TECHNICAL WRITING AND PRESENTATION SKILLS

RESUME WRITING

PREPARING FOR THE JOB SEARCH

Learn about careers and choose a path.

- Visit your campus career center; search the Web
- Take a summer job, internship, or part-time position in your field.
- Interview someone in your field.
- Volunteer with a nonprofit organization.
- Monitor classified ads.
- Join professional organizations and student clubs in your field.

PREPARING FOR THE JOB SEARCH

Search for a job online.

Check the big job sites:

- Rozee.pk
- ✓ Indeed.com

Use these sites for information, but realize that few people actually find jobs on them.

Company's Web site (the best way to find a job online)

Social media sites
 (such as LinkedIn,
 Twitter, and Facebook)

CONDUCTING THE JOB SEARCH

Search for a job traditionally.

- Check classified ads.
- Check alumni and professional association listings.
- Contact companies directly.

- Sign up for campus interviews.
- Attend job fairs.
- Ask for advice from instructors.
- NETWORK, NETWORK, NETWORK!

CURRICULUM VITAE (CV) & RESUME

- A resume is a brief summary of your skills and experience over one or two pages, a CV is more detailed and can stretch well beyond two pages.
- The resume will be tailored to each position whereas the CV will stay put and any changes will be in the cover letter.
- A CV has a clear chronological order listing the whole career of the individual whereas a resume's information can be shuffled around to best suit the applicant.
- A CV is intended to be a full record of your career history and a resume is a brief, targeted list of skills and achievements.
- CV long, covers your entire career, static
 Resume short, no particular format rule, highly customizable

CUSTOMIZED RÉSUMÉ

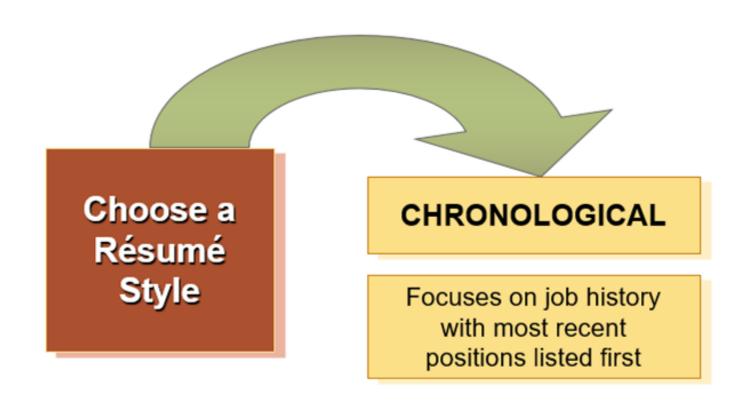
- After using both traditional and online resources to learn about the employment market and to develop job leads, you will focus on writing a customized résumé. This means you will prepare a special résumé for every position you want.
- Although you can start with a basic résumé, you should customize it to fit each company and position if you want your résumé to stand out from the crowd.

What is the goal of a customized résumé?

WRITING A CUSTOMIZED RÉSUMÉ

Choose a résumé on length Arrange the parts

WRITING A CUSTOMIZED RÉSUMÉ

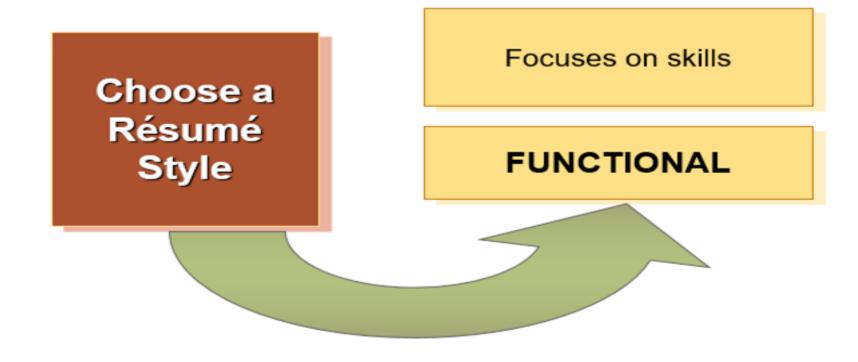


CHOOSING A RÉSUMÉ STYLE

Chronological

- Most popular style
- Preferred by most recruiters
- List work history job by job, starting with most recent position
- Best for those with steady career growth who have experience in the field

