



*Chapter 5.1*

## Professional Résumé



## Aim

To acquaint the students with the importance of professional communication

# Instructional Objectives

After completing this chapter, you should be able to:

Create a professional résumé

Categorize various resumes based on format

Illustrate the process of customising the cover letter

# Professional Résumé

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## (i) Introduction

A résumé is

- the key to unlock that dream job
- a marketing tool that will help you sell yourself
- an opportunity for a meeting or a formal interview



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## (ii) Meaning

- The word Résumé is derived from French that means 'Summary'
  - It is a brief document that summarises your education, employment history, and work experience
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### (iii) Significance of the Resume



## (iv) Developing a Professional Resume

### Characteristics of an effective resume

Communicates specific  
and relevant  
competencies and  
accomplishments

Well organized, concise  
and easy to read

Indicates career direction  
and interests





## Quiz / Assessment

1. \_\_\_\_\_ is the key to unlock one's dream job.

1. Résumé
2. Interview
3. Meeting
4. Reference

2. According to James Storey, a core objective of a résumé is:

1. To sell yourself
2. To tell about yourself
3. To list your reasons
4. To attract the reader's attention



## Quiz / Assessment

3. \_\_\_\_\_ will stop you from moving forward.

- a) Ambition
- b) Dishonesty
- c) Competition
- d) Barriers

4. The most important aspect of your résumé is

- a) Your name
- b) Your goals
- c) Your achievements
- d) Your expectations

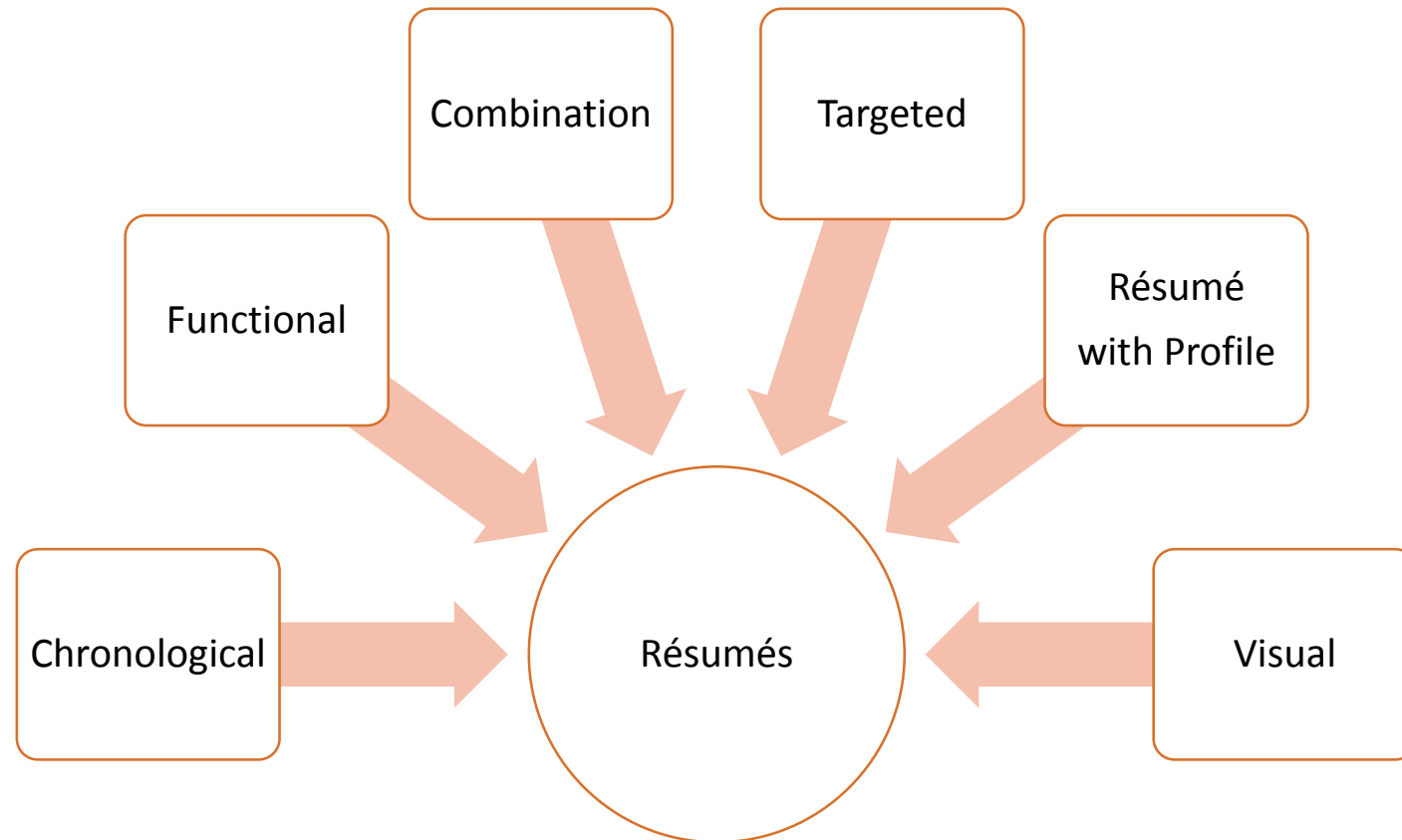
# Different Formats of Résumés

## (i)Introduction

- *Résumé* is a French word meaning 'summary', and basically
- Represents a sketch of one's employment, education, and other skills,
- It provides an abstract and highlights specific skills customized to target the job profile in context.

