

EMPLOYABILITY SKILLS TRAINING

**WRITING WINNING
RESUME & COVER
LETTER**

WELCOME

PROGRAM OVERVIEW



EMPLOYABILITY TRAINING

Building Your Personal Brand 3.5 Hour Instructor-led Workshop	Writing Winning Resume and Cover Letter 3.5 Hour Instructor-led Workshop	Optimizing Your LinkedIn Profile 3.5 Hour Instructor-led Workshop	Preparing for Interview 3.5 Hour Instructor-led Workshop	Getting Hired 3.5 Hour Instructor-led Workshop
Defining Personal Branding	Resume and Cover Letter Formats	Benefits of an Optimized LinkedIn Profile	Getting an Interview Invite Preparing for an Interview	Before Job Application
Elements of Personal Branding	Resume and Cover Letter Best Practices	Joining LinkedIn Community	Acing Your Interview	During the Process
Your Personal Branding Strategy	Writing an ATS-Compliant Resume	Updating Default Settings and Privacy	Rocking Your Virtual Interview	After Getting an Offer
Managing Your Personal Brand Online	Skills Recruiters Look out for Today	Updating Your LinkedIn Page	Responding to Common Interview Questions	Thriving in the Workplace
	Your Resume and Cover Letter Sections		Entering and Exiting the Interview Room	
			Sending a Follow-up Email	

Grow your personal brand

Advance your career

In this session, you will learn about:

- The purpose of a resume
- Resume and cover letter best practices
- How to write a resume and cover letter
- Applicant Tracking System (ATS)

Poll : When creating your resume, what is your primary goal?



- a. Get a job
- b. Get an interview invite
- c. Get a promotion
- d. Other



Resume Insights

Your resume is what announces you when you're not there.

According to FORBES report, on average 118 people apply for a single job and only 20 % get invited to an interview.

Recruiters take about 7 seconds to review each resume.



Resume Insights

- Around 88% of the resumes are rejected due to a photograph on the resume.
- Most recruiters will usually reject a candidate who hasn't included a cover letter along with their resume.

The Hiring Process





Purpose of a Resume

The primary purpose of a resume is to attract the attention of the recruiter and get an interview invite.

Resume Formats

Three Major Resume Formats

Chronological

1

Chronological resume

2

Functional resume

3

Hybrid resume

Resume Formats



Functional

Combined



Class Discussion : What would you do better?



If it takes a recruiter 6 seconds to view a resume, what would you do better to attract the recruiter's attention to you?

Functional Resume Formats

James Kennedy

555 Cherry Ln
Ann Arbor, Michigan 48111-9626
(111) 777-888
jameskennedy@email.com

Summary

Customer Service Representative with over three years of experience resolving complex customer inquiries. Passionate about building strong customer relationships, driving brand loyalty, and increasing customer engagement.

Area of Experience

Retail Sales, Data Entry, Microsoft Office, Typing, Complaint resolution, Service-based selling, Fluency in French and Spanish

Skills

Process Streamlining

Created customer service email scripts used across the company to interact with customers. Single-handedly created customer service representative training manual, reducing on-boarding process from 8 to 6 weeks. Reduced average customer representative call time by 90 seconds with intuitive online training

Complaint Resolution

Answered an average 50+ calls per day from unsatisfied customers related to delays in shipment, order mistakes and lost orders. Achieved 97% average customer satisfaction rating, surpassing team goal by 12%.

Service-based Selling

Consistently exceeded application targets by 10%+ with innovative up-selling techniques. Pioneered development of improved system for following up with unsatisfied customers, reducing customer churn by 6%.

Experience

Cloud Clearwater, 2017

Customer Service Manager: Managed customer relationships via phone and email to obtain payments, resolve inquiries and up-sell programs.

Customer referral program: Spearheaded project, increasing customer base by 15% in less than 6 months.

Tradelot, 2016

Customer Service Representative: Resolved customer inquiries via phone and email, consistently exceeding targets and pioneering processes for better customer satisfaction.

Education

Coral Springs University, 2009–2013

Bachelor of Science in Business Administration

- Resume header

- Career Summary

- Skills

- Work history

- Education section

Hybrid Resume Formats

Alex Lee

Scranton, Pennsylvania • (123) 456-7891 • alex.lee95@email.com

Summary

A strategically-minded and hard-working sales associate with 2 years of experience increasing sales and increasing brand awareness.