WRITING A CUSTOMIZED RÉSUMÉ

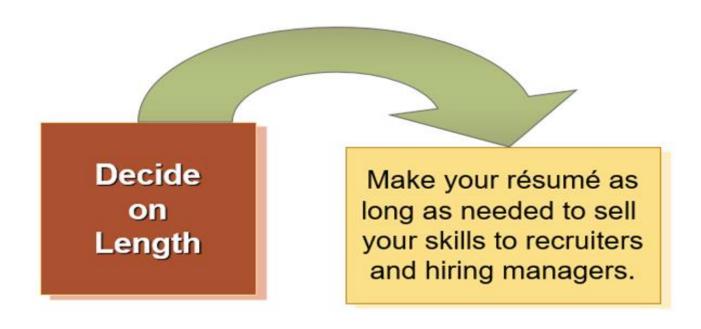


CHOOSING A RÉSUMÉ STYLE

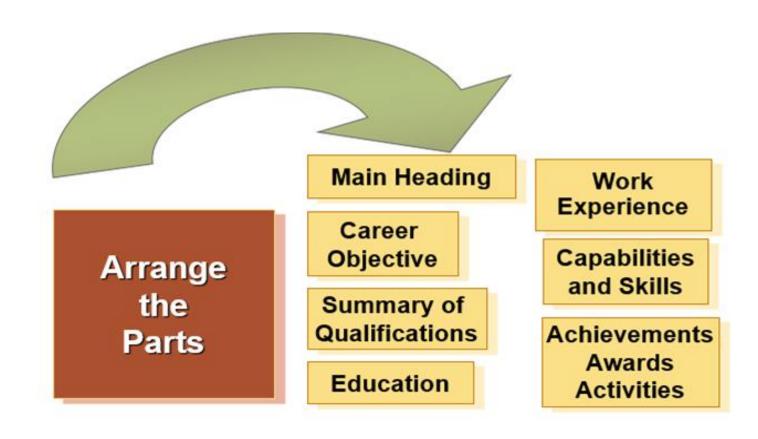
Functional

- Focuses on skills rather than past employment
- Suitable for frequent jobs changers, recent graduates, employment gaps, career changers, and older candidates to de-emphasize a long job history

WRITING A CUSTOMIZED RÉSUMÉ



WRITING A CUSTOMIZED RÉSUMÉ



Headings

- Full name
 Place on first line; make it stand out.
- Contact information
 Full address
 Area code/phone number
- Personal, professional sounding e-mail address

Objectives

- Optional, but many recruiters prefer it.
- Be specific about the type of job you are seeking.
- Focus on the employer's needs.
- Don't be self-serving.
- Don't downplay your talents.
- Be concise (no more than three lines).

IMPROVING A CAREER OBJECTIVE

Weak (too general)

A challenging position in the accounting field with opportunity for growth

Improved

An auditor position in an internal corporate accounting department where my accounting skills, computer experience, knowledge of GAAP, and attention to detail will help the company run efficiently and ensure that its records are kept accurately.

IMPROVING A CAREER OBJECTIVE

Weak (too self-serving)

To obtain a meaningful and rewarding position that enables me to learn more about the graphic design field and allows for advancement

Improved

Position with advertising firm designing Web sites, publications, logos, and promotional displays for clients, where creativity, software knowledge, and proven communication skills can be used to build client base and expand operations

Summary of Qualifications:

The biggest change in résumés over the last decade has been a switch from an objective to a summary at the top.

- Include three to eight bulleted statements that prove you are the ideal candidate for the position.
- Mention experience, education, unique skills, awards, certifications, and other accomplishments you want to highlight.
- Include numbers wherever possible.
- Target qualifications the employer is seeking.