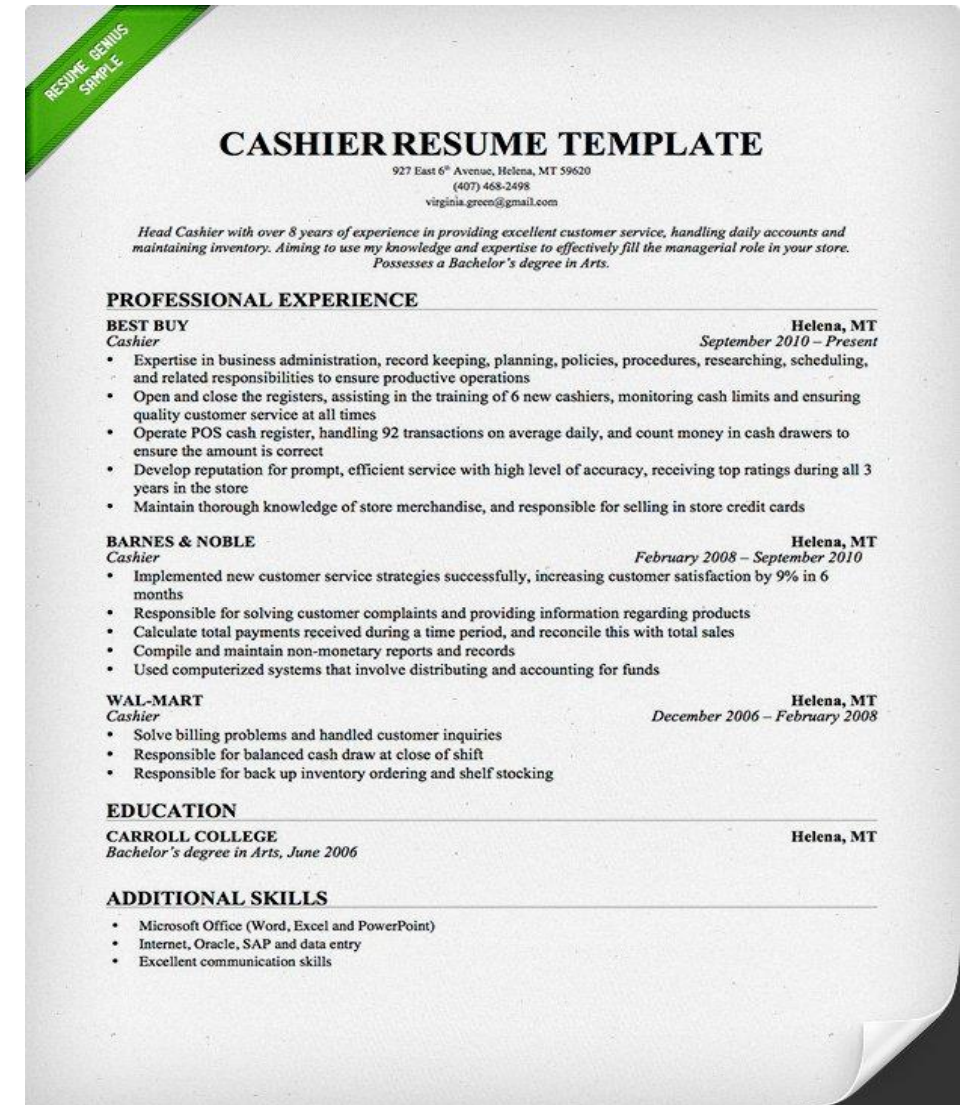


## (ii) Different Formats of Resumes



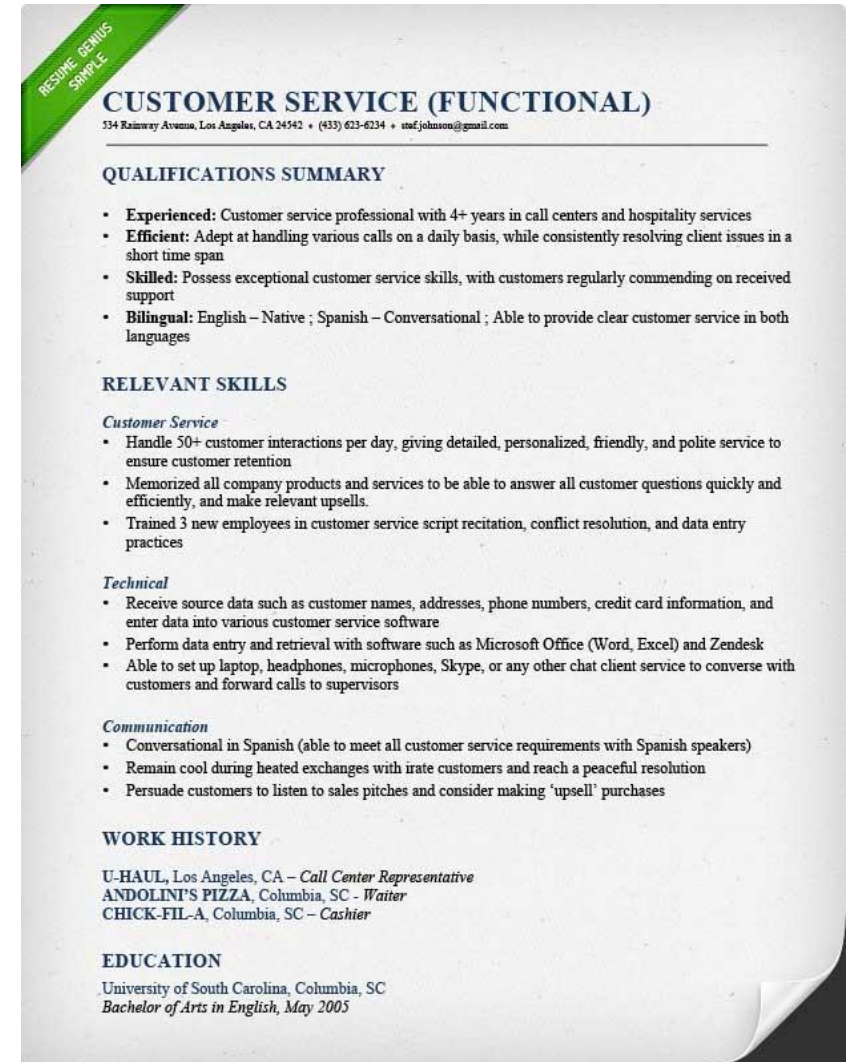
## (a) Chronological Resume:

This format of résumé presents your career history in chronological sequence, starting with your most recent job first. Since it lists the candidates' experience in a chronological order starting with the immediate last work experience, it is also called the reverse-chronological format.



