
Video Transcripts

Resume: Part II

Creating and updating your resume, part two. The second part of the resume series will cover the resume header, Opening skills, and experience sections. In this part we will talk about resume sections. Resumes have multiple sections or elements. The order of what I listed may be changed. This is just an example to help you visualize. If you have relevant work experience, list that before education. However, if you do not have industry related experience, you may want to list your education section before it to highlight your current program before your work experience. You want to position these sections in the order you want someone to read it.

Therefore, you want the information that matches what they are seeking. First, there are many resume templates online please keep in mind that application tracking systems or ATS, may have difficulty reading some templates. Also, some templates are very hard to edit and resume customization will need to take place for every job you apply to and a resume template may make these edits difficult. Resume header should display a professional polished look and start with your name and credentials. Your name and any credentials you have should be a larger bolded font. Additionally, you'll want to include the following in your header.

Your address, it's optional to include your full address but you should include at least a city and state. In most situations, recruiters often google your name and location in an attempt to view your LinkedIn or other social media profile. Your city and state is also helpful when employers are seeking only local candidates, so you should keep that in mind when applying to jobs locally. Phone number: you should only provide one good phone number. Provide a number that you check often and remember always have a professional voicemail setup and disable any inappropriate ring back tones. Your email address should be on there and it should be a professional email that is your full name or a variation of it.

You should also have your linked in URL, the consensus is fairly strong here. If you have a LinkedIn page and you should include it on your resume header, it's a great way to expand on your resume. Just make sure your page is up to date and includes the kind of information you want to share with the hiring manager. Also make sure you have a short customize URL for your page. So, the manager will be willing to type it in, If she isn't viewing your resume on her computer screen. To do this, simply go to your page, click on profile and then view profile as and choose manage public profile settings. On that page look for your public profile URL to make a short URL that will take people to your page. Once you have your resume header developed. Use this consistently on your other job search documents like your cover letter and references, for professional polished look. Do not add your header in the heading section of a word document as it will show up as a faint grey text when you want it to be bold and stand out. Instead decrease your top margins to narrow under the page layout in word. The resume opener is critical in in the eye of a hiring manager and can provide the reader with context of your background and personal brand.

There are a wide range of options for the opener, including summary, skills list, profile, etc. Whatever version or combination you decide to use your opener should make the case as to why you're a great candidate. Below are some important do's and don'ts when creating an opener. Important do's to remember when creating a resume opener. Enhance your opening statement with keywords that may be found in the job description. Make sure to include any assets that you possess that could benefit the company. Use adjectives that describe your personality, example passionate about customer satisfaction. Important don'ts to remember when creating a resume opener. Don't generalize; be specific in what type of job you want or the industry you are interested in. Don't write an opening statement over six lines. Don't speak in first person or past tense.

Many recruiters say that an objective is outdated as they focus on what you want whereas summaries focus on what you can offer the employer. However, if you combine an objective with a summary, it can be effective. Now, that we have highlighted the goal of the opener along with some general do's and don'ts. Let's take a look into the types of resume openers. First is the summary. A summary is also known as a summary of qualifications, competencies, professional profile or career

profile. And it typically consists of a few strong statements to help you summarize your skills and experiences, in order for an employer to quickly get a sense of the value you offer. This is a snapshot of experiences and skills that define your capabilities relative to the job objective. This information previews what you will detail in the rest of your resume. Include information that you will support via your accomplishments, experience, or skills in the preceding information. Convince employers to look further. There's also the combination, you may choose to add a combination of summary and list of skills or competencies below your header or a combination of a summary and an objective. If you add a list of skills, you may want to consider bullets and spacing of the skills and competencies to not leave a lot of white space to the right of them.

Consider making columns, but review your file saved in the .txt file to see how it will appear after it is run through an applicant tracking system. You can search for specific examples by industry or position creating get ideas but remember to make the resume opener and summary authentically yours. The placement of the professional experience section is relevant to experience. As previously mentioned, if you have experience in which transferable skills can be highlighted in the description, Keep the professionals experience section below your opener and summary. Your experience may be where recruiter spends the most time. Therefore, it is your opportunity to leverage transferable skills from past roles, particularly if you're transitioning from one job function to another as well as your technical skills.

If you do not have much work experience in which transferable skills can be highlighted, you may want to place the education section before the experience section to highlight your current program. Remember, you want to order these resume sections to show a recruiter you have the skills and competencies needed for your target position. There are a variety of section titles that can be used to list your experience. We have professional experience here but with a chrono functional format you have the ability to group similar experiences together. Remember with this type of resume, you want to prioritize the sections by relevancy to the position in which you are applying. Some of the possible experience section titles include but are not limited to; work professional experience, developer experience, marketing experience, data experience, product management experience, leadership

experience, military experience, additional experience for experience that does not fit into another section. Regardless of the title or order you choose each section should include bullet points that illustrate your transferable skills. This is the proof of your abilities where you will illustrate the skills and competencies you have gained that have prepared you for this position. Work experience details, add your company's full or official name used whatever name is on their main website page, included parent and subsidiary.