SUMMARY OF QUALIFICATIONS

Example for college student with some experience:

- Over two years' experience in administrative positions, working with business documents and interacting with customers
- Proficient with Microsoft Word, Excel, Access, PowerPoint, QuickBooks, and Publisher
- Competent in Web research and using social media tools
- Skilled in written and oral communication, Web design, computer software troubleshooting, and proofreading and editing business documents
- Trained in Flash, Photoshop, and Web Studio
- Experienced in planning all-day seminars and making travel arrangements

SUMMARY OF QUALIFICATIONS

Example for college student with related experience:

- Over three years' experience as a bank teller
- Proven ability to interact professionally, efficiently, and pleasantly with customers
- Reputation for accuracy and ability to work well under pressure
- Speak Spanish fluently
- Experience using Excel, Word, PowerPoint, accounting software, banking CRT, and the Internet
- Member of First Federal Bank's Diversity Committee
- Received First Federal Bank Certificate of Merit as an outstanding new employee

SUMMARY OF QUALIFICATIONS

Example for graduate with substantial experience:

- Over 12 years' comprehensive experience in the accounting industry, including over 8 years as a controller
- Certified Public Accountant (CPA)
- Demonstrated ability to handle all accounting functions for large, mid-sized, and small firms
- Ability to isolate problems, reduce expenses, and improve the bottom line, resulting in substantial cost savings
- Proven talent for interacting professionally with individuals at all levels, as demonstrated by performance review comments
- Experienced in P&L, audits, taxation, internal control, inventory management, A/P, A/R, and cash management

Education

Start with your current or most recent school. Include the following about each one:

- College name, city, state
- Dates of attendance (or anticipated date of completion)
- Major field of study
- Degree received (or degree working toward)

- Include your GPA only if it's impressive.
- Don't list all courses you've taken.
- Don't include high school information.
- Include relevant certificates earned, seminars attended, workshops completed, scholarships awarded, and honors received

EDUCATION

Current college student:

Diablo Valley College, Pleasant Hill, California. 8/11 to present

Major: Business Administration, specializing in accounting

AA degree expected 8/13

GPA: 3.98

College Graduate:

University of Georgia, Athens, Georgia. 9/10 to 6/14

Major: International Business

Degree: Bachelor of Business Administration (BBA)

GPĂ: 3.87

Work Experience

If your work experience is significant and relevant to the position sought, place this section before education.



WORK EXPERIENCE

List your previous jobs

Start with the most recent jobs. Include employer's name, dates of employment (month, year), and most significant title.

WORK EXPERIENCE

Describe your experience

Use action verbs to summarize achievements and skills relevant to your targeted job.

Prepared state and federal tax returns for individuals with incomes under \$35,000.

Conducted interviews with over 50 individuals to elicit data regarding taxes. Determined legitimate tax deductions and recorded them accurately.

EXAMPLES OF ACTION VERBS

Accelerated	Enabled	Introduced	Reviewed	
Achieved	Encouraged	Managed	Revitalized	
Analyzed	Engineered	Organized	Screened	
Collaborated	Established	Originated	Served	
Conceptualized	Expanded	Overhauled	Spearheaded	
Constructed	Expedited	Pioneered	Spurred	
Converted	Facilitated	Reduced	Strengthened	
Designed	Improved	Resolved	Targeted	
Directed	Increased	Restructured	Transformed	

WORK EXPERIENCE

Include nontechnical skills

Give evidence of communication, management, and interpersonal skills. Employers want more than empty assurances. Try to **quantify** your skills.

Organized holiday awards program for 1,200 attendees and 140 awardees.

Praised by top management for enthusiastic teamwork and excellent communication skills.

Capabilities and Skills

Highlight your special skills.

- Web, social media, software
- Office equipment
- Communication technology tools
- Foreign languages, sign language
- Exceptional aptitudes

Awards, Honors, and Activities Show that you are well-rounded.

