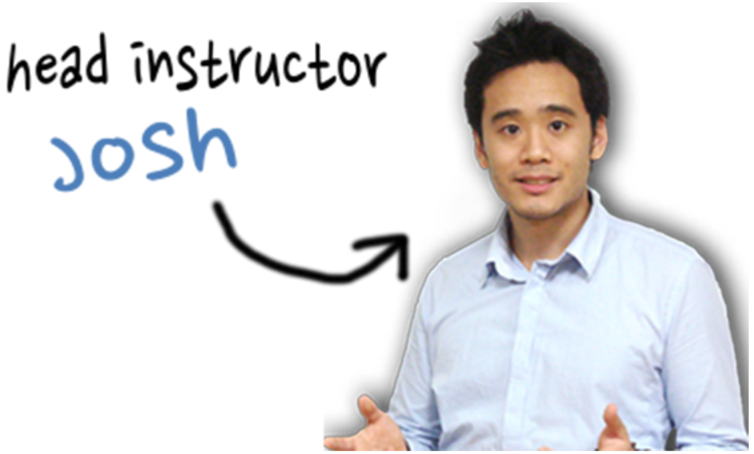
Hi,



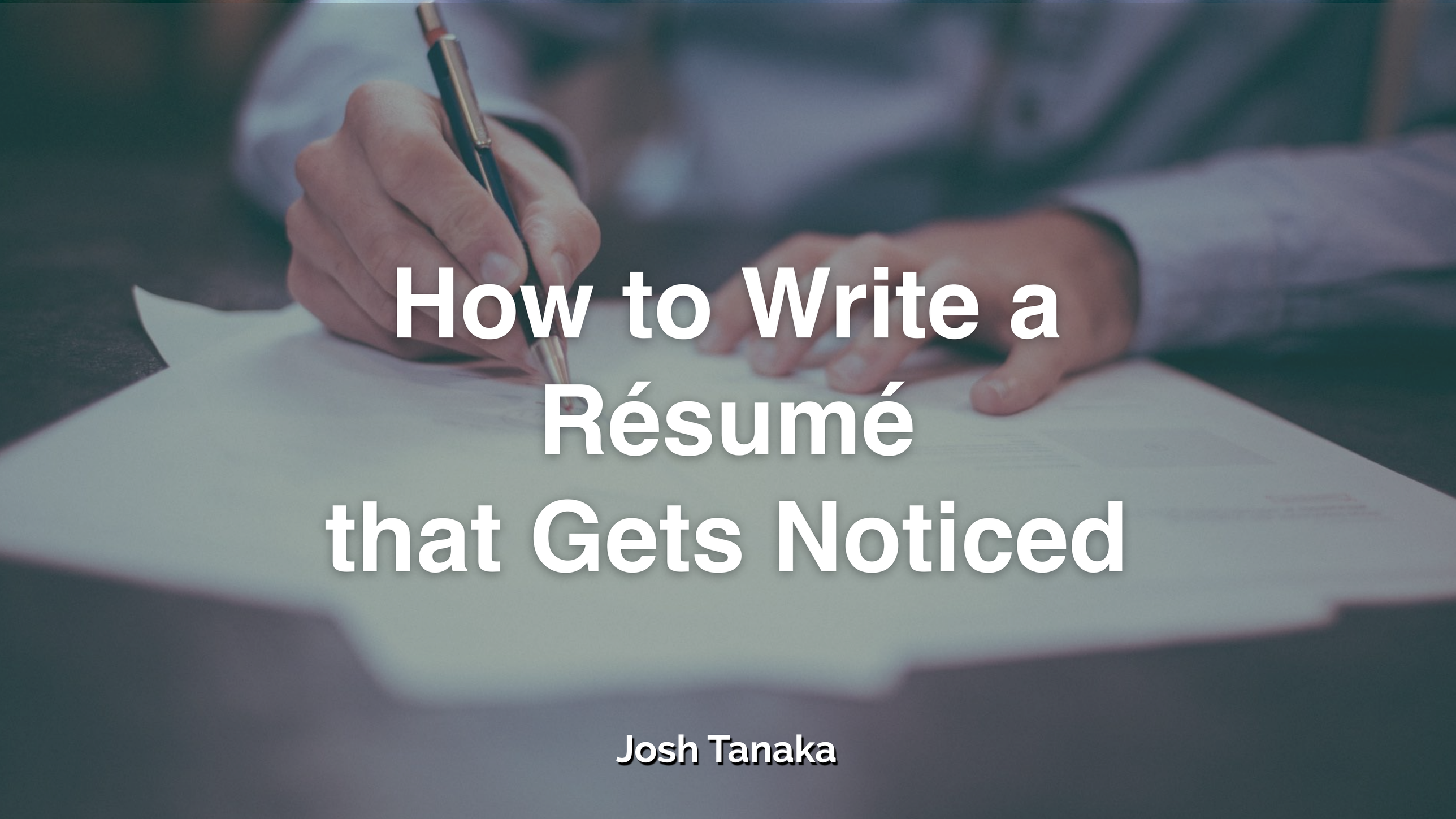
As I have promised, you are getting this “summary guide” because you attended my lecture. Thanks for coming!

