

Tailoring Your Resume for Job Search Success

Thank you for joining! We will begin shortly.



Michelle Copan (she/her)
Email: mcopan@torontomu.ca

I'm here to help you learn how to tailor your resume for job search success!

Land Acknowledgement

Toronto is in the 'Dish With One Spoon Territory'.

The Dish With One Spoon is a treaty between the Anishinaabe, Mississauga's and Haudenosaunee that binds them to share the territory and protect the land.

Subsequent Indigenous Nations and peoples, Europeans and all newcomers have been invited into this treaty in the spirit of peace, friendship and respect.

Digital Housekeeping

Please leave **microphones muted**

Live transcripts have been enabled

Ask questions and participate by using the chat box

This session will be **recorded**

By the end of the session, you will...

1. Understand why tailoring your resume is important for job search success
2. Practice reading a job posting and identifying keywords
3. Learn how to write resume content that connects to the job posting



What is the purpose of a resume?

What is the Purpose of a Resume?

- **Applicant:** Effectively convey why you are an ideal candidate for a given position
- **Employer:** A tool they can use to assess whether they should engage an applicant further in the recruitment process.

Big Idea





Why is tailoring your resume important?

Your Personal Inventory

Skills

Academic Experience

Strengths

Co-curricular Experience

Professional Development

Volunteer Experience

Education and Certifications

Work Experience

Transferable Skills

“Transferable skills are talents and abilities that can be used in many different jobs and career paths. They can be acquired through employment, school, internships, hobbies, and volunteer experiences.”

- Career Balance



Resume Sections & Content

Resume Sections

Common/Mandatory Sections:

- Header
- Profile/Summary of Qualifications
- Education
- Work Experience
- Volunteer Experience
- Academic Projects

Creative Industries	
Toronto, ON 416-979-5177 career@ryerson.ca torontomu.ca/career-coop @careercooptmu	
SUMMARY OF QUALIFICATIONS	
<ul style="list-style-type: none">• 2+ years of experience writing compelling lifestyle, sports, and fashion articles and blogs and capturing high quality photos• High cultural intelligence as demonstrated by living, working and volunteering in 3 continents, including: North America, Europe, and Asia• Collaborative and adaptable team member proven by working with a committee of 17 undergraduate students at Toronto Metropolitan's Folio Magazine• Technical Skills: Microsoft Office Suite (Word, Excel, PowerPoint); Social media platforms; Hootsuite, and WordPress	
EDUCATION	
Bachelor of Arts (B.A.): Creative Industries	Sep 2017 – Present
Toronto Metropolitan University, Toronto, ON	
<ul style="list-style-type: none">• Specializing in Business and Professional Communication	
RELEVANT VOLUNTEER EXPERIENCE	
Writer, Folio Magazine, Toronto Metropolitan University, Toronto, ON	Sep 2018 – Present
<ul style="list-style-type: none">• Crafting and contributing unique and engaging lifestyle articles and blogs, while adhering to Search Engine Optimization (SEO) best practices, resulting in a 15% increase in readership• Conducting primary research required to produce content by attending events and strengthening relationships with stakeholders, such as, Public Relations representatives	
Contributing Writer, The Rag, Toronto Metropolitan University, Toronto, ON	Aug 2018 – Present
<ul style="list-style-type: none">• Researched and produced 4 blog articles on fashion trends and student and local designer, resulting in a 25% increase in engagement• Composed a 500-word feature article on a local start-up, Dresst, new sustainable fashion line, leading to the creation of a new ethical design series in future issues• Collaborated with teams across editorial, marketing and sponsorship by facilitating weekly online meeting via Zoom to discuss project updates and plans	
Contributing Writer and Graphic Designer, The Monday Girl	Dec 2018 - Apr 2019
<ul style="list-style-type: none">• Photographed subjects to provide candid, authentic photos to the marketing team for social media use on platforms such as Instagram to 15,000 followers• Designed 5 posters for on-campus events using illustrator, distributing 200 marketing collateral around Toronto Metropolitan to create awareness about upcoming events.• Collaborated with internal and external stakeholders, including: event sponsors such as Johnson and Johnson as well as Sephora, by scheduling zoom meetings to facilitate discussions.	

Resume Sections

Optional Sections:

- Technical Skills
- Extracurricular Involvement
- Awards and Achievements
- Certifications
- & More



Rename, and **re-order** your resume sections accordingly, based on **relevance** to the position!

Summary of Qualifications

- 4-6 bullet points
- Top section on resume
- Highlight relevant soft and technical skills
- Be sure to tailor every time!
- Connect skills to examples



Resource: [Summary of Qualifications Tip Sheet](#)

Activity: Compare

Job Posting:

- 1-3 years of customer service experience

Summary of Qualifications:

A) Able to work with clients

Vs.