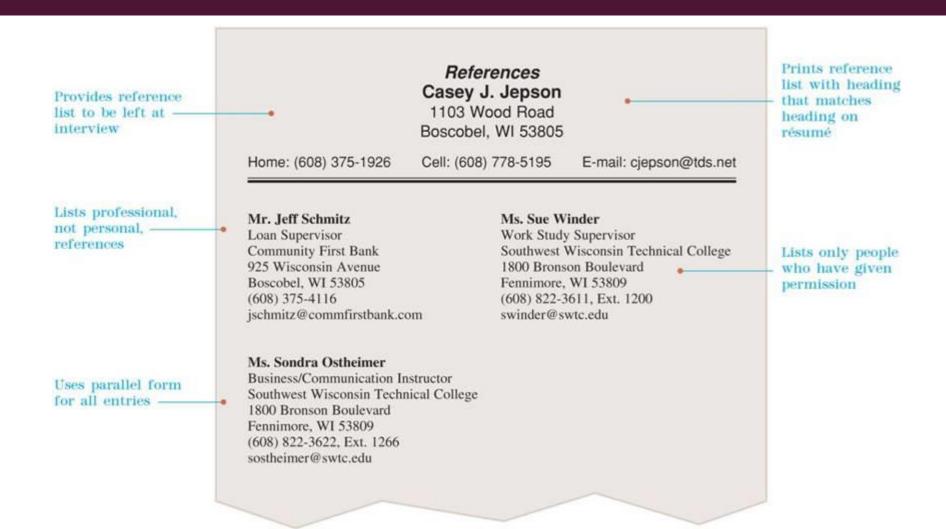
- Awards and honors that demonstrate leadership, teamwork, interpersonal skills
- Scholarships, fellowships, dean's list
- Recognitions, commendations, certificates
- School, community, volunteer, professional activities

References

- Prepare a list of individuals willing to discuss your qualifications.
- Include the following:
 - Instructors/professors
 - Current or previous employers Colleagues or subordinates

 - Other professional contacts
- Always ask permission first!

SAMPLE REFERENCE LIST



Additional Tips

- Omit references (unless specifically required).
- Look for ways to condense your data.
- Double-check bulleted lists for parallel phrasing.
- Avoid personal pronouns.
- Omit humor.

Additional Tips

- If printing, use quality paper and a quality printer.
- Be completely honest.
- Project professionalism and quality.
- Have a friend or colleague critique your résumé.

Do <u>not</u> include any of the following:

Any basis for discrimination:

Race Gender

Religion Age

Marital status Health status/disability

Children National origin

A photograph

Social security number

Salary history/requirements

High school activities

Do <u>not</u> include any of the following:

Full addresses of colleges or employers (city and state only)

References (use separate page)

Reasons for leaving previous positions

Inaccurate, dishonest information

The word Résumé

BEING HONEST AND ETHICAL

Do <u>not</u> inflate your education, grades, or honors.

Do <u>not</u> enhance job titles.

Do <u>not</u> puff up accomplishments.

Do <u>not</u> alter employment dates.

Do <u>not</u> hide keywords in online résumés.

<u>Do</u> be honest, ethical, and careful.

Sample Chronological Résumé: Recent College Graduate With Related Experience

	Courtney M. Ca 2403 Mira Loma Drive, Cos	astro sta Mesa, CA 90415 (714) 4 cmcastro@	55-9231 Paol.com Includes
Lists most	so	osition with financial services organization installing acoustion with financial services organization installing acoustion and proven communication and interpersonal skills can improve operations.	rperience objective in
impressive qualifications	QUALIFICATIONS •	Over five years' experience in the accounting field Experienced in designing, installing, and providing teasupport for accounting software, including SAP, Great Peachtree, and Oracle Proficient in Word, Access, PowerPoint, Excel, and Quick Skilled in technical writing, including proposals, user in documentation Commended for tactful and professional communicate Fluent in speaking and writing Spanish	t Plains, kBooks nanuals, and
Arranges jobs in reverse chronological order Uses bulleted	Be	each, CA June 2010 to present Design and install accounting systems for businesses Century 21 Butler Realty, Capital Financial Services, I Lumber, and others Provide ongoing technical support and consultation for Help write proposals such as successful \$400,000 gov contract	for current job and past-tense verbs for r clients previous jobs