I hope you find this summary guide useful. Pick up a few words and sentences and use them in your own English writing and speaking.

But do not always copy word-for-word. Your situation will be different. To truly make English your own, you have to keep writing, speaking, and coming up with your own sentences.

Check out SplashEnglish.com to get more lessons and tips.

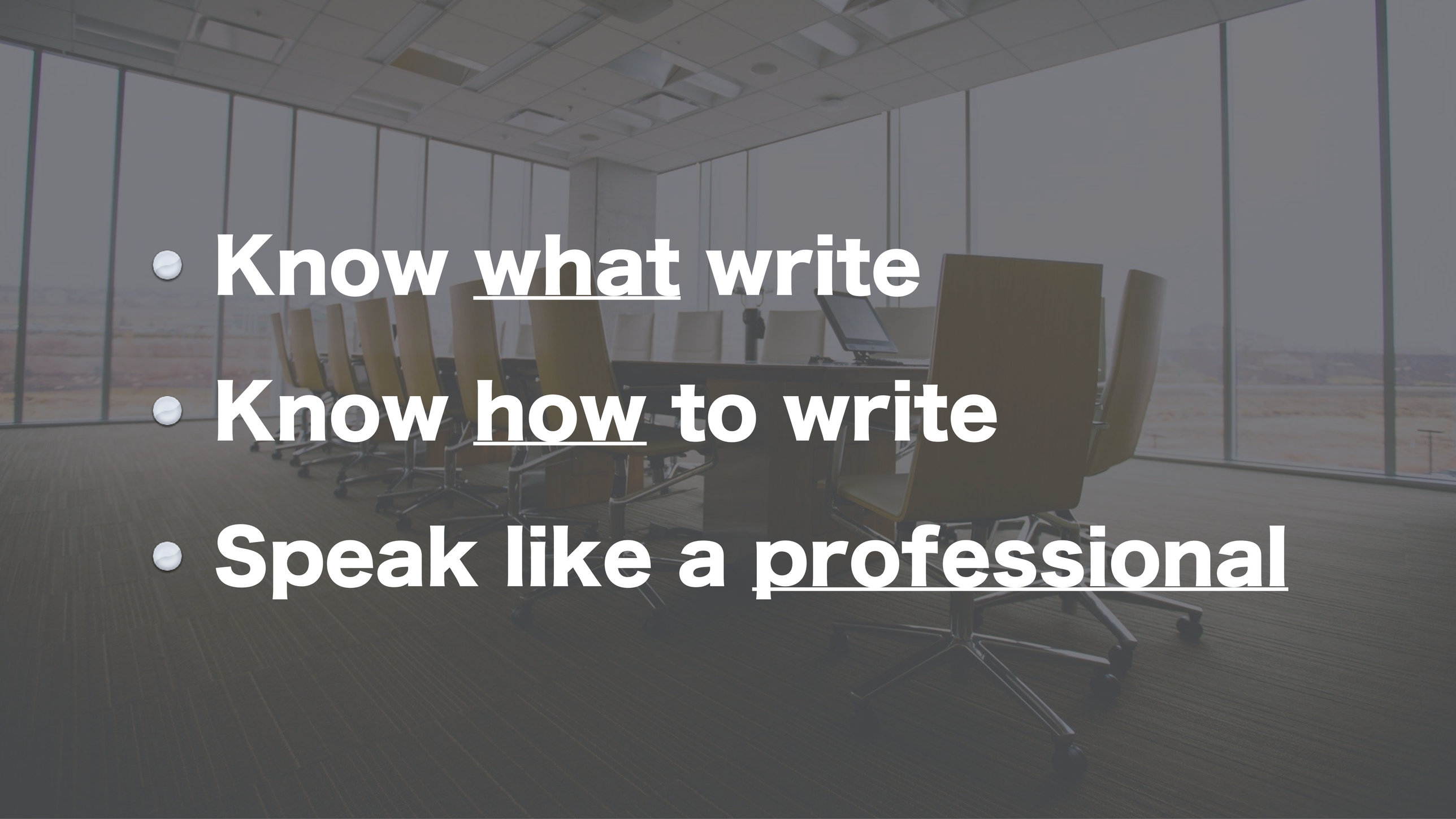
To your success! Josh Tanaka



How to Write a Résumé that Gets Noticed

Josh Tanaka

- Get a job at a company with a better working environment
- Looking for a career change
- Continuous self-improvement



- Know <u>what</u> write
- Know <u>how</u> to write
- Speak like a <u>professional</u>

Section 1

Marketing Mindset

Don’t just translate

Korean Résumé

vs

English Résumé

English Resume

- ~~family background~~
- ~~entire work history~~
- ~~personal information~~
- ~~loooonnnggggg~~