Skills

Sales and marketing skills include: Tableau (intermediate level) • Excel (intermediate level) • Salesforce Administration (entry level) • Team player • Hardworking • Creative

Professional History

L&O Financial, Sales Associate

August 2016—Present

- Utilize Salesforce to help manage client accounts
- Learned and used various data analytics tools, including Excel and Tableau, to provide data insights
- Work collaboratively with other associates and managers to create new marketing strategies

L&O Financial, Intern

June 2016—August 2016

- Trained on industry financial systems
- Assisted sales teams with day-to-day operations
- Learned skills in sales and developing client relationships
- Accepted as full-time Sales Associate following successful internship

Educational History

Pennsylvania State University

August 2012 – June 2016

B.A., Communications, 3.95 GPA

Awards include: Magna Cum Laude, President's Scholarship Award (2014), Academic Honors (2012-2016)

Extracurriculars include: Debate Team Captain (2015), Student Government Treasurer (2013-2014), Habitat for Humanity (2012-2016).

- Resume header
- Career Summary
- Special skills
- Work history
- Education section
- Awards
- Hobbies

Our Resume Proposal



Your Full Name

NAME OF YOUR DESIRED POSITION

PROFILE SUMMARY

In about 3 to 5 lines, write a short blurb about your qualifications and experience. State the special skills you have and why you're the best fit for the role. Remember all information should be read in third in person.

CONTACT

Mobile
+ (Country Code) 123456-7890

LinkedIn
Profile URL: [github.com](#)

Email
[mehmet@mehtapdemir.com](#)

LANGUAGES

English – B2
Turkish – A2

SKILLS (technical & power skills)

- Enter your skill (technical or soft skill)
- Enter your skill (technical or soft skill)
- Enter your skill (technical or soft skill)

EDUCATION

Highschool, Education Entity, Start- End year.

University Title, major, University's name, Start- End year

WORK EXPERIENCE

Facility's name | Facility | Months- year

- Action verb + Process, implementation, or/ and department improved + how entity benefited from it

PROJECT INITIATIVES

Project Name | Entity | Months- year

Description: Here goes the project description. Two or three lines top.

- Action verb + Process, implementation, or/ and department improved + how entity benefited from it.

AND/OR

Internship | Institution's name | Months- year

Description: Here goes the project description. Two or three lines top.

- Action verb + Process, implementation, or/ and department improved + how entity benefited from it. (Organized, planned, and developed events in South Africa.

AND/OR

Second Work

Customer Service/ Sales/ etc.

- Action verb + Process, implementation, or/ and department improved + how entity benefited from it.

COURSES & CERTIFICATIONS

- Junior Web developer/ Junior Back end developer/Junior Data engineer, Elev8 Education, Oct 2023
- Scrum Foundations Professional Certification ID 123456805, CERTIPROF, Sep 2023
- Life Skills Program Certificate, McKinsey & Company, 2023

COMMUNICATIONS SKILLS REFERENCES

Upon Request

Action Verbs by Category

When you Saved the Company Time & Money

Diagnosed
Reconciled
Yielded
Deducted
Decreased
Lessened
Conserved
Reduced
Consolidated

When you Supported customers

Informed
Advocated
Coached
Fielded
Educated
Consulted
Advised
Resolved
Arbitrated

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Action Verbs by Category

When you Brought In Funds or Partners

Modified	Integrated
Standardized	Revitalized
Converted	Centralized
Replaced	Remodeled
Redesigned	Rehabilitated
Strengthened	Streamlined
Refocused	Customized
Upgraded	Restructured
Clarified	Refined
Reorganized	Updated
Merged	Influenced
Simplified	Revamped

When you Increased the Company Revenue & Sales

Delivered	Gained
Achieved	Enhanced
Lifted	Advanced
Expanded	Maximized
Furthered	Expedited
Accelerated	Amplified
Improved	Outpaced
Capitalized	
Sustained	
Boosted	
Stimulated	
Generated	

Action Verbs by Category

When you Brought In Founds or Partners

Navigated
Partnered
Forged
Acquired
Negotiated
Secured

When you Lead a Project

Oversaw
Executed
Produced
Coordinated
Organized
Orchestrated
Controlled
Chaired
Planned
Headed
Programmed

