new scan tools and GM computer systems, such as S12000, Tech Link Online, and Tech II.
- Achieved ASE Master Technician certification, EPA Certified A/C Qualified Technician standing, and licensing as a Washington State Certified Inspector.
- Assist service manager and writers by locating required bulletins and warranty information and responding to customers' telephone inquiries on technical problems.

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# Section 4: Professional Experience

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- ❑ Focus on the last 10 years; go back no more than 20
- ❑ Use dates, titles, organization's name- no addresses are needed
- ❑ Highlight achievements
- ❑ State Results
- ❑ Reverse Chronological Order
- ❑ Multiple Headings

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# Professional Experience

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This section represents the overall scope of your position and daily duties

Department of Administration– Phoenix, AZ

2000 – Present

## **Fiscal Services Technician**

Manage all financial transactions, posting debits and credits, producing financial statements, and recording all transactions. Prepare management reports and financial summaries using Microsoft Excel detailing financial status. Generate bank deposits, verify and balance receipts. Create invoices and track overdue accounts. Manage payroll and prepare payroll tax returns. Research and resolve billing and collections disputes.



Notice that by adding “key contributions” the reader will be enticed to read more

### *Key Contributions:*

- Supported a significant increase in productivity levels by streamlining accounting processes.
- Prepared and delivered to management, under extremely quick turnaround timelines, accurate monthly, quarterly, and annual financial statements.

## Section 5: Education & Training

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- ❑ Typically appears at the end
- ❑ List schools attended, discipline, degrees awarded or in progress
- ❑ Dates are optional
- ❑ Include professional development
- ❑ Relevant training



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# Section 6:

## Additional Information

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- Include relevant information such as:
  - Memberships
  - Publications
  - Military
  - Licenses & certifications
  - Awards & Recognition
  - Community involvement and Volunteerism



# Convert to Text File -page 2

**Candidate Resume - Hiring Gateway Recruiter - Windows Internet Explorer**  
https://recruiter.state.az.us/hg/123/resume/viewResumeText?resumeID=929322

**PROFESSIONAL SUMMARY**  
Enthusiastic, goal oriented professional with demonstrated abilities focused on career coaching, program development and implementation.

**KEY QUALIFICATIONS**  
\* Relationship Building\* Career Coaching\* Recruiting\* Communication Skills\* Program Implementation\* Curriculum Development \* Program Management\* Leadership\* Performance Management

**RELEVANT EXPERIENCE**  
State of Arizona, Department of Administration, Human Resources, Phoenix, AZ  
Career Consultant 2007-Present  
Instrumental in the creation of a new career management program for state employees. Provide career consultation focused on educational and professional development, advising employees to seek career coaching. Design self paced guides and materials to focus on the many facets of career development while providing an excellent resource for employees. Primary services include: career assessments, workshops, experiential education, and individual coaching for mobility, advancement, education, outplacement and professional development opportunities.  
\* Provide initiatives/strategies to assist employees with development of communication skills to effectively enhance career development.  
\* Create marketing and communication materials for Career Center information and deliverables including employee and leadership brochures, workshop flyers, and presentations. Develop collaborative relationships with marketing to leverage quality brand options.  
\* Design, develop and deliver career workshops with excellent evaluations (4.88 out of 5.00). Saved thousands of dollars by developing workshops in-house vs. off-the-shelf products.  
\* Provided individual career coaching sessions for approximately over 300 state employees, resulting in over 1200 contacts.  
\* Develop strategic partnerships with state agencies, boards and commissions to facilitate collaboration for on-site programs resulting in a high level of customer satisfaction.