YOUR RÉSUMÉ IS <u>NOT</u> A BIOGRAPHY

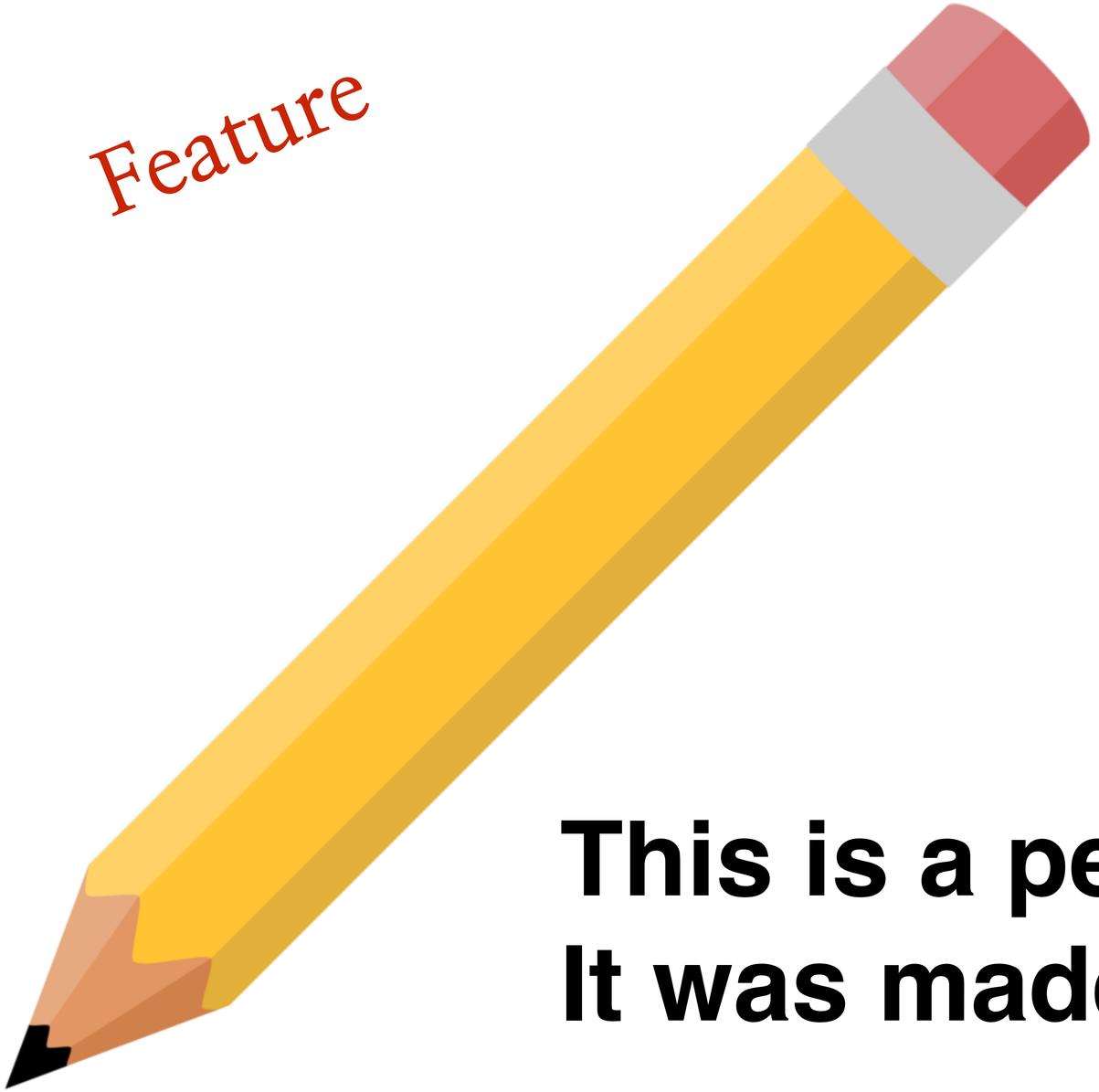
English Resume

- ~~family background~~
- ~~entire work history~~
- ~~personal information~~
- ~~loooonnnggggg~~

IT'S A MARKETING MATERIAL

How do I describe myself like a marketer?