Action Verbs by Category

When you Brought a Project to Life

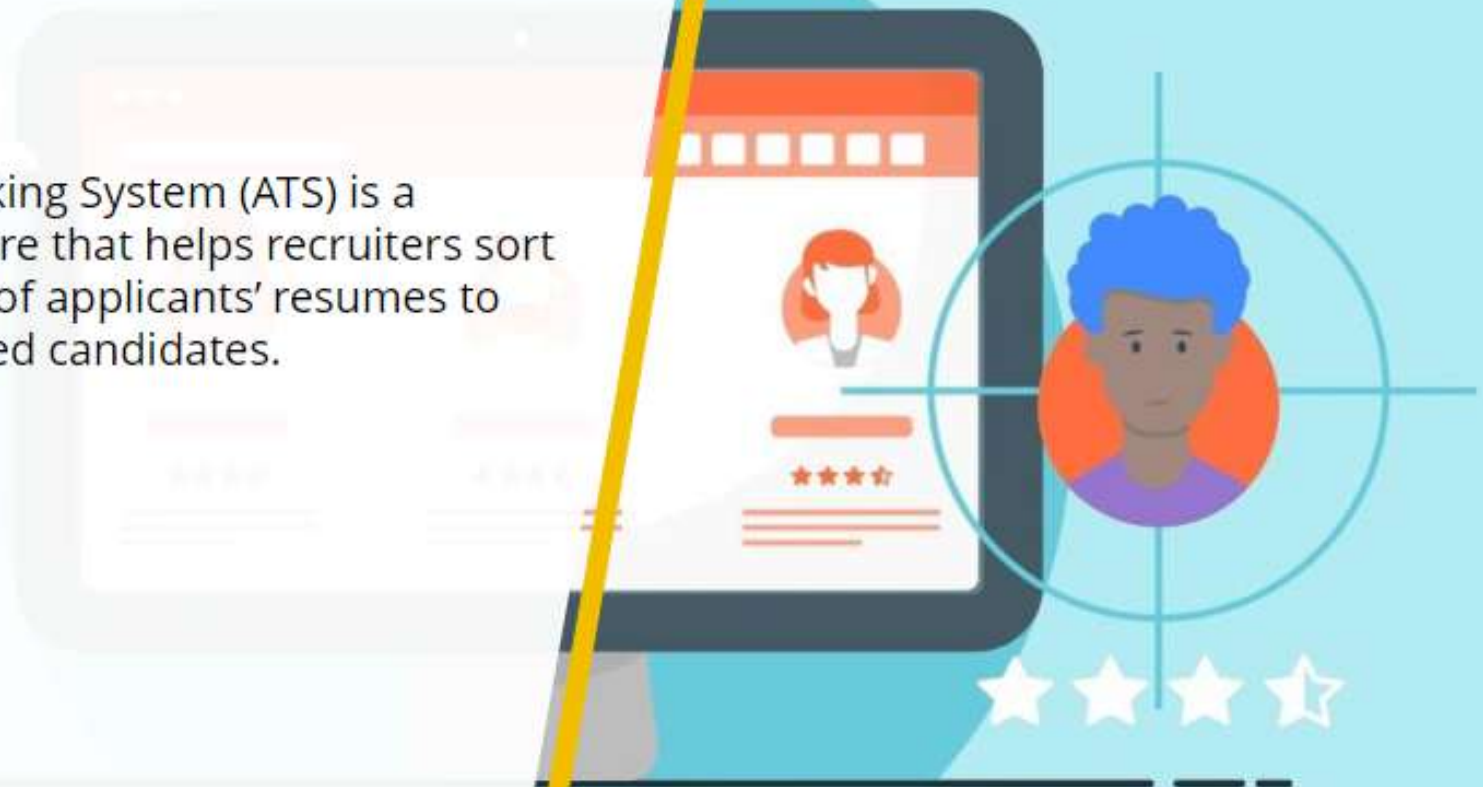
Modified	Integrated
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When you Increased the Company Revenue & Sales

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Generated	

Defining ATS

The Applicant Tracking System (ATS) is a recruitment software that helps recruiters sort through hundreds of applicants' resumes to find the top qualified candidates.



ATS Insights

Most large companies use ATS to facilitate their recruitment process.

