

A RESUME HAS ONE MAIN PURPOSE

- The purpose is to win an interview.
- A resume is a marketing document.
- Nothing more. Nothing less.

But it's nothing less.



A RESUME HAS ONE MAIN PURPOSE

- The purpose is to win an interview.
- A resume is a marketing document.
- Nothing more. Nothing less.

Meaning it's attractive,
easy to read, and mistake free.



NEVER FORGET!

*A resume is an advertisement
designed to get you an interview.
Nothing more. Nothing less.*

It needs to target a specific customer,
namely, the hiring organization.





WANNA LIVE LARGE?
WANNA LIVE THE DREAM? NEED

**STYLE.
LUXURY.
PANACHE.
ELEGANCE.
DISTINCTION.
TO BE MADE.**

An advertisement for

a luxury car has an upscale feel. NEED A WINNING TEAM BEHIND YOU?
CALL UMGX. YOUR PROFESSIONAL BRAND DRIVER? 949.394.6079.

brand strategies and creative services

LUXURY HOME SALES

- CLICK HERE FOR MORE INFORMATION -



LUXURY HOME SALES

Purchasing a luxury home can be equally rewarding as it can be daunting. Make sure you understand the things to know in purchasing a luxury property. Use this FREE information source as a guide to purchase and a list of luxury homes in the local market!

FREE

FOR A FREE LIST OF LUXURY HOMES FOR SALE
JUST CLICK HERE...

NC makes you feel like you're already there. NC
COLLECTIONS INC. SUCCESS



My attitude going into training camp as a rookie was to impress. I wanted to impress my teammates, my coaches, the owners, everybody. I wanted them to say, This kid is special. This kid has the right mind, the right skills, the right motivation.

This idea from Michael Jordan captures the spirit of a winning resume.



A WINNING RESUME IS

1. Focused
2. Powerful
3. Concise

It uses small blocks of
text that are easy to scan.



“...an observable or measurable knowledge, skill, ability or behavioral characteristic contributing to successful job performance.”

Competency Catalog

Remember that competencies identify what top performers do to achieve success.



Team Leadership

Assuming a leadership role in helping others achieve excellent results.

Level 3

Builds strong teams

- Identifies and addresses gaps in team expertise.
- Resolves conflict among team members fairly and sensitively.
- Delegates authority to match responsibility, and holds staff accountable for agreed upon commitments.
- Coaches and supports staff in taking independent action.
- Delegates responsibility rather than taking charge or micro-managing when staff have the capability.

**For example, here is an entry
from a competency dictionary.**



WHO USES COMPETENCIES?

Hewlett Packard, Google, United Nations, Pepsico, Volvo, McDonald's, Starbucks, American Express, Johnson & Johnson, Coca-Cola, Toyota, Bank of America, BP, Wells Fargo, General Motors, HP, Radio Shack, HCA, Carlson Companies, BHP, IBM, General Electric, PDVSA, Anheuser-Busch, US Federal Reserve, KPMG, Sanofi, Ingersoll-Rand, Lockheed Martin, Konica Minolta, Luminant, Prudential, Invensys, ConAgra, Expedia, DuPont, General Mills, Schlumberger, Grainger, and many more...

All this has tremendous value.





"The best way to predict the future is to invent it."

the best way to predict the future
is to invent it, end quote.



Perspective is worth
80 IQ points.

— Alan Kay —

You can take this to heart especially
when it comes to job hunting.



HOW ORGANIZATIONS USE COMPETENCIES

- Resume-screening software
- Behavioral interviews
- Training and pay systems
- Promotion decisions
- Job descriptions

And finally, organizations list positions with clearly identified competencies.



So, should I tailor my resume for each position I am responding to?

Well, I'd say only if you want to chance to get the job.



YOUR RESUME-WRITING APPROACH

1. Identify competencies for the position.
2. Develop accomplishment statements.
3. Write a keyword-rich summary section.
4. Select the optimal resume format.
5. Include other resume sections.
6. Polish for power and impact.

You'll prioritize competency related phrases in your summary section.



COMPETENCIES MAY BE DESCRIBED AS

- Critical Competencies
- Dimensions
- Characteristics
- Keys to Success
- Required Skills
- Responsibilities

primary responsibilities,
or sometimes job duties.



