



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



(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





(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



(iii) Significance of the Resume





(iv) Developing a Professional Resume

Characteristics of an effective resume







Quiz / Assessment

- 1. _____ is the key to unlock one's dream job.
 - 1. Résumé
 - 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



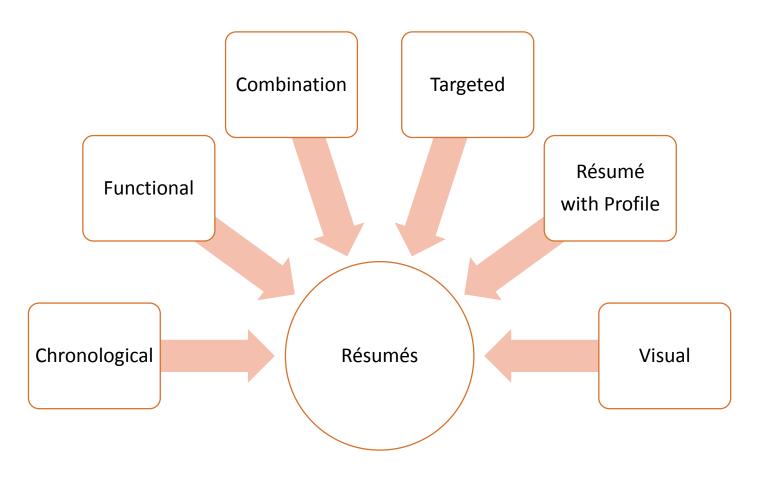
(i)Introduction

- *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.

Surferent L

CASHIER RESUME TEMPLATE

27 East 6th Avenue, Helena, MT 59620 (407) 468-2498 virginia.green@gmail.com

Head Cashier with over 8 years of experience in providing excellent customer service, handling daily accounts and maintaining inventory. Aiming to use my knowledge and expertise to effectively fill the managerial role in your store. Possessess a Bachelor's degree in Arts.

PROFESSIONAL EXPERIENCE

BEST BUY Cashier

Helena, MT

September 2010 – Present

- Expertise in business administration, record keeping, planning, policies, procedures, researching, scheduling, and related responsibilities to ensure productive operations
- Open and close the registers, assisting in the training of 6 new cashiers, monitoring cash limits and ensuring
 quality customer service at all times
- Operate POS cash register, handling 92 transactions on average daily, and count money in cash drawers to
 ensure the amount is correct
- Develop reputation for prompt, efficient service with high level of accuracy, receiving top ratings during all 3
 years in the store
- · Maintain thorough knowledge of store merchandise, and responsible for selling in store credit cards

BARNES & NOBLE

Helena, M February 2008 - September 2010

Cashier

- Implemented new customer service strategies successfully, increasing customer satisfaction by 9% in 6
 months.
- · Responsible for solving customer complaints and providing information regarding products
- · Calculate total payments received during a time period, and reconcile this with total sales
- · Compile and maintain non-monetary reports and records
- Used computerized systems that involve distributing and accounting for funds

WAL-MAI

Helena, MT December 2006 - February 2008

Cashier

- · Solve billing problems and handled customer inquiries
- Responsible for balanced cash draw at close of shift
- · Responsible for back up inventory ordering and shelf stocking

EDUCATION

CARROLL COLLEGE

Bachelor's degree in Arts, June 2006

Helena, MT

ADDITIONAL SKILLS

- · Microsoft Office (Word, Excel and PowerPoint)
- Internet, Oracle, SAP and data entry
- Excellent communication skills



(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

CUSTOMER SERVICE (FUNCTIONAL

QUALIFICATIONS SUMMARY

- Experienced: Customer service professional with 4+ years in call centers and hospitality services
- Efficient: Adept at handling various calls on a daily basis, while consistently resolving client issues in a short time span
- Skilled: Possess exceptional customer service skills, with customers regularly commending on received support
- Bilingual: English Native; Spanish Conversational; Able to provide clear customer service in both languages

RELEVANT SKILLS

Customer Service

- Handle 50+ customer interactions per day, giving detailed, personalized, friendly, and polite service to
 ensure customer retention
- Memorized all company products and services to be able to answer all customer questions quickly and
 efficiently, and make relevant upsells.
- Trained 3 new employees in customer service script recitation, conflict resolution, and data entry practices

Technical

- Receive source data such as customer names, addresses, phone numbers, credit card information, and enter data into various customer service software
- · Perform data entry and retrieval with software such as Microsoft Office (Word, Excel) and Zendesk
- Able to set up laptop, headphones, microphones, Skype, or any other chat client service to converse with customers and forward calls to supervisors

Communication

- · Conversational in Spanish (able to meet all customer service requirements with Spanish speakers)
- · Remain cool during heated exchanges with irate customers and reach a peaceful resolution
- · Persuade customers to listen to sales pitches and consider making 'upsell' purchases

WORK HISTORY

U-HAUL, Los Angeles, CA – Call Center Representative ANDOLINI'S PIZZA, Columbia, SC - Waiter CHICK-FIL-A, Columbia, SC – Cashier

EDUCATION

University of South Carolina, Columbia, SC Bachelor of Arts in English, May 2005



(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.

RETAIL MANAGER RESUME (COMBINATION)

141 Bricksaw Lane, Los Angeles, CA 42143 | (212) 258-1414 | laney.bronco@gmail.com

PROFESSIONAL PROFILE

- · Retail manager with 6 years of experience in the clothing and accessories industry.
- Management: Quarterback a team of 15 sales associates to drive sales and strengthen brand loyalty
- Results-oriented: Exceeded annual sales forecast by \$200,000 in first year as store manager.
- · Achievement: Awarded the title of "#1 Store in the District" based on our yearly sales growth

SKILLS

- · Financial and Expense management
- · Hiring/Training/Development
- · Expert at managing in-store logistics and inventory control
- Fluent in English and Spanish

RELEVANT WORK EXPERIENCE

PACIFIC SUNWEAR

RETAIL MANAGER | HOUSTON, TX | JAN 2012 - PRESENT

- Exceeded annual sales forecast by \$200,000 in first year as store manager.
- Analyzed sales data, including profit and loss statements, to compose a store budget that cut costs by 22%
- Developed a unique product processing system that expedited the merchandising by an average of 3 days
- Plan and led the implementation of all seasonal floor-sets to ensure they met company standards and deadlines.
- · Awarded the title of "#1 Store in the District" based on our yearly sales growth

FOREVER 21

ASSISTANT MANAGER | FARMINGTON HOUSTON, TX | Aug 2009 - Oct 2012

- Supported the store manager in increasing our month-to-month sales revenue by 15%
- Recruited, hired, and trained 20+ new associates and developed them into productive team members with excellent product knowledge
- Protected store assets and merchandise by adhering to company Standards of Operation (SOPs)
- Coordinated employee schedules and training programs
- Built customer loyalty through exceptional customer service techniques and an engaging in-store
 experience

EDUCATION

JOHNSON COMMUNITY COLLEGE, HOUSTON, TX
ASSOCIATE DEGREE IN BUSINESS ADMINISTRATION, MAY 2013



(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 Jabour 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



(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.



(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





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- 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

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- 2. McGrimmon, L. (2017). The Résumé Writing Guide (1st ed.).
- 3. M, Sarada. (2017). The Complete Guide to Résumé Writing (1st ed.).



THANK YOU