# Resumes

# Keys to a good resume

- Key areas of Information:
  - Contact information
    - Email
    - Phone Number
      - Google numbers are great if you want to protect your personal number
    - Github link
    - Portfolio link

# Keys to a good resume

#### - Key areas of Information continued:

- Summary
  - This section should be a brief paragraph (three to five sentences) that shows the value you bring by highlighting your skills and a couple big career wins. But rather than labeling it a "summary," simply use a headline that encapsulates your credentials.
- Skills
  - You'll want to incorporate the right keywords so that your resume is optimized for application tracking systems

# Keys to a good resume

### - Key areas of Information continued:

- Professional experience
  - Focus on your accomplishments rather than your day-to-day responsibilities
- Education
  - Simply write where you went college and your degree.
  - It's ok to move this towards the top if you have limited work experience and want to highlight your experience at SDG
- Bonus:
  - Volunteering and community service
    - If you have room feel free to add it

#### - One page vs Two page

- One page
  - One page resumes are easier to read, resume readers have to look at a large number of resumes on a daily basis.
- Two pages
  - If you really think that it is critical to communicate the depth and breadth of your skills.
  - Smart when the situation merits it. A general rule of thumb is that the applicant should be able to fit 10 years of work experience onto each page of your resume.

#### Format Your Resume Wisely

- Use a logical format and wide margins, clean type and clear headings
- Selectively apply bold and italic typeface that help guide the reader's eye
- Use bullets to call attention to important points (i.e. accomplishments)

## Identify Accomplishments not Just Job Descriptions

- Focus on what you did in the job, NOT what your job was there's a difference
- Include a one or two top line job description first, then list your accomplishments
- For each point ask yourself, What was the benefit of having done what I did?
- Accomplishments should be unique to you, not just a list of what someone else did
- Avoid using the generic descriptions of the jobs you originally applied for or held

#### Quantify Your Accomplishments

- Include and highlight specific achievements that present a comprehensive picture of your marketability
- Quantify your achievements to ensure greater confidence in the hiring manager and thereby generate interest percentages, dollars, number of employees, etc.
- Work backwards to quantify your accomplishments by asking, If I had not done X, what could have happened?

### Replace your Objective" with a "Career Summary"

- Grab a hiring manager's attention right from the beginning, remembering you have only 25 few seconds to make a good impression
- Spend time developing a summary that immediately gets their attention, and accurately and powerfully describes you as a solution to their problems

# **Cover Letters**

# Keys to a good cover letter

### - Don't Regurgitate Your Resume

- Use your cover letter to describe additional details that you weren't able to squeeze onto the single page of your resume: "By resolving invoice disputes, I gained a deep analytical knowledge—but more importantly, I learned how to interact calmly and diplomatically with angry customers."
- A cover letter gives you the freedom to use full sentences—instead of bullet points—so use them to expand upon your resume points and tell the story of why you're the perfect fit for the company

### Clearly Show What You're Capable Of

- Beyond explaining what you've done in the past, show hiring managers what you can do in the future.
- Describe your skills and how they can be used for the position

#### Not Necessarily Your Education

At the end of the day, what hiring managers care about most is your work experience (and yes, that can be volunteer or internship experience, too)—and what you can walk through the door and deliver on Day 1.

### Don't Apologize for Skills You Don't Have

- Instead of drawing attention to your weaknesses, turn it around to focus on the skills you do have and how they are a benefit

#### - Highlight the Right Experiences

- Not sure what skills and experiences you should be featuring?
- Look through the job description for keywords you can highlight from your experience.

#### - Tell a Story

- What brings you to this company?
- Highlight what you found in their Narrative

#### - Think Custom, Not Canned

 Most companies want to see that you're truly excited about the position and company, which means creating a custom letter for each position you apply for.

#### Start With a Template

- It's ok to start with a template
- Build and customize the template to show off your personality and background
- Look around for inspiration from resumes of your friends, family, or from a good Google search

#### - Be Open to Other Formats

Inspiration can come from anywhere

### - Write in the Company's "Voice"

- Cover letters are a great way to show that you understand the environment and culture of the company and industry and prove that you've got what they are looking for.
- We've mentioned this before, know their Narrative

#### - Don't Let Your Fear of Bragging Get in the Way

Imagine you're someone else writing a letter about yourself. Think from the perspective of a friend, mentor, or previous employer—someone who would only sing your praises—and then write the letter from her point of view

#### - Have Someone Gut Check It

- Have a friend take a look at your cover letter, and ask him or her two questions:
  - Does this sell me as the best person for the job?
  - Does it get you excited?
- If the answer to either is "no," or even slight hesitation, go back for another pass.

#### - Proofread and ask two people to review it

 Having extra eyes on it will help catch any errors or typos you may have missed (Hint: <u>Grammarly</u> should be your best friend)