Uses bulleted lists to make		Lumber, and others • Provide ongoing technical support and consultation for clients • Help write proposals such as successful \$400,000 government contract	verbs for previous jobs	
résumé easier to read Shows job titles in bold for		Office manager (part-time). Coastal Productions, Fountain Valley, CA June 2009 to May 2010 • Conceived and implemented improved order processing and filing system • Designed and integrated module code pieces to export and convert data from an inhouse SQL database to QuickBooks format for automated check printing and invoice billing • Trained three employees to operate QuickBooks software Bookkeeper (part-time). Home Roofing, Santa Ana, CA	Specifies relevant activities for targeted position	
readability		August 2005 to May 2009 • Kept books for roofing company with \$240,000 gross income • Performed all bookkeeping tasks including quarterly internal audit and payroll		
	EDUCATION	Orange Coast College, Costa Mesa, CA Associate of Arts degree in business administration, June 2009 GPA in major 3.6 (4.0 = A)	Provides white space around	
		Oracle University—currently enrolled in database training seminars leading to Oracle certification	headings to create open look	
	HONORS AND ACTIVITIES	Dean's list, three semesters Elected to Alpha Beta Sigma business student honorary		

Sample Chronological résumé: current college student with limited experience

Casey J. Jepson

1103 Wood Road Boscobel, WI 53805 Cell: (608) 778-5195

Home: (608) 375-1926

SUMMARY OF QUALIFICATIONS Over three years' experience in administrative positions, working with business documents and interacting with customers

E-mail: cjepson@tds.net

- Ability to keyboard (65 wpm) and use ten-key calculator (150 kpm)
- Proficient with Microsoft Word, Excel, Access, PowerPoint, SharePoint, and Publisher (passed MOS certification exam)
- Competent in Web research, written and oral communication, records management, desktop publishing, computer software troubleshooting, and proofreading and editing business documents
- Trained in QuickBooks, Flash, Photoshop, Dreamweaver
- · Experienced in planning all-day seminars and travel arrangements

EXPERIENCE

Administrative Assistant, Work Study

Southwest Wisconsin Technical College, Fennimore, Wisconsin August 2010–present

- · Create letters, memos, reports, and forms in Microsoft Word ·
- Develop customized reports and labels using Microsoft Access
- · Maintain departmental Microsoft Excel budget

Omits objective to keep all options open

Focuses on skills and aptitudes that employers seek

Uses presenttense verbs for current job

Loan Support Specialist

Community First Bank, Boscobel, Wisconsin, May 2009– September 2010

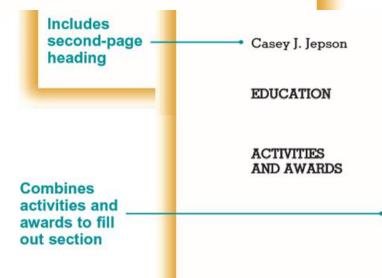
- Prepared loan documents for consumer, residential, mortgage, agricultural, and commercial loans
- · Ensured compliance with federal, state, and bank regulations
- Originated correspondence (both oral and written) with customers and insurance agencies
- · Ordered and interpreted appraisals, titles, and credit reports
- Created and maintained paper and electronic files for customers
- Protected the confidentiality of all clients

Customer Service Representative

Lands' End, Dodgeville, Wisconsin, Winter seasons 2009–2010

- Answered phones and assisted customers with orders
- · Resolved customers' merchandise questions and problems
- Entered catalog orders into computer system
- Enjoyed working in teams to achieve company goals

Arranges employment by job title for easy recognition



Southwest Wisconsin Technical College, Fennimore, Wisconsin, Major: Administrative Assistant with Help Desk certificate AA degree expected May 2012. GPA in major: 3.8 (4.0 = A)

- Assisted state president in all functions and coordinated all activities of the BPA (Business Professionals of America) Torch Awards Program while serving as state vice president
- · Placed first in state BPA Administrative Assistant competition
- Earned second place in Bill Wolfe Writing Contest
- Served as SWTC Student Senate Representative for Administrative Assistant program
- Nominated for SWTC Ambassador Award (recognizes outstanding students for excellence in and out of classroom)

Page 2