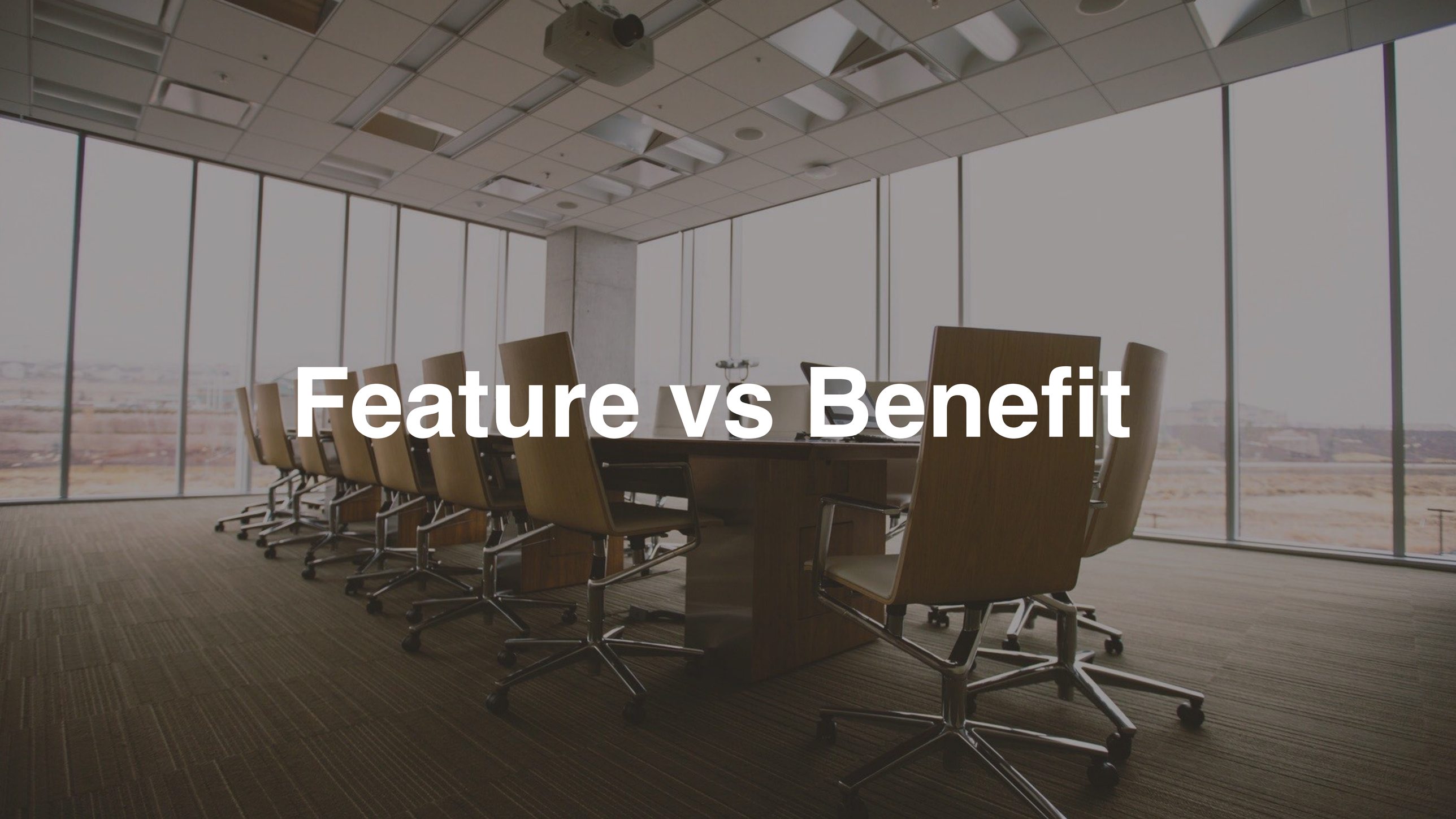
Feature



This is a pencil.
It was made in a factory in China.

Benefit

This is a pencil.
This will help you achieve a high score on your TOEIC.



Feature vs Benefit

Benefit

~~I'm Korean, and I create websites.~~

I know how to design websites that hook Korean customers, and make them open their wallet.