## (b) Functional Resume:

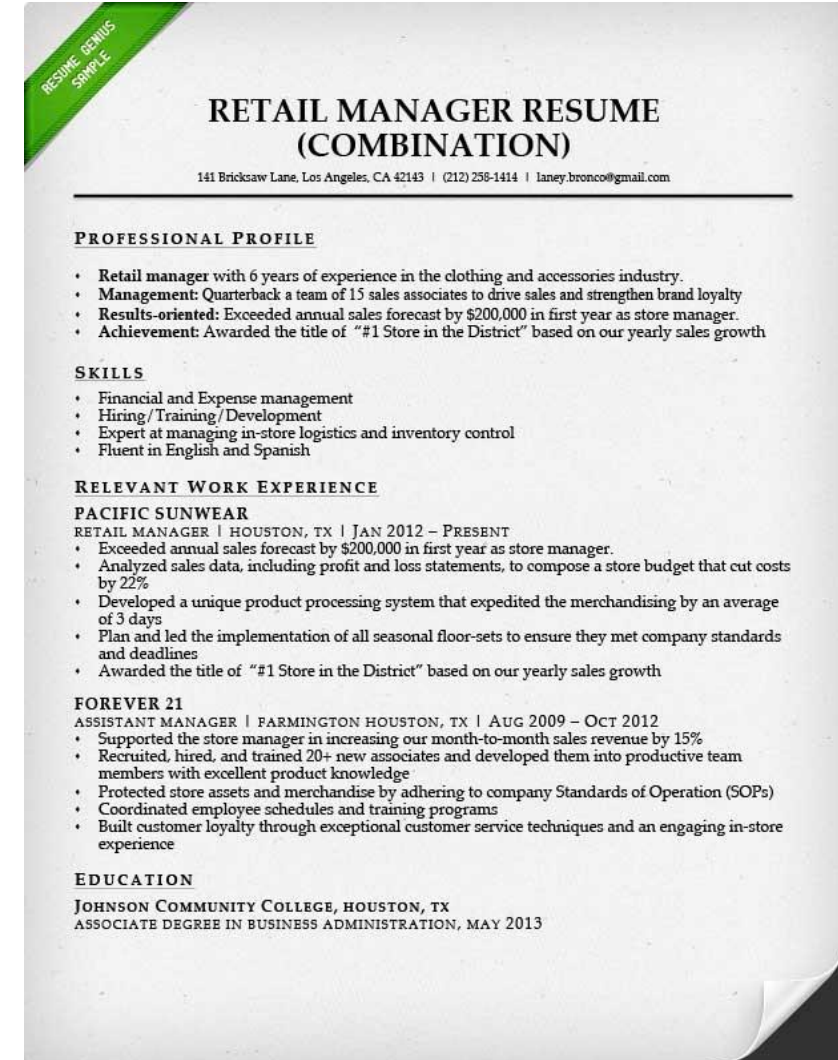
This format of résumé highlights your main skills and strengths and does not place so much emphasis on who you worked for and what your job title was. The functional résumé offers greater flexibility on how you present yourself. Skills and experience come first. Employment history and education is secondary and is listed under the details of your skills





## (c) Combination Resume:

Combination resumes combine the chronological and functional résumé formats. It includes skills and experience and supports this up with a chronological listing of work history. The combination résumé lets you customize the résumé to the prospective job opening.





## (d) Targeted Resume

This type of resume is best to use when you are aiming for one specific type of job. This one will be tailored accordingly. Greater emphasis will be given to detail that relates specifically to the job in question.

### Example of Matching a Resume with a Job Posting

The following is an example of a job posting, along with a sample profile written specifically to apply for that position.

You can see how the resume writer made sure that her highlighted skills are exactly what the employer is seeking. Observe also the use of keywords

#### Sample Help Wanted Ad for Human Resources Manager

- ✓ Recruit all exempt and non-exempt employees.
- ✓ Orient new employees to the organization.
- ✓ Design and implement staff training and development programs.
- ✓ Manage employee retention initiatives.
- ✓ Administer all compensation, benefit, and state mandated programs including processing of enrolments, terminations, unemployment, and workers compensation claims.
- ✓ Responsible for compliance with state and federal labour laws.
- ✓ Serve as COBRA administrator for the company.
- ✓ Member of union contract negotiating and management team.

#### Human Resources Manager Targeted Resume Sample

The following is a sample resume targeted to the above job posting. As you can see the Summary of Qualifications closely correlates with the job posting.

