

SESSION: 119 RESUME BUILDING

Create an Effective Resume

↳ If it helps you land another job call (met to get you a job)

- Any time reader takes to review a resume : 6sec

- Types & grammatical errors
 - ↳ USE GRAMMARLY

- One-size fits all approach
 - ↳ Customize

- Different resume for different jobs

- Lack of specifics

↳ Quantify

- Highlighting duties instead of achievements

↳ We also need to highlight our learnings.

- Never write - I, me, myself, etc.

- NO references included

- HAVE A PROFESSIONAL EMAIL ADDRESS.

- put relevant contact info

(Web, email, linkedin^{must})

- NO CREC + CV

- NO PICTURE

RESUME COMPONENTS

- Career Objective
- Education
- Work Experience
- Internships/ Projects
- Certifications
- Extra-Curricular Activities & achievements
- Research Paper
- Competitions & Interests
- Skills
- Languages

Effective Resume in 4 steps

- I. Action verbs
- II. Justification
- III. Quantification
- IV. 4 Rs approach

Applied, Integrated,
Utilised, Conceptualised,
Grasped, Learned

- Action verbs
 - ↳ Every bulletin should start with an action verb
 - ↳ use different action verbs for every bullet
 - ↳ use PAST TENSE to describe previous work

Ex:

- Worked with team of 10+
- Increased prod eff by 15%

quantification

- Trained 3-5 emp
- Ensured stir

↳ Always start it with action verbs and then ~~also~~ ~~will~~ include the achievements.

Result

PRO TIP: Action verb; Result; Achievement;
what did you do?

Justify



- ~~too~~ leadership: Education/Work Exp
- AutoCAD: Internship/ Work Exp/ Freelance
- Udemy: Knowledge/ Application/ Work

4 Rs

- Resume shouldn't be about what you do. But also about what you achieved.

• Rs

↳ responsibilities (last)

↳ roles

↳ results

↳ rewards (first priority)

ATS (Applicant Tracking System)

↳ software ; org. companies use ~~to~~ for screening resume.

19 steps for an ATS compliant free resume

↳ word doc ; TO be on a safer side

↳ Avoid

Tables, graphics, columns, quotations, headers

↳ Uniformity is the key to ATS

↳ Be an old school

- Arial, times New Roman, Calibri, etc.
- Name : 16 - 18 pts
- Resume body + headers : 11 - 12 pts
- Use bold to emphasize info instead of inc font size, italic, ~~too~~ underline.

↳ Label your resume sec. in an understandable way

Ed., work exp, certificates, languages, skills

- Use ALL CAPS for section headers

↳ Use bullet points (•)

↳ Details are necessary

- work experience

↳ company

↳ job location

↳ job title

↳ start & end day

- education

↳ institute

↳ Degree

↳ Location

↳ Year

↳ Grade/Experience/age/Score

↳ Only for fresher.

↳ Mirror the job posting

• Keep the job description on one window & resume on other

• Match relevant keywords in the JD with your resume.

• Note missing keywords & try to incorporate (60-70% of them, if they fit) in your resume.

↳ Date format

• MM/DD/YYYY

• Month Name Year (20xx)

↳ ~~Use~~ Use reverse chronological Order

↳ Don't add references in resume

↳ One page resume is ideal for freshers
Two page is also okay till it's relevant.

↳ NO extra spacing b/w words.

↳ Resume file name

• GauravTank.docx

SESSION: 121 Interview QnA

Situation Based Questions

Part

Puzzles

- 3 Cs to ace any interview
 - ↳ content
 - ↳ communication
 - ↳ confidence

Q: What makes you apart from the rest of applicants?

↳ Experience

↳ for freshers - internships, certifications
↳ Education
↳ Skills

SEE

- soft skill

↳ all non-technical skills

↳ comm., leadership, team management, dedication, motivation, punctuality, etc.

- Lead the interview & direct your answers
 - ↳ frame ans in such a way from which questions can't arise, i.e. you won't be

thrown off the track.