JOB AD

NOW HIRING! STAFF ACCOUNTANT

JOB DESCRIPTION

ABC Company is looking for a staff accountant with 3-4 years of accounting experience. The role is responsible for assisting in preparing balance sheets, profit and loss statements and other reports to explain current and projected company financials, processing accounts payable transactions and aiding in month-end and year-end closes, among other responsibilities. We're a fast-growing company that focuses on excellent customer service and utilizing new technologies to provide the best for our clients.

JOB RESPONSIBILITIES

- Assist in preparing balance sheet, profit and loss statement and other reports to explain current and projected company financial position.
- Process accounts payable transactions, ensure adequate supporting documentation exists.
- Assist in entering fixed assets in Microsoft Dynamics GP.
- Aid in month-end and year-end closes.
- Analyze financial information detailing assets, liabilities and capital.
- Audit contracts, orders and vouchers, and prepare reports to substantiate individual transactions prior to monthly close process.
- Establish, modify, document and coordinate the implementation of accounting and accounting control procedures.

JOB REQUIREMENTS

- Bachelor's degree in Accounting or a related field.
- 3-4 years' experience in accounting-related work.
- At least one year of full-cycle accounting experience.
- Previous work experience in general accounting duties, including AP/A/R and general ledger work.
- Intermediate knowledge of Microsoft Dynamics GP, Word and Excel (pivot tables preferred) but not required.
- High aptitude (candidates will be tested on general accounting knowledge).

SKILLS & ABILITIES

- Ability to take full ownership of assignments and be self-motivated.
- Excellent interpersonal skills.
- Strong written and verbal communication skills.
- Ability to work under pressure of time constraints.
- Must be detail oriented, well organized and have the ability to prioritize and accurately work with numbers.

RESUME

JACKIE MONEY · STAFF ACCOUNTANT

1234 Main Street | Hometown, IL 60008 | JackieMoney@yahoo.com | cell: (321) 456-7890

SUMMARY OF QUALIFICATIONS

- Self-motivated individual with strong written and verbal communication skills that enables transparency with management and positively impacts client relationships.
- Exhibit excellent analytic skills and possess attention to detail which allowed the recovery of almost \$500,000 in misclassified resources during the year-end-close.
- Expert in utilizing new software programs including Microsoft Dynamics GP itself (including pivot tables), Payroll, CRM, and Account Apps.
- Over 5 years of accounting experience including working with balance sheets, profit / loss statements, and forecasting company financials.

CORE COMPETENCIES

- Critical Thinking
Communication
Customer Service
Interpersonal Skills
Self-Motivated
Team Player

PROFESSIONAL EXPERIENCE

JUNIOR STAFF ACCOUNTANT | J-B-J FINANCIAL
June 2003 - Present

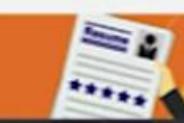
- Review all documentation and recommendations for documentation regarding prospective client credit risk; review financial documents including payables, AR, tax returns, and self employment data.
- Prepare financial data for balance sheets, profit and loss statements, and other financial documents that explain current and future company financials.
- Produce verbal and written reports for an internal staff newsletter to share ideas, progress, and projected finances.
- Obtain consumer information to prevent impending losses; contact customers via outbound telephone calls to gather and record pertinent information.

INTERN | CREDIT ACCEPTANCE
November 2009 - June 2013 | Hometown, IL

- Supported and implemented ways to reduce cost and improve profits throughout the full cycle account.
- Take full ownership of the assignment to develop operating budget over a five year period.

EDUCATION

BACHELOR OF SCIENCE IN BUSINESS
ABC UNIVERSITY



When you find a job posting you like, look for these three factors as you tailor your resume:

There are three important areas you should focus on in a job ad



BEYOND THE JOB DESCRIPTION

1. Reflect on typical competencies.
2. Review competitors' postings.
3. Compile a list from other sources.
4. Select the 10 to 15 most important.

identify the competencies
you think are most critical.





WHY

Very few know it

HOW

Some know it

WHAT

Everyone knows it

At the same time, all of your
efforts work from the inside out.