Benefits
hope, fear, pain, desire

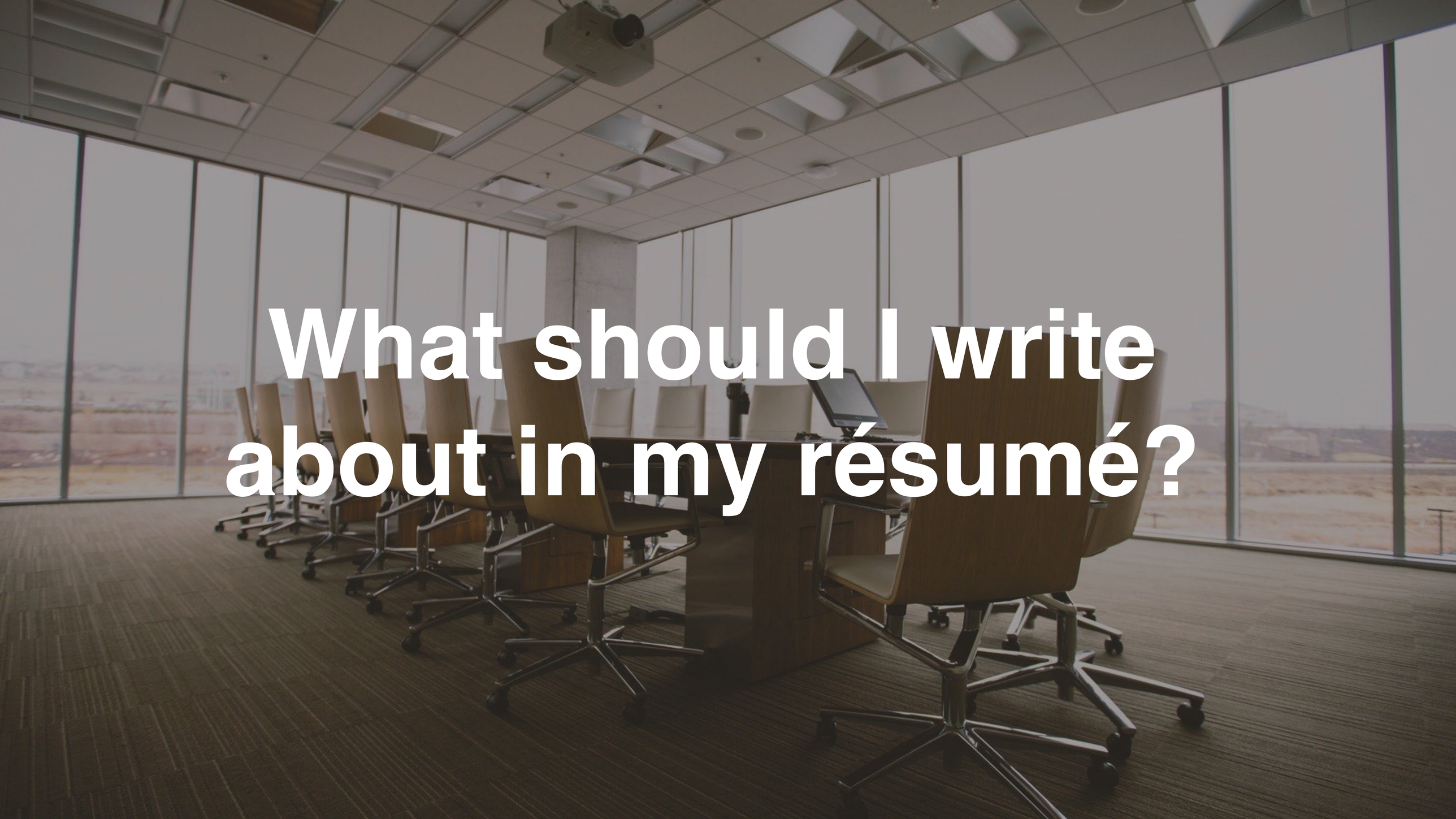
What about the hiring manager?

“I want to hire someone who is skilled, easy to work with, and preferably cheap.”

“I did my job well when I hire someone good.”

“I want to look good to my boss.”

“I’m too busy! I have so many things to do this month. Oh, I have to hire someone too.”



What should I write about in my résumé?

You can write about:

- accomplishment
- process
- numbers

Highlight your accomplishment

“If I give an assignment, will he/she finish them?”

“Can you actually do X?”

Describe your process for completing a project.

“Is this person capable of doing X?”

“Does he/she actually have the skills?”

Use specific numbers

“How do you know you have achieved success?”

Examples

Marketing Associate

Assisted big clients in creating advertising materials.

The clients were happy.

Crafted media kits with audio and video that led to over $100,000 in sales from industry leaders such as ABC Corp.

Web Designer

Redesigned the company website.

It looks prettier.

Proposed and executed the company web design overhaul which led to 20% increase in online sales and increased the average time on page per visitor by 10%.

English Teacher

I have 5 years of teaching experience.

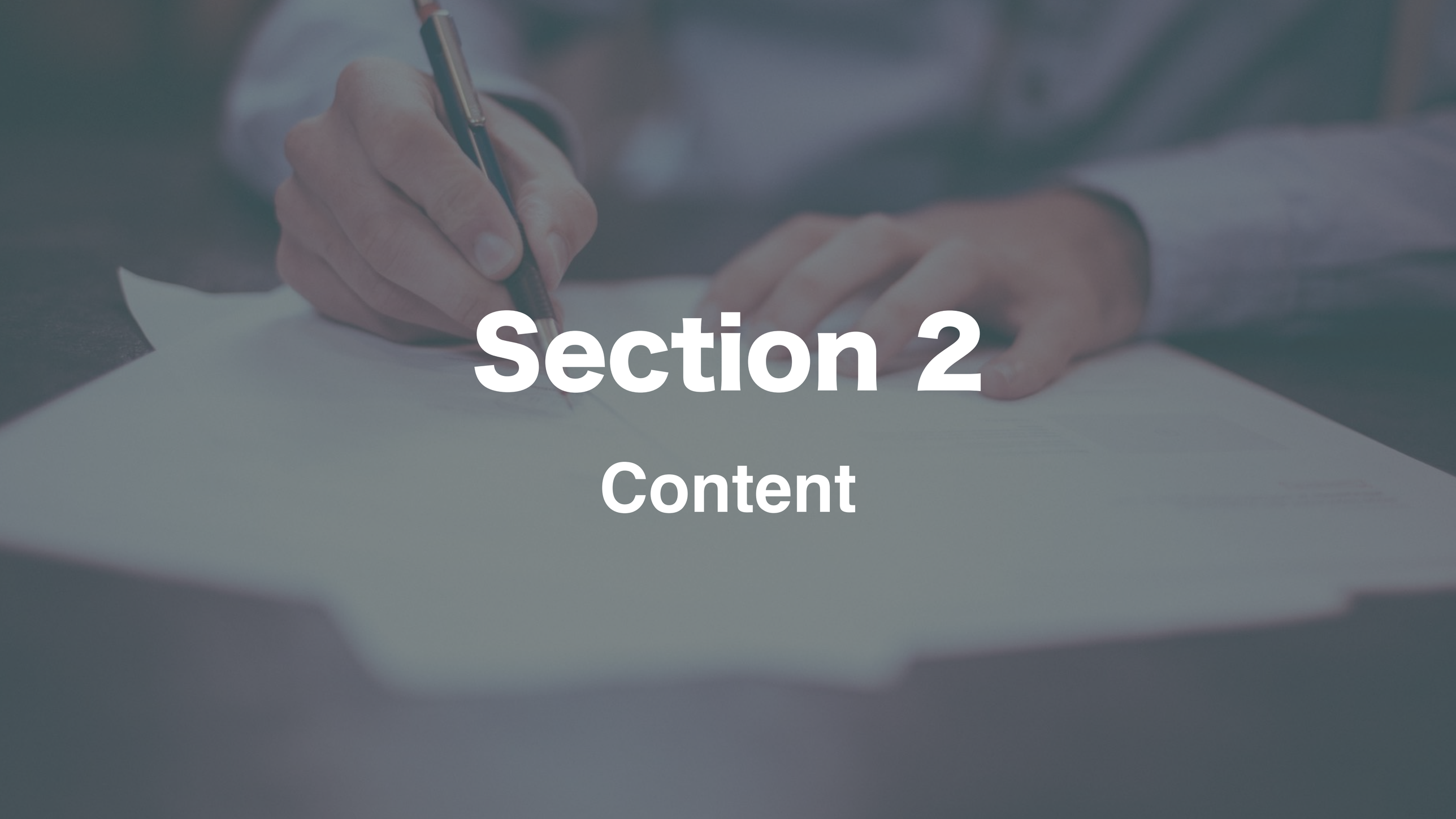
I'm very experienced.