#### Resume Summary of Qualifications

- Experienced manager with expertise in human relations and project management
- Extensive background in staff recruitment and retention
- Staff training and development
- Superb written and oral communication skills
- Organizational and Strategic Planning
- Management Coaching
- Program Marketing
- Contract negotiation and compliance
- Knowledge of Federal and State Employment Law

## (e) Résumé with Profile

A résumé with profile has a base résumé in a chronological or functional format and a powerful and effective profile.

### CUSTOMER SERVICE REPRESENTATIVE

3423 South Street, Boston, MA 02112

(843)-204-5645

Andrew.Black@gmail.com

#### PROFESSIONAL PROFILE

- Customer service representative with over 4 years of experience of account administration and telephones sales.
- Expert at designing and implementing sales strategies.
- Possess excellent customer service, sales, and communication skills
- Implemented a new sales strategy, cutting training expenses by 90% while increasing close ratio by 10% within 3 months

## (f) Visual résumé

An 'Infographic resume' or a visual résumé is a résumé where the information is represented pictorially.





## Quiz / Assessment

5. This résumé format presents your career history in sequence

- a) Visual
- b) Targeted
- c) Chronological
- d) Combination

6. A \_\_\_\_\_ résumé will can help undermine career gaps.

- a) Functional
- b) Combination
- c) Chronological
- d) Targeted



## Quiz / Assessment

7. This résumé reflects the chronological and functional aspects

- a) Combination
- b) Visual
- c) Résumé with Profile
- d) Targeted

8. This résumé is aimed at one specific job

- a) Chronological
- b) Functional
- c) Targeted
- d) Visual

# Job Application or Cover Letter

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## (i) Need for a Cover Letter

There are added advantages of having a cover letter.

- It can further tailor your application
  - Adds to the overall impact of your Resume.
  - The cover letter is more likely to be all your own work.
  - Highlights your interest in the position.
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## (ii) Putting a positive letter together

An effective cover letter should:

- Be written or printed on good quality paper
- Have a good layout
- Create interest as an introduction to your resume
- Be free from errors
- Highlight key points relevant to the reader's requirements
- Create a positive impact







## Quiz / Assessment

9. A cover letter is of the size

- a) A4
- b) A2
- c) A3
- d) A5

10. \_\_\_\_\_ is a reason for poor cover letters.

- a) Details
- b) Poor layout
- c) Stylistics
- d) Language



## Activity

### Brief description of activity

#### **Offline Activity** (60 mins)

#### Individual Activity

1. Each participant will create their résumé for a job of their choice.
2. They will also write a cover letter for the résumé.



## Summary

- ✓ A Résumé is a marketing tool that will help you sell yourself
- ✓ The objective of a résumé is not to get you the job but to get you an interview or a meeting.
- ✓ A Chronological Résumé presents your career history in chronological sequence
- ✓ A Functional Résumé highlights your main skills and strengths
- ✓ A combination résumé combines the chronological and functional résumé formats
- ✓ A Targeted Résumé is best to use when you are aiming for one specific type of job
- ✓ A résumé with profile is your opportunity to truly sell your skills and not merely tell them.
- ✓ A visual résumé as it is commonly known is a résumé where the information is represented pictorially



## e-References

- *Follow These Tips to Create a Professional Resume. (2017). The Balance.*  
Retrieved from <https://www.thebalance.com/how-to-create-a-professional-resume-2063237>
- *Types of Resumes / CAREERwise Education. (2017). Careerwise.mnscu.edu.*  
Retrieved from <https://www.careerwise.mnscu.edu/jobs/resumecharts.html>
- *Stumped on how to write a cover letter that will catch an employer's attention? Get ideas from this sample cover letter. (2017). Monster Career Advice.* Retrieved from <https://www.monster.com/career-advice/article/sample-cover-letter>



## External Resources

1. *D'Aversa, O. (2017). The Résumé Writing Kit (1st ed.).*
2. *McGrimmon, L. (2017). The Résumé Writing Guide (1st ed.).*
3. *M, Sarada. (2017). The Complete Guide to Résumé Writing (1st ed.).*

**THANK YOU**