**The most important
story you can tell and
be connected to is the
story of why you do
the work that you do.**

Each resume you write tells the story not
only of what you do, but why you do it.

"A competency is more than just knowledge and skills. It involves the ability to meet complex demands, by drawing on and mobilizing psycho-social resources (including skills and attitudes) in a particular context."

Organization for Economic Co-operation and Development.
(2005). *Employment Outlook*. Paris: OECD.

a competency is more than
just knowledge and skills.

*What competencies are most important for
the 21st century?*

nations to compete successfully in
the global economy of the 21st century?



21ST CENTURY COMPETENCIES

- Analytic Skills
- Interpersonal Skills
- Ability to Execute
- Information Processing
- Capacity for Change

The categories are analytic skills,
interpersonal skills,



The growth in knowledge work and service occupations is leading to greater demand for these broad competencies.

that these five competency areas are critical for workers in the 21st century.



- Flexibility
- Innovation

innovation, instead of repetitive tasks.

ANALYTIC SKILLS

- Problem Solving
- Critical Thinking
- Decision Making
- Research and Inquiry

And they go hand-in-hand with the ability
to conduct research and inquiry.



INTERPERSONAL SKILLS

- Communication
- Collaboration
- Leadership
- Responsibility

but also to your co-workers, to the organization, and to the larger society.



ABILITY TO EXECUTE

- Initiative
- Self-Direction
- Productivity

manage your own time should also
yield greater productivity.



INFORMATION PROCESSING

- Information Literacy
- Media Literacy
- Digital Citizenship
- ICT Proficiencies

The last competency in this area
pertains to information and



CAPACITY FOR CHANGE

- Creativity & Innovation
- Adaptive Learning
- Learning to Learn
- Flexibility

That means you need to be flexible,
in terms of skills and availability.



“The new career contract is not a pact with the organization; it is an agreement with one's self and one's work. The path to the top has been replaced by the path with a heart.”

Hall, D. T. (1996). Protean careers of the 21st century. *The Academy of Management Executive*, 10(4), 8-16.

In the Protean Career,
the competencies of independence,



Job Seeker
Statement of Professional Accomplishments
Giant Company, Inc. / Southeast US Regional VP

email@GiantCompanyWebsite.com

123.456.7890

- Completed special assignments on inventory phase-outs, unallocated materials, and obsolete inventory resulting in savings to the company of \$1,500,000.
- Improved operation scores for district to 90% from 82% in prior years as a result of group and individual coaching of district front line employees.
- Delivered a 12% profit increase over prior regional management by establishing new institutional accounts resulting in \$6,000,000 of new revenue.

To start with, think back on your
accomplishments journal from the first



Summary of What I Have to Offer

Worksheet to Use in Developing Your Elevator Pitch to a Specific Target

Checklist – to make your pitch effective, make sure you know:

- Who you are pitching to _____
- What they want in a candidate _____
- What they are interested in _____
- Who your likely competitors are _____
- What makes you unique _____

Look back at the pitch sheets you produced in the second course.



THINK ABOUT THE BIG PICTURE

- Why do you do what you do? What inspires you?
- What makes you unique?
- What have you accomplished thus far?
- What qualities make you truly distinctive?
- What characteristics describe you?
- What problems have you solved?

How can these experiences benefit
the organisation you're interested in?



*Is the purpose of your resume a position with
a different employer or a different position
with the same employer?*

**to change positions in
your current organisation?**



What specific position are you seeking?

What specific position are you seeking?



Are you switching jobs or re-entering the workforce?

The answer to this question will
also help you decide how to approach



Have you had progressive professional growth throughout your career?

If you've had professional growth that progresses throughout your career,



Have you had any jobs prior to your current one, or has this been your only employer?

Similarly, what has motivated
your change in jobs or



*Which would you say is stronger, your skills
and accomplishments or your work
experience?*

The answer to this question will help
you decide which resume format to use.



*Are there any special circumstances that
might affect your resume?*

Are there special circumstances
that you need to think about?



*What action words best describe the work
you did?*

What action words describe what you did?