Q. Tell me about yourself?

(i) W.A.P

(Hemingway)
(Grammar)

↓ ↓
Work Personal
Academic

↳ Storytelling

↳ elaborate skills, achievements

Q. How do you handle pressure?

CAPL

①

↳ Context

② ↳ Action

↳ Result

↳ Learning

• Strengths (2A's)

↳ Awards

↳ Anecdotes

• Weakness

↳ don't tell until & unless asked.

↳ no weakness which will directly hamper your position.

↳ no weaknesses against the company policy.

↳ Be authentic

↳ relatively minor & fixable

- ↳ Don't say temper & anger issues.
- ↳ Prepare 2-3 weaknesses but only share any 1.
but also add what are you doing to resolve this issue.

- Q. Where do you see yourself in 5 yrs time?
- ↳ talk in terms of professional designation.
 - ↳ personal growth
(list 3-4 hardskills that you want to learn)

- Q. Why should we hire you?

↳ F.A.B

- ↳ Feature
- ↳ Advantage
- ↳ Benefit
- ↳ speak only in terms of skills.

- Q. Who is your idol?

- ↳ Mention the person, why he/she is ur idol and what qualities you want to adhere.

- Q. Why do you want to work here?

- ↳ Ans. in terms of what the company offers you, profile, company culture, & its perks.

↳ SWOT

Tip before answering Interview Questions

Qst. Your hobbies

• what to mention

↳ exercise & health related activities

↳ volunteering & community participation

↳ professional development & continuing education

• what NOT to mention

↳ Avoid anything too controversial.

↳ Avoid the answer "I have no hobbies".

• TIPS

↳ Take it in stride

↳ Try to relate the hobby to the job

↳ ↳ exp why you have it

↳ keep it brief

↳ Be honest

How to answer Interview Ques. abt job expectations

↳

✓ * Do you have questions for us?

↳ Ask anomaly questions

↳ What all are challenges this role brings us?

- ↳ what are the training & job opp.
- ↳ how will be our first go days?
- ↳ can you tell me more abt the company culture.
- ↳ AVOID SILLY QUESTIONS.
- ↳ ask questions that are generally not in the JD (job description)

* Key to ace an interview

- ↳ start strong
- ↳ end strong
- ↳ read the interview

↳ focus on strengths & avoid weaknesses

↳ do not bring up past mistakes

SESSION: 126 VIDEO RESUME

Why video resume?

- Professional
- gives edge over competition
- First Connection
- feels more connected

MUSTS IN V.R

- smile on face
- look in the camera
- dressed formally
- bg should be clear
- voice should be perfect
- shouldn't be lethargic
- should be well-groomed
- have a mic
- use hand gestures
-

Characteristics of a good V.R

↳ attire (formal)

↳ length (not exceed 2 min, ideally 90sec)

↳ Appearance / Background

(enough lighting, clean bg or blurred out, standing position
(only torso) (recommended))

↳ Script (practice it first)

- ↳ Format (no strict format; can be creative, format same as paper resume)
- ↳ Self-promotion (upload it!!!!)

Components of V.R

- ↳ Full name (Professional Introduction)
- ↳ Company / Position applying for
- ↳ Ed. bg.
- ↳ Soft skills
- ↳ Hard skills
- ↳ Ref.
- ↳ Work Exp / Internship
- ↳ Projects
- ↳ Hobbies
- ↳ Contact details
- ↳ Closing / Social Media

(4-5 would be suffice)

Important websites

- ↳ LinkedIn
- ↳ Canva
- ↳ Goor CanvAsia

SESSION: 127 linkedin resume

11 steps to customize your linkedin profile

I. Customize your linkedin URL

If ~~profile~~ Should be SEO centric

↳ Search Engine Optimization

Be Presentable

(clickable!)