Arizona State University, Tempe, Arizona 2002-2007  
Program Coordinator, Sr. W. P. Carey School of Business 2005-2007  
Managed 2 Graduate Programs for the School of Accountancy, including admissions, recruiting, program/academic counsel and service involving various faculty committees Facilitated all employer recruiting activities to include coordinating all career events for accountancy students. Supervised staff. Developed and maintained a budget of approximately \$35,000 for student services.  
\* Developed national recruiting strategies to increase enrollment in graduate programs resulting in a 25% increase in applications, and a 30% increase in yield for admitted applicants.  
\* Designed all marketing and communication materials and implemented a new communications strategy for prospective and current students.  
\* Counseled graduate students on job search strategies to include career development and resume writing.  
\* Coordinated scholarship process consulting with high profile donors, selecting scholarship recipients, planning recognition events and overseeing approximately \$250,000 in scholarship funding.  
\* Promoted, and coordinated both small and large scale events to include a job fair/interview week targeting 30 employers and over 500 interviews at ASU Career Services.  
\* Facilitated 100% job placement for graduates.  
\* Actively recruited and persuaded prospective students to apply and attend graduate programs doubling enrollment within 1 year.  
\* Consistently maintained and developed key relationships with the business community to increase alumni giving, recruiting and professional opportunities.

Academic Associate in W. P. Carey School of Business 2002-2005  
Provided academic and career-related guidance to approximately 1,400 freshmen, sophomores, and transfer students. Advised students on major and course selection. Researched the effects on retention based on first year seminar course designed to examine the trends in extracurricular activities and academic success.  
\* Selected, trained, and supervised 19 UNI 101/COB 194 instructors; observing and providing weekly feedback.  
\* Instrumental in the design and success of the W. P. Carey School of Business Campus Match, to include design of instructor-led training programs. Created curriculum; customizing and adopting a new textbook; designing surveys to assess effectiveness of program. Increased freshman - sophomore retention in campus match from 66% to 81% within 2 years (highest level of retention for any freshman program at ASU).  
\* Created and taught the curriculum for COB 194: Business Student Academic Success. Topics include, managing time, goal setting, diversity, and testing and study skills.  
\* Created proposal and curriculum for newly designed career management program (Course COB 294: Career Awareness in Business). This new course addresses major selection, networking, and internship search strategies, resume with cover letter and business professionalism. Course size doubled in size within 1 year.  
\* Developed key partnerships within the community college network.

Indiana University Career Development Center, Bloomington, Indiana 1999-2002  
Assistant Director of Arts and Sciences Placement/Internship Opportunities Program 2000-2002  
Created and taught curriculum for Q400: Job Search Strategies for Liberal Arts Students (approximately 250 juniors and seniors) and Q294: Basic Career Development (28-30 exploratory students). Created and promoted opportunities for students to interact with potential employers via job fairs, campus interviews, resume referral, promotional literature, and instructional workshops.  
\* Counseled students while providing guidance related to career planning, internship and job search strategies  
\* Interpreted Strong Interest Inventory and Myer-Briggs in individual and group settings.  
\* Supervised and trained graduate assistants in career development theory and methods of teaching.  
\* Coordinated the annual Internship Fair, serving over 1500 students and 75 employers.  
\* Conducted focus groups to develop multicultural resources to enhance minority career development.

Graduate Assistant of Career Counseling Services 1999-2000  
\* Developed and taught curriculum for 4 eight-week offering Q294: Basic Career Development (120 annual exploratory students).  
\* Facilitated orientation meetings while consulting with professional network to create job-shadow programs designed to create interest for medical students.  
\* Provided individual career counseling for first and second year students.

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# Critique Check List - Handout

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## Resume Critique

Employee's Name \_\_\_\_\_

**Yes**   **No**

- Full contact information listed, including email address
- Absence of personal pronouns
- Appropriate tense (present job=present tense/past job=past tense)
- Full name of each organization
- City and State are listed, no addresses are needed
- Dates are noted
- Title of each position
- Absence of slang, jargon, and abbreviations- spell out all abbreviations
- Short descriptive phrases begin with action words
- Bulleted statements
- Qualified and quantified descriptions, state results and accomplishments
- Dated entries listed in reverse chronological order
- Categories arranged with most relevant information first  
*Name, Summary, Key Qualifications, Professional Experience, Education, Professional Development, Community Involvement, Computer Skills, any additional information*
- Add Categories \_\_\_\_\_
- Misspelled words or typos
- Summary highlights what skills candidate will bring
- Key Qualifications are listed
- Consistent and easy to read format

What are the strengths of this resume?

Areas of improvement?

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# NEWSTART

- **N**
- **E**
- **W**
- **S**
- **T**
- **A**
- **R**
- **T**



# Next Steps

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Contact the Career Center  
for a personalized resume  
critique!

602-542-2733