*Were you promoted during your tenure at
your job(s)?*

The next question is also related
to your professional growth, but



*For each previous job held, how did you contribute to the success of the organization?
Use specific numbers or percentages.*

Think on what you did to contribute to the success of an organization, get specific.



For each previous job held, how did you measure your success? What was your favorite project? Why?

Think about your favorite projects,
think about what you love, be specific.



*Who were the people you worked best with?
What traits of theirs resonated with you?*

How about the people you worked with?



What did your past reviews say about you?

On that subject,
what did your past reviews say about you?



What is the highest level of education you have received?

As you're writing a targeted resume you don't need to include all your education.



*Have you received any awards or honors?
Educational or professional?*

Similarly, you may receive certain rewards
or honors that support this resume.



What special skills could you offer to an organization that apply to the position you're seeking?

A related question focuses on special skills you can offer



Which professional associations do you belong to? What positions have you held in these groups? What significant volunteer work have you done?

Next, think outside
the realm of employment.



Why should you be hired over all the other applicants? What sets you apart?

Finally, the question that
should drive all your thinking.





There may be as many as **250** job applications for **each opening.**

using an ATS makes a lot of sense.



Yet up to **90%** of **applicants** are **unqualified** for the job they've applied for.



to the hiring organization the majority of applications sent in represent noise.

FRIENDLY

Robots

ARE

HERE TO HELP

ATS's help to relieve much of the burden of screening applications, saving employers time and money. This technology can help you too, by making an online job application as simple as a few clicks.

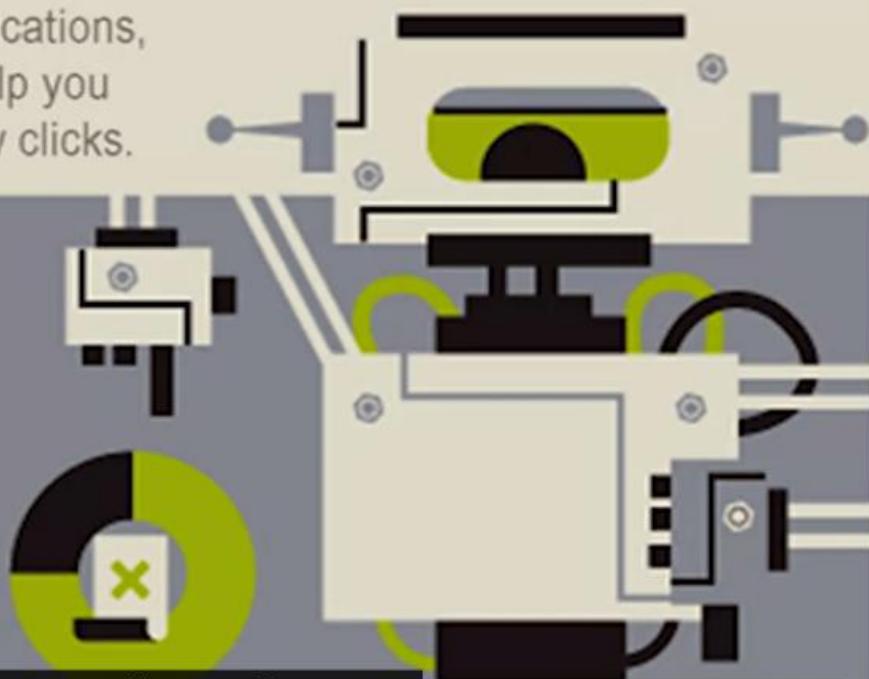
Applicant tracking systems analyze keywords, dates, titles, and other critical information in a candidates resume to evaluate the candidate's depth of experience, including how recent and relevant that experience was.