Tripled the number of student enrollment in three months by active referrals and ensuring quality lectures.

- **Your résumé is a marketing material, not a bio.**
- **Focus on benefits, not features. Be selective and intentional with what information to include in your résumé.**
- **The goal of a résumé is to make the hiring manager want to meet you in person. Your résumé is a movie teaser, and your job interview is the movie.**

How do I find out what a hiring manager wants?

- **Talk to people, go to networking events, take them out for a coffee**
- **Read books written <u>for</u> hiring managers**
  - *"Top Grading" by Bradford Smart*
- **SplashEnglish Podcast** *"Interview with an HR Consultant"*
  - http://splashenglish.com/sep011



Section 2

Content

Content for Your Résumé

- accomplishment
- process
- numbers
- action words
- business words

Accomplishment

- personal accomplishment
- your contribution to the whole

Accomplishment

- "was awarded the best employee of the month for 3 consecutive months."
- "was recognized for the best performance."

Personal Accomplishment

Accomplishment

- ~~"Maintained the company website."~~
- "Maintained the company website that attracted 50,000 visitors a month."

Your contribution to the whole

Accomplishment

- ~~"Created some advertisement."~~
- "Crafted media kits with audio and video that led to over $100,000 in sales from industry leaders such as ABC Corp."

Your contribution to the whole

- designed a website that attracted 50,000 visitors a month.
- created media kits that led to over 100,000 dollars in sales.

~~“created reports on excel spreadsheets”~~

“created and maintained spreadsheets using advanced pivot table functions and calculations and designed monthly sales reports for the board members.”

What **How** **Why**

- created sales reports using advanced pivot table functions.
- made strategic product development decisions based on cohort analysis.
- iterated the product rapidly by incorporating the lean methodology.

Action Words

~~"was the boss of five employees."~~

"<u>supervised</u> a team of five employees."

Action Words

~~"I am a social media expert."~~

NOT ACTION WORDS

was, were
had to
was involved with
was used

was finished
was assigned
was told to
was instructed to

ACTION WORDS:

accelerated
introduced
organized
conducted
negotiated
created
designed
programmed
assisted

won
served
arranged
planned
analyzed
presented
completed
achieved
prepared

devised
taught
discovered
developed
administered
distributed
represented
evaluated
selected

Business Words

Use proper business and industry words!

- general business words
- industry-specific words

Different ways to say the same thing in business

utilize ↔ use

terminate ↔ end

initiate ↔ start

competent in ↔ good at

buy-in ↔ agree, corporate

touch base with ↔ meet

move the needle ↔ make a difference

Use business words

- "Studied and prepared papers for presentation by some important people."

- "Conducted research and prepared papers for presentation by some important people."

Use business words

- "Conducted research and prepared papers for presentation by some important people."

- "Conducted research and prepared papers for presentation by the board of directors."