If you work for the subsidiary, same as with the name, use whatever name is on the company website. Your position titles: be honest here because if your references or prior employer is contacted to verify information, you want it to match what the recruiter is told. Also make sure your LinkedIn profile, position, titles, and company names match what is on your resume. Department name if it is relevant to your target position. Location of the employer if it was in the United States include city and state. International students should list the information employers ask on online job applications. List the dates of employment most people last month and year. This is another instance of checking with the online application requests and matching your resume to these requirements. Whatever way you choose to list dates, ensure all dates on your resume are written consistently. Don't list months for some in no months for others. If you put them all on the right-side list them all on the right side. If you just have over from the position title for one, do this for all positions, it's just important to be consistent. After the job details, you will list your actual experience for each position. Experience details should include a mix of hard and soft skills.

Hard skills speak to the technical competencies you gained throughout your work experiences and your current program. Soft skills are equally important.

Soft skills are the attributes that you learned through working with others that make you an effective colleague. Examples of soft skills include attitude, communication, presenting, critical thinking, time management, teamwork, problem solving, conflict resolution, etc. A good way to make sure your experience is listed in a desirable way to recruiters is by using PAR statements. PAR stands for problem, action, and result. It is a formula to follow when crafting each bullet about your experiences. Each bullet is an opportunity to describe a problem you solved, a goal you achieved or a contribution you made. Following this formula will ensure that your bullets are results

focused and you're using strong action verbs to demonstrate what you will bring to this role based on past achievements.

Problem, what problem were you tasked with solving? Use strong action verbs, for example managed, created, analyzed to describe the problem you solved or goal you achieved. Action, you will then describe what you did to solve that problem. How did you achieve that goal? What skills did you use to have an impact? This part of your bullet is a great place to use key responsibilities and skills from the job description. So, that you align your experiences with the role being filled and result. This is the piece most people forget to include. What was the impact or result of your work? Ideally you can do this quantitatively. But how much did you approve the process? How quickly did you finish the product? How much did revenue increase? If you are unable to show results in numeric terms, you might show your contributions to key organizational goals or priorities.

Let's take a look at an example to illustrate PAR statements. In this example, the writer chose to categorize their tasks under information gathering, enlist affiliated responsibilities and actions. While this is keyword heavy and includes lots of information, It's not formatted in the most impactful way for the reader and does not emphasize accomplishments, scope, or other helpful context. This really is just a list of responsibilities. Now, let's look at the updated version. You can see in this version the action taken, the scope of involvement, and the result. Let's look at the same bullet point written two ways; both start with action verbs. However, the emphasis differs. The first one emphasizes the skill as the first thing the reader sees is a root cause analysis. And the second one or the result, increased efficiency. Whether you put the result first or the skill first depends on what is important for that role given your background in the job description. It is important that you can provide good examples and information about your experience if you are asked about them in an interview. Using PAR statements to create impactful bullets, will ensure you create a strong resume that tells your story and is aligned with your professional brand.

Resume bullet points should do the following: focus on transferable skills; a great way to help you identify transferable skills related to a position is own at online.org. This website from the US S. Department of Labor categorizes the skills and abilities related to positions. It can help you identify industry keywords and skills to build into

your bullet points. Do not copy and paste for bottom from this website as it does not read well on a resume. List the most relevant information in the first bullet point for each position. Even if does not where you spent the most time in your prior job, you should also have a job description handy when creating or updating your resume.

Use the language key words and abbreviations used on the job description if you have that same experience. And compare your resume to the job description to test alignment. Use PAR statements to ensure each bullet tells a story and be honest, you will have to prove your abilities, so do not embellish. A few other pointers to remember when writing bullet points, there does not need to be periods after bullet points. Since these are not complete sentences. And you want to admit many of the filler words it's like a, an, and the. Here's the correct verb tense, if you no longer work at a position, ensure your bullet points are written in past tense.

Highlight key accomplishments, recognitions, promotions, and awards. Quantitative information is ideal because it demonstrates outcomes. You do not need to include all of your past work history at the same level of detail. You can omit information such as an internship or a short job, however, you do not want major gaps in your resume either. Lastly begin each bullet point with an action verb. Action verbs help bring your point to life. The image on the right is a snippet from our resume action verbs document, which is a very thorough list of a wide range of great action verbs segmented by competency to use on your resume. This document is available in the resource area of your course shell.