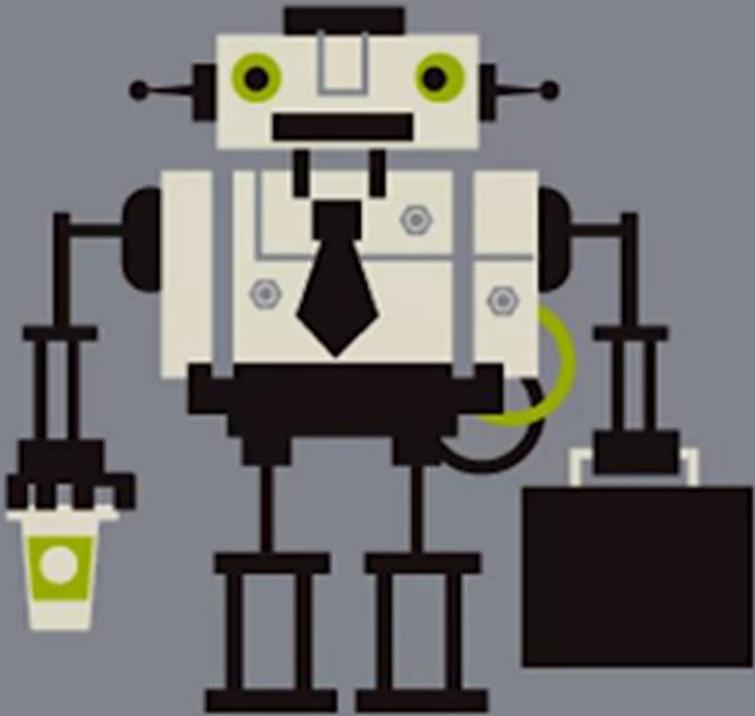
An ATS is able to screen out approximately

75%

of candidates, making the hiring process much more efficient for employers.

Hiring organizations are more than happy to take advantage of a friendly robot, and





95%+

of large organizations use
ATS's, including almost
all Fortune 500 companies.

**including up to 95% of the Fortune
500 companies, use an ATS.**

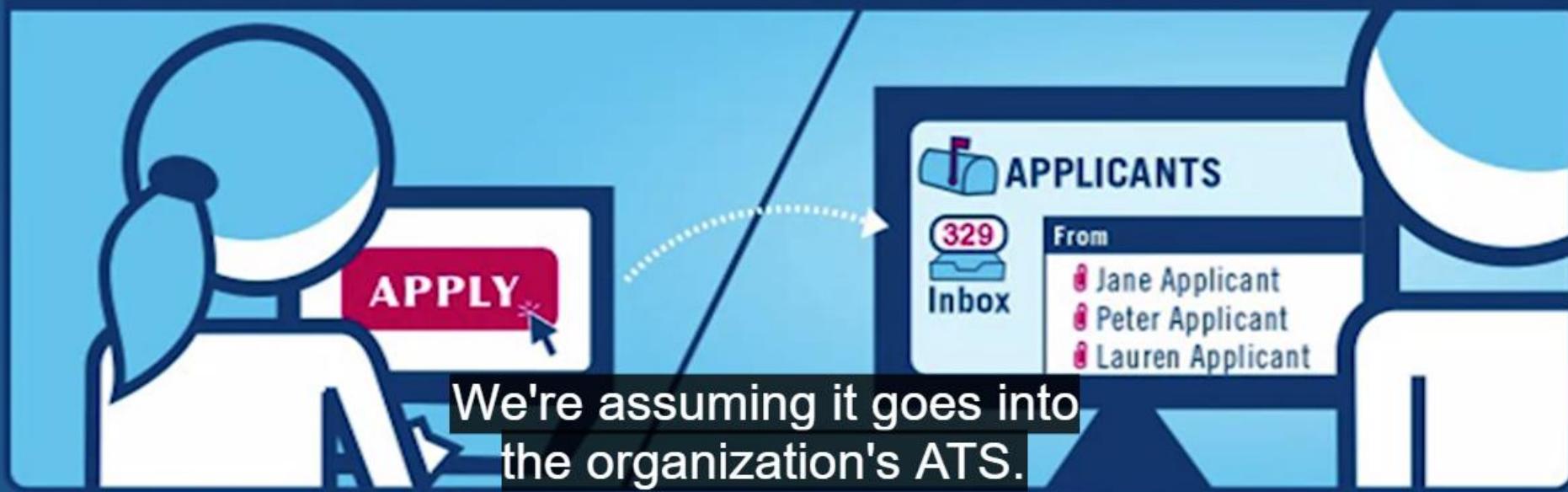
50%

of mid-sized
organizations
use ATS's.