Use business words

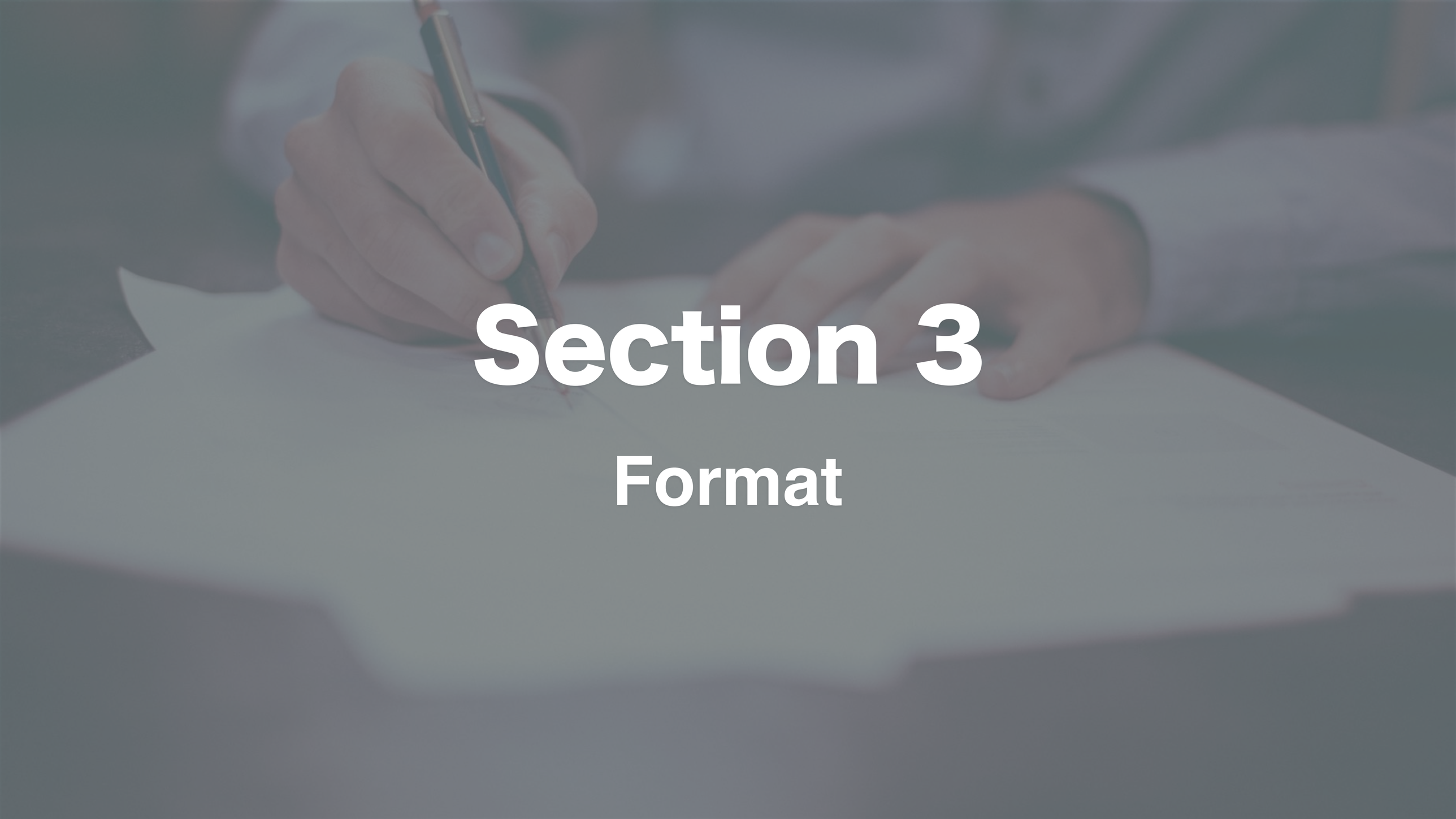
- “was responsible for talking to clients.”

- “was responsible for client management.”

Use business words

- “made customers use our service longer.”

- “increased the customer retention rate.”



Section 3

Format

Natalie Allio

75 Monument Rd., London, England W1T 1JY
Cell: 07956 654 32
example-email@example.com

PROFESSIONAL SUMMARY

Dedicated and focused secretary who excels at prioritising, completing multiple tasks simultaneously. Specialise in administrative support to busy engineering firms. Committed to delivering high quality results with little supervision.Energetic, organised, and professional.

AREAS OF EXPERTISE

- Microsoft Office proficiency
- Business writing
- QuickBooks expert
- Self-directed
- Time management
- Professional and mature
- Strong problem solver
- Resourceful

WORK EXPERIENCE

Secretary, 02/2010 to Current
Hartwell Engineering — London, England

- Drafted meeting agendas, supplied advance materials and executed follow-up for meetings and team conferences.
- Managed the receptionist area, including greeting visitors and responding to telephone and in-person requests for information.
- Designed electronic file systems and maintained electronic and paper files.
- Wrote reports and correspondence from dictation and handwritten notes.

Administrative Assistant, 04/2008 to 01/2010
ProServe Design — London, England

- Created PowerPoint presentations used for business development.
- Posted open positions on company and social media websites.
- Created weekly and monthly reports and presentations.
- Managed the day-to-day calendar for the company's chairman.