• 3 Ps for Proper profile picture

↳ A smiling pic

↳ Professional headshot

↳ Formal attire

↳ Clear background

↳ Don one piece of bright clothing

↳ High quality (not blurred)

↳ Relevant title/headline

↳ NO selfies

• Net a great ~~course~~ to write the name of company or institution.

II Title/Headline

↳ Your headline is the 1-2 lines underneath your name

↳ use laptop to write headline
(gives more word limit.)

↳ don't just describe who you are and what you do.

- ↳ write a headline that contains a benefit to the viewer.
 - ↳ what do you can offer.
- ↳ use keywords others might use when needing your services.
- ↳ use vertical bars |, □, >
 - { Aspiring Software Developer
 - ▷ B.Tech
 - ▷ Coding Expert
 - Marketing Intern

IV. Don't Cover your cover picture

- ↳ have a combination of Text & Images
- ↳ highlight your achievements
- ↳ communicate your value, skills & professional
- ↳ ⚡ if not add a quote

↳ canvas → linkedin-banners

V. Be Approachable

- ↳ Add email id in contact info and About section / cover picture

VI. Summary

- ↳ start strong with a catchy opening statement.

↳ should be neat ; can use bulletins.

↳ we can also write who we are as person.

6. Add context to your career story

- 🔍 Search appearance
 - ↳ make your profile keyword rich
 - ↳ by writing content.

④

- 🔍 whom to accept the connection
 - ↳ if the person belongs to same domain
 - ↳ look at his activity section
 - ↳ it is active/consistent on linkedin.

use the

7. Featured snippet

↳ showcase work samples that you're most proud of

↳ published articles/images/doc/
resume (pdf)

↳ blog links/videos resume/

↳ choose first 3 very carefully.

VIII. BEs approach for beginning of CV

↳ Education: (maximum 3 lines)

↳ Name (with 2 lines)

↳ degree + years (2 lines)

↳ 1-2 lines abt accomplishments (1-2 lines)

↳ Experience: (with 1-2 lines)

↳ name; organisation

↳ designation

↳ 3-4 points on roles & resp.

↳ accomplishments + learnings

↳ Endorsements:

↳ Add most imp skills

TOP 3:

Accomplishments you had

most impact to your life

IX. BYA (Boast your Accomplishments)

↳ Publication

↳ Patent

↳ Course

↳ Project

↳ Test Scores

↳ Language

↳ Organization

↳ Honour & Award

X. 10 second pitch

(you yourself can add a voice note with your correct name pronunciation)

↳ Voice note - 10sec

↳ why just your name?

↳ when you can PITCH?

↳

(only can be added from your phones)

XI. Boost Credibility! Get Recommendations

↳ Quality > Quantity

↳ College Professors / colleagues/

clients / HOD / Current & Ex-Manager

↳ Relevant to your field.

↳ focus on Hard skills / soft-skills/
Qualities / work ethics

* 10 steps for LinkedIn Networking

I. Connection Game

- ↳ Define your purpose (Job search, lead generation, personal branding)
- ↳ Identify your target audience
- ↳ Connect with a note
 - ↳ 1st connections limit 30,000 (unlimited followers)
 - ↳ Have relevant just 5k connections

II. Note the Note

- ↳ Always attach to a note with connection request.
- ↳ Include the how and why?

III. Don't be THANKLESS

- ↳ Talk to people
 - ↳ Use the power of messaging

IV. Indirect Reach

- II. Get engaged
 - ↳ like
 - ↳ comment
 - ↳ share

V. Content is King

- ↳ Consistency is the key
- ↳ Use Case-study / story videos
- ↳ Hashtags
- ↳ Identify active user time-slot
- ↳ See more = higher engagement
- ↳ End with CTA

VII. Use other platforms

Join groups

~~Express~~

- ↳ We can also message people (generally require premium acct)
- ↳ directly from the groups.

IX : Tagging = spamming

- ↳ Tag people after asking them
- ↳ Avoid direct tagging
- ↳ Tag only when relevant

X. LinkedIn stories

Smart marketing

The main point

→ Storytelling

part of marketing