How an Applicant Tracking System Reads YOUR RESUME

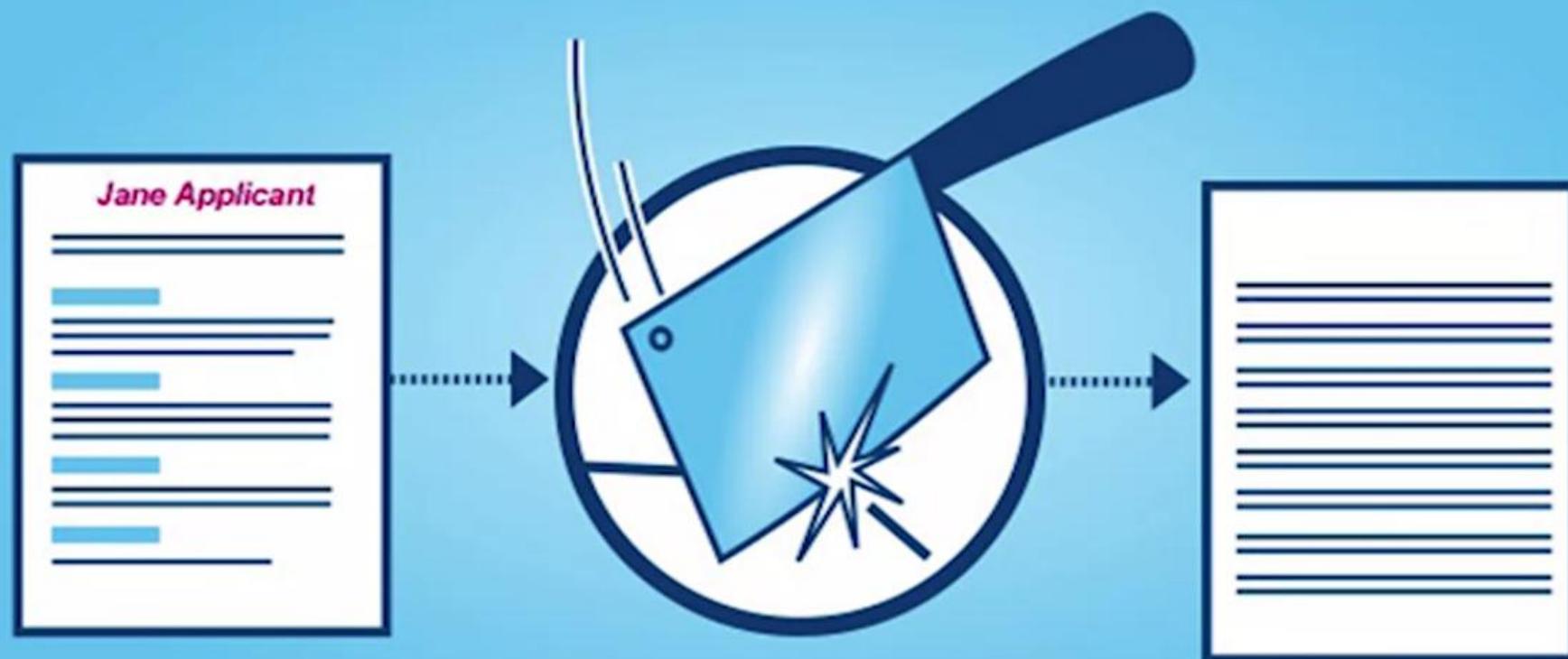
1

HR RECEIVES YOUR RESUME (along with 100's of others)