Secretary, 08/2004 to 03/2008
Scott Engineering — London, England

- Created and maintained spreadsheets using advanced Excel functions and calculations to develop reports and lists.
- Received and screened a high volume of internal and external communications, including email and post.
- Properly routed agreements, contracts and invoices through the signature process.

EDUCATION

Bachelor of Arts: English, 2004
University of Oxford — Oxford, England

Name

Address / Contact / Visa / Nationality

Professional Summary / Objective (optional)

Areas of Expertise (optional)

Works Experience
(Job Title, Company Name, Company Location, Year)
Bullet points

Education
Degree, Major, School Name, Graduation Year, Courses Taken

Korean Name or English Name?

“Jaehoon Kim”

“Jae Hoon Kim”

“Jaehoon Jay Kim”

Professional Summary or Objectives Examples

Executive Administrative Assistant with over 10 years of experience providing thorough and skillful support to senior executives.

More than six years of senior software engineering experience, with strong analytical skills and a broad range of computer expertise.

More than 10 years' experience as a technical instructor. Skills include:

- *Curriculum Development*
- *Technical Expertise*
- *Individual and Group Training*
- *Client Service*

short and concise!

Education

Top or bottom of the résumé

Work Experience

- most recent or relevant experience at the top (reverse chronological order)
- bullet points, not paragraphs (start with a verb)
- not just facts—what's your theme or narrative? (remember features vs benefits)

content!

Describe your work experience in a bullet format

May 2014 - Apil 2016 **Acme Corp** - *Financial Planner*

- presented financial planning concepts to individual customers
- created comprehensive financial plans to manage customers' future financial risks
- proposed new insurance policies to improve our services

Bullet points

- start with a past tense verb

"I had to prepare the budget for many projects."

"prepared the budget for projects such as X, Y and Z."

Bullet points

- for your current work, use the present tense.

  "create quarterly sales reports."

  "manage product development process"

- for tasks that you have completed in your current job, use the past tense

  "hired and trained ten staff members"

when in doubt
use the past tense

Certificate, Skills, Language, Other Activities

- show relevant information only
- does it support your narrative?

"You're a well-rounded achiever!"

"You're an expert in robotics."

"Your line of work combines consumer technology AND psychology."

"You teach business English skills to help young people become a top performer."

remember feature vs benefits?

Visa

- If you already have the visa, consider mentioning it somewhere in your resume, cover letter, or email.

Headshot Photo

- usually, people don’t put a headshot photo on a résumé
- be strategic

- **FONT:** Times New Roman, Arial or Helvetica
- **FONT SIZE:** 12px (10px ~ 14px)
- **PAGES:** 1~2 (unless they have a specific instruction)
- **PAGE SIZE:** A4 or letter size (letter size in North America only)
- **FILE:** .pdf, sometimes .doc or .docx (NOT .hwp)

Search for Resume Templates on the Internet

“resume template for (job position)”

“sample resume for (industry)”

Section 5

Getting Feedback For Your Résumé

Where to get your resume checked

- friends, family, teachers and coworkers
- professional services
- hiring a freelancer to proofread

Professional services

- What service do they actually provide?
  - Proofreading (punctuation, spelling errors and minor grammar mistakes)
  - Editing (rewriting)
  - General feedback
  - Specific feedback

Questions to ask

- “What is your impression about me just from looking at the resume?”
  - You want to know what narrative you are telling in your resume

Email to a friend/coworker/teacher

Hi John,

I'm preparing my application for a marketing associate position at an pharmaceutical company. I finished writing my resume and I am pretty confident that this resume stands out. But I'd love to get your feedback and see if there's any room for improvement.

Do you mind taking a quick look at my resume? I'd be happy to take you out for coffee or lunch.

If you are busy right now and have other priorities, no worries.

Thanks,

Josh

Email to a friend/coworker/teacher

John,

Thank you so much! It means a lot to me.

I attached my resume to this email, but if it's easier for you, I can print it out and give you a hard copy too. Let me know what works for you.

Josh

P.S. I'll buy you lunch! How about Wednesday or Saturday?.

Where to find professional services and freelancers

fiverr.com

upwork.com

search engine, blogs, and friends recommendations

Email to a freelancer

Hi, the name of a freelancer

I came across a post about your editing service at upwork.com. I'm reaching out to you because I'd like to get some help with improving my resume.

I'm preparing to apply for a marketing associate position at a pharmaceutical company. Since English is not my first language, I'd love to have someone else to take a look at my resume and get candid feedback. It would be great if I could get help in these areas:

- proofreading (punctuation, spelling errors, and minor grammar errors)
- editing (identifying awkward sentences or word choices, if any)
- overall impression and feedback

Is this something you might be able to help me with? Thanks for taking the time to read this email and I look forward to your reply.

Josh

TIP:

- Create a different résumé for each position/company.
- Talk to someone already working in the industry. Ask them what their work is like. What's important at work? What annoys them? What worries them?
- Read blog/listen to interviews by CEOs and investors in your industry. Find out what they really care about.

Q&A

splashenglish.com/resume