B) 2+ years customer service experience, demonstrating strong communication skills by greeting, assisting and responding to guest inquiries over the phone and in person to create a friendly environment

Accomplishment (ADR) Statements

- Bullet points under your experiences (work, volunteer, projects, etc.)
- Communicates the work you have done in an impactful, concrete, and effective way
- Highlight accomplishments that relate to the role you are applying for

Accomplishment Statements

A

Action Verb

Use a strong action
verb to begin
accomplishment
statement

D

Duty

Describe your task
or duty at the
position?

R

Result/How/Purpose

How do you know you
did this well? What was
the achievement?

Action Verbs

administered

communicated

decided

evaluated

advertised

composed

defined

executed

advised

condensed

led

explained

clarified

conducted

encouraged

facilitated

coached

conferred

enlist

filed

collaborated

considered

estimated

incorporated

Activity: Rank

Job Posting:

- Collaboration

Accomplishment Statement:

- A) Collaborated in a team of 4 to conduct research on student feedback of campus services
- B) Worked well with others to complete project on time
- C) Completed group project



The Job Posting

The Job Posting

- Contains important information & instructions
- Includes keywords & buzzwords
- **Read, highlight, reflect:**
 - What are the key skills the organization is asking for?
 - Which key words and phrases are repeated throughout the job posting?
 - How do they align with my experience?

Keywords are words that relate to particular requirements for a job. They are **skills, abilities, credentials** and **qualities** the hiring manager is looking for.



Mock Applicant Activity

bit.ly/mockapplicantsheet

Mock Applicant Worksheet

Tailoring Table	
Student Profile	Job Posting
<i>Leadership (through leading 2 group projects)</i>	<i>Teamwork skills</i>

Entry-Level Sales and Customer Service

Gleek Acquisitions

Gleek Acquisitions specializes in marketing and consulting and strive to achieve the best results for both our clients and our company. Gleek Acquisitions is looking for entry level sales, customer service and marketing representatives to join our fast growing team in Toronto.

If you have great interpersonal skills, provide outstanding customer service, excel in developing strong, long-lasting relationships and succeeds at setting and achieving goals then Gleek Acquisitions is the place for you.

All openings at Gleek begin at the entry level as we believe that promotions should only be awarded from within the organization.

Entry Level Description

- Full 2 Week Paid Training
- Account retention and acquisition: sales and marketing presentations, strategy development, objection handling
- Working as part of a team to develop successful strategies for our clients goals
- Leadership coaching: acquire public speaking and presentation skills, be a team leader
- Weekly compensation including bonuses
- Career Development and advancement opportunities

Qualifications : *Extensive experience is not a requirement but here's what we look for..*

- Working towards a University Degree
- 1 year of experience in customer service, sales, hospitality, or retail is an asset
- Strong communication and interpersonal skills.
- Able to work individually as well as part of a team
- Motivated and determined to succeed
- Able to manage multiple priorities.

Mock Applicant Worksheet

Tailoring Table	
Student Profile	Job Posting
<p><i>Leadership (through leading 2 group projects)</i></p> <ul style="list-style-type: none">- Worked at Zara for 6 months- Led 2 group projects- Communicated with team members, customers at Zara- Worked independently on reports and in group projects- Balanced school, part time work, and track	<p><i>Teamwork skills</i></p> <ul style="list-style-type: none">- 1 year customer service or retail experience- Leadership experience- Communication skills- Ability to work independently and as part of a team- Able to manage multiple priorities

6-second Resume Challenge

Mission: Find a good **entry-level customer service candidate**

Challenge: Only have **6 seconds to decide** whether to keep it, or trash it

<https://resumegenius.com/6-second-resume-challenge>



Applicant Tracking Systems (ATS)

Software used by *some* employers during the hiring process to collect, sort, scan, and rank job applications.

- Integrate keywords
- Optimize formatting
- Compare the posting to your resume

Formatting

- 10 - 12 size font; 14 for headings
- 0.5 - 1 inch margins
- Legible fonts (ex. Helvetica, Arial)
- 1 - 2 pages MAX
- No need for: "References available upon request"

General Resume Principles

Tailor your resume for the job application

- Write for the employer
- Showcase your transferable skills
- Incorporate keywords
- Show, don't tell
- Keep a 'master' resume



Career, Co-op & Student Success Centre Resources

- Career and Co-op Resource Hub
- Virtual Resume/Cover Letter Dropbox
- One-on-one career advising
- Recorded webinars

Your Opinion Matters!

Please scan the QR code

Or cut & paste this link into your browser

https://ryersonovps.ca1.qualtrics.com/jfe/form/SV_8phHASUCINcgnfo

** Remember to log in with your TMU email address*

***** For question #1, please choose “Tailoring Your Resume for Job Search Success” workshop***



Contact Us



Email:

career@torontomu.ca



Phone:

(416) 979-5177



Location:

POD 60



Website:

torontomu.ca/career-coop



LinkedIn:

@careercooptmu



Instagram:

@careercooptmu



Twitter:

@careercooptmu



Facebook:

@careercooptmu