2

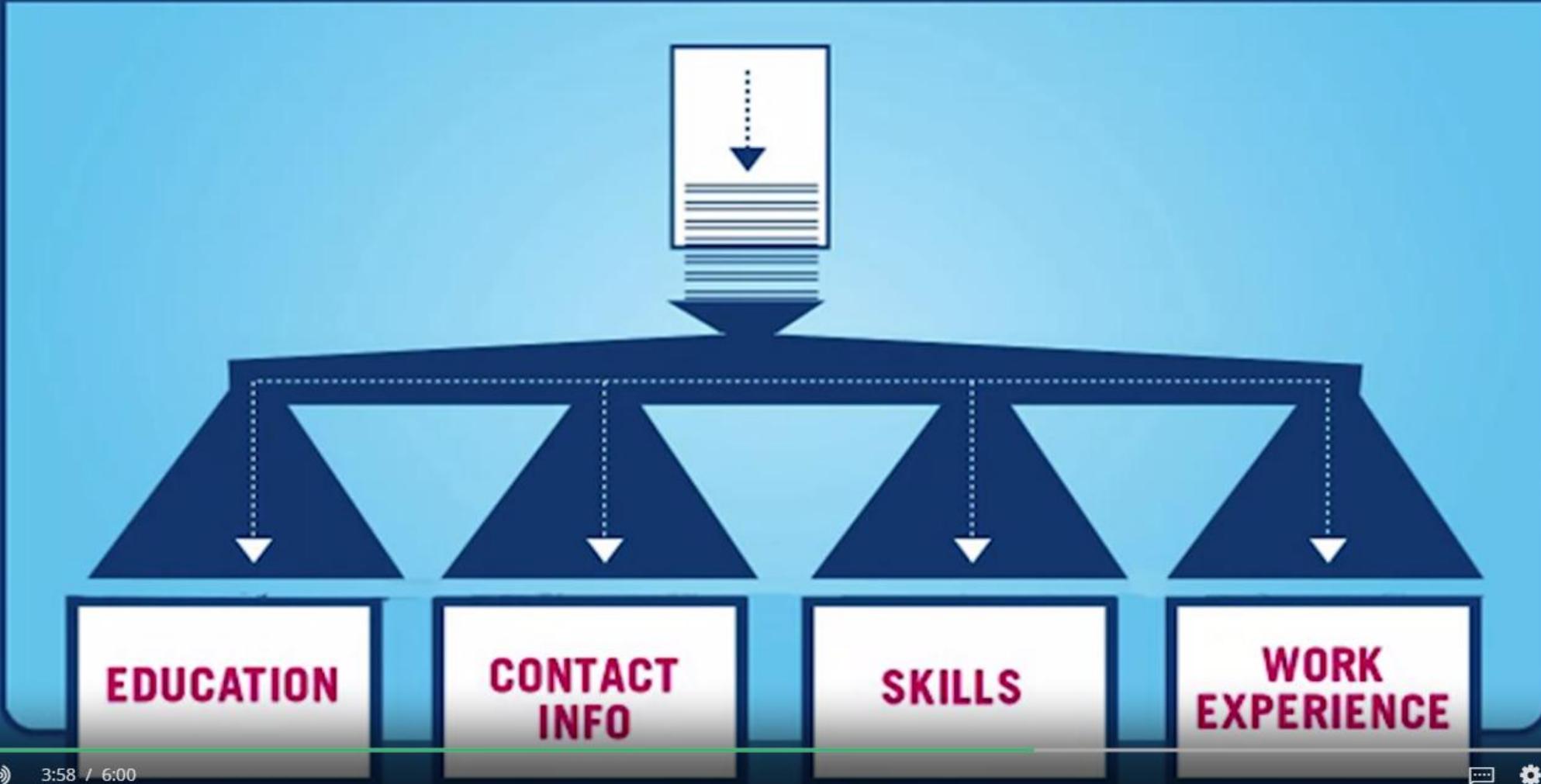
YOUR RESUME IS RUN THROUGH A **PARSER** *



**A parser is a computer program that reads a document and breaks down text into recognized algorithms to identify the text in*

3

THE PARSER ASSIGNS MEANING TO RESUME CONTENT



4 EMPLOYER USES KEYWORDS TO SEARCH CANDIDATES

Matching terms
are searched
from the results
collected in step 3.



5

YOUR RESUME IS SCORED BASED ON RELEVANCY*

9.8
match

Jane Applicant



9.1
match

William Applicant



*Relevancy takes into account semantic matching of employer search terms and the applicant's years of experience.

Your competencies – your knowledge, skills, abilities and other personal qualities needed to do the job – determine the perception of how qualified you are.



In a traditional resume, you list your experiences and sometimes list your achievements.



In a 21st century competency-based resume, you describe the way you acted in certain situations and the results that this produced.



THE 1ST PRINCIPLE

The best accomplishment statements demonstrate experience and give evidence for the competencies the organization is looking for.