How to Make Your Resume ATS-Compliant

- Use the right file type
- Place important details on the body of your document
- Optimize your resume with keywords
- Keep away graphics
- Only use simple bullet points
- Use a clean resume design with a clear hierarchy

Skills Recruiters Look Out For in the 21st Century

1. Growth Mindset
2. Continuous Learning
3. Critical Thinking
4. Survival Skills
5. Resilience
6. Flexibility
7. Dedication
8. Coaching Mindset
9. Comfort With Ambiguity
10. Thriving In A Virtual Environment



FIRST NAME LAST NAME

yourname@gmail.com | 0000 0000 0000 | CITY, STATE, COUNTRY | Online Profile/Website

JOB TITLE

In about 3 to 5 lines, write a short description of your qualifications and experience. State the special skills you have and why you're the best fit for the role.

SPECIAL SKILLS

Mention a skill | Mention a skill | Mention a skill | Mention a skill

EXPERIENCE

DATE FROM | DATE TO

JOB TITLE, COMPANY

Describe your achievements, impacts and results in bullet points. Keep it short.

DATE FROM | DATE TO

JOB TITLE, COMPANY

Describe your achievements, impacts and results in bullet points. Keep it short.

EDUCATION & CERTIFICATION

MONTH YEAR

DEGREE TITLE | INSTITUTION

SKILLS

- State your skills here
- Competency
- UI/UX

PROJECTS

State projects you've done here (optional)

Your Resume Sections



A resume has 6 required sections

- Header
- Contact Details
- Career Summary
- Skills Section
- Experience
- Education and Certification

Case Study : Career Summary



Qualified customer service representative with many years of experience. Would love to join your company to keep developing professionally and seek new challenges. Commended on numerous occasions by superiors and peers for dealing with difficult customers and resolving complex issues.

CAREER SUMMARY

Professional summary is a short introduction to a resume that **features your qualifications, achievements and special skills** with the aim of presenting you as the best candidate for the job.

Example:

A customer service professional with 2+ years of experience helping customers navigate websites and resolving product and service issues. Eager to support BookMe in building an impeccable online reputation by providing top-class customer support.

VS

CAREER OBJECTIVE

Professional objective is a short introduction to a resume that **features your career goals, interests and aspirations** with the aim of presenting you as a good fit for the job.

Example:

Seeking an entry-level position to begin my career in a high-level professional environment where I can utilize my skills and business studies background to the maximum.

FIRST NAME LAST NAME

HUMAN RESOURCES SPECIALIST

SHRM | HRCI | PMP | MSC

yourname@gmail.com

0000 00000 0000

CTY, STATE,

COUNTRY

ONLINE

PROFILE/WEBSI

Dear Hiring Manager's Name,

Here's the introduction. Get the recruiter's attention with a unique opening. In a few sentences, describe yourself, the role you're applying for, and reason you're the best candidate.

List your qualification, skills, and experience. Talk about some of the projects you've handled, why you're interested in working with the company and the impact you've made. Also include any accomplishment or awards you have received.

Discuss your goals and values here. Re-emphasize your interest in the role, the reason you're passionate about the company and what makes you the best fit for the job. Briefly describe how you would contribute to the company's bottom line if hired.

Thank the recruiter for reviewing your cover letter and make a call to action. Prompt the recruiter to take a step further towards your application.

Sincerely,

[Your name]

Cover Letter Best Practices

FIRST NAME LAST NAME

HUMAN RESOURCES SPECIALIST
SHRM | HRCI | PMP | MSC

yourname@gmail.com
000X XXXX XXX
CITY, STATE,
COUNTRY
ONLINE
PROFILE/WEBSITE

Dear Hiring Manager's Name,

Here's the introduction. Get the recruiter's attention with a unique opening. In a few sentences, describe yourself, the role you're applying for, and reason you're the best candidate.

List your qualification, skills, and experience. Talk about some of the projects you've handled, why you're interested in working with the company and the impact you've made. Also include any accomplishment or awards you have received.

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Thank the recruiter for reviewing your cover letter and make a call to action. Prompt the recruiter to take a step further towards your application.

Sincerely,
[Your name]

Key Elements of a Cover Letter



- Header
- Salutation
- Introduction
- Qualifications, Skills and Experience
- Values and goals
- Call to action
- Signature

Mentoring Activity : Writing Your Own Resume



Use the resume template shared with you to write your own resume starting from the resume header.

Your mentor is here to review your work and guide you.



Quiz

1. What is the primary goal of a resume?
2. A young professional who doesn't have lots of work experience can leverage which of the resume formats?
3. From research, it takes a recruiter about 6 minutes to review each resume. [Yes / No]
4. Adaptability is one key skill recruiters are looking out for. [Yes / No]
5. The purpose of your resume is not to showcase everything you've done. [Yes / No]

THANK YOU!