Built event-management program from ground up. Constructed exhibits to showcase products, managed logistics, and trained a telesales organization. Generated \$4M return on investment to date.



*Coordinated multigenerational team of 12 sales,
administrative and technical support employees
selling printing equipment and services to healthcare
customers in 23 states in the Eastern U.S.*



THE 2ND PRINCIPLE

The best accomplishment statements include information that explains the situation or problem, the actions you took, and the result.



THE 2ND PRINCIPLE

The best accomplishment statements include information that explains the situation or problem, the actions you took, and the result.



Developed Access-based accounting database that reduced billing errors to almost 0% while bringing average collection times from over 90 to less than 30 days. Resulting billing accuracy restored confidence from the client and eliminated much management overhead.



THE 3RD PRINCIPLE

The best accomplishment statements start with action verbs and do not repeat the same words.



THE 4TH PRINCIPLE

The best accomplishment statements use specific examples and details.



THE 5TH PRINCIPLE

The best accomplishment statements quantify examples and results.



- A. Managed human resources department for division.
- B. Directed human resources for 1,100 employee division of Fortune 500 company; directly supervised seven human resources professionals and three clerks and managed budget of \$1.5 million.

WRITING UP YOUR ACCOMPLISHMENTS

1. What did you do?
2. Paint the picture with numbers.
3. Add the benefits to the organization.



THE 6TH PRINCIPLE

The best accomplishment statements make every word count.



Tier 1

Write a strong accomplishment statement to provide evidence of a primary competency.

Tier 2

Write another accomplishment statement related to the first and providing evidence of a secondary competency.

Tier 3

Write a third accomplishment statement related to the two and providing evidence of a tertiary competency.

TO CONSTRUCT A TIERED ACCOMPLISHMENT STATEMENT

1. Choose a primary competency based on relevancy to the job.
2. Choose a related secondary competency that is also relevant.
3. Choose a related tertiary competency of further relevance.



PRIMARY ACCOMPLISHMENT

Analyzed 12 months of customer feedback and determined what vocabulary needed to be rearranged or replaced in phone support scripts.



SECONDARY ACCOMPLISHMENT

Wrote new phone support scripts that decreased phone time by more than 51% in the first six months saving an estimated \$280,000 in labor costs.



TERTIARY ACCOMPLISHMENT

Trained phone support employees and new recruits with new scripts which reduced training time from 2 weeks to 3 days.



Analyzed 12 months of customer feedback and determined what vocabulary needed to be rearranged or replaced in phone support scripts.

- Wrote new phone support scripts that decreased phone time by more than 51% in the first six months saving an estimated \$280,000 in labor costs.
- Trained phone support employees and new recruits with new scripts that reduced training time from 2 weeks to 3 days.



PRIMARY ACCOMPLISHMENT

Managed 18 sales people selling veterinarian consulting and products in the smallest U.S. territory producing 17% more sales revenue than any other market.



TERTIARY ACCOMPLISHMENT

Investigated and added 151 products to our territory website, increasing revenue by 141% annually.



Managed 18 sales people selling veterinarian consulting and products in the smallest US territory producing 17% more sales revenue than any other market:

- Traveling with sales people, discovered that 61% of clients could be serviced by upgrades to our territory website, reducing sales personnel travel expenses by more than \$138,000 annually.
- Investigated and added 151 products to our territory website, increasing revenue by 141% annually.



YOU WRITE AN OBJECTIVE WHEN

1. You are just entering the work force
2. You lack experience in your field
3. You are undergoing a career change



USE A SUMMARY SECTION WHEN

1. You have experience in a field
2. You want to “brand” your skill set
3. You want to tie experiences together



A SUPERIOR SKILLS SUMMARY

1. Uses relevant keywords
2. Appears above the fold
3. Entices the readers



Creative and business-savvy marketing and communications professional with 10 years of progressive experience across a broad range of marketing functions and diverse industry segments. Proven ability to combine vision, creativity, and strong business acumen with well-developed project management and leadership qualities to support go-to-market efforts, product launches, and branding-rebranding initiatives, positioning companies and products for success. Areas of expertise include:

...Areas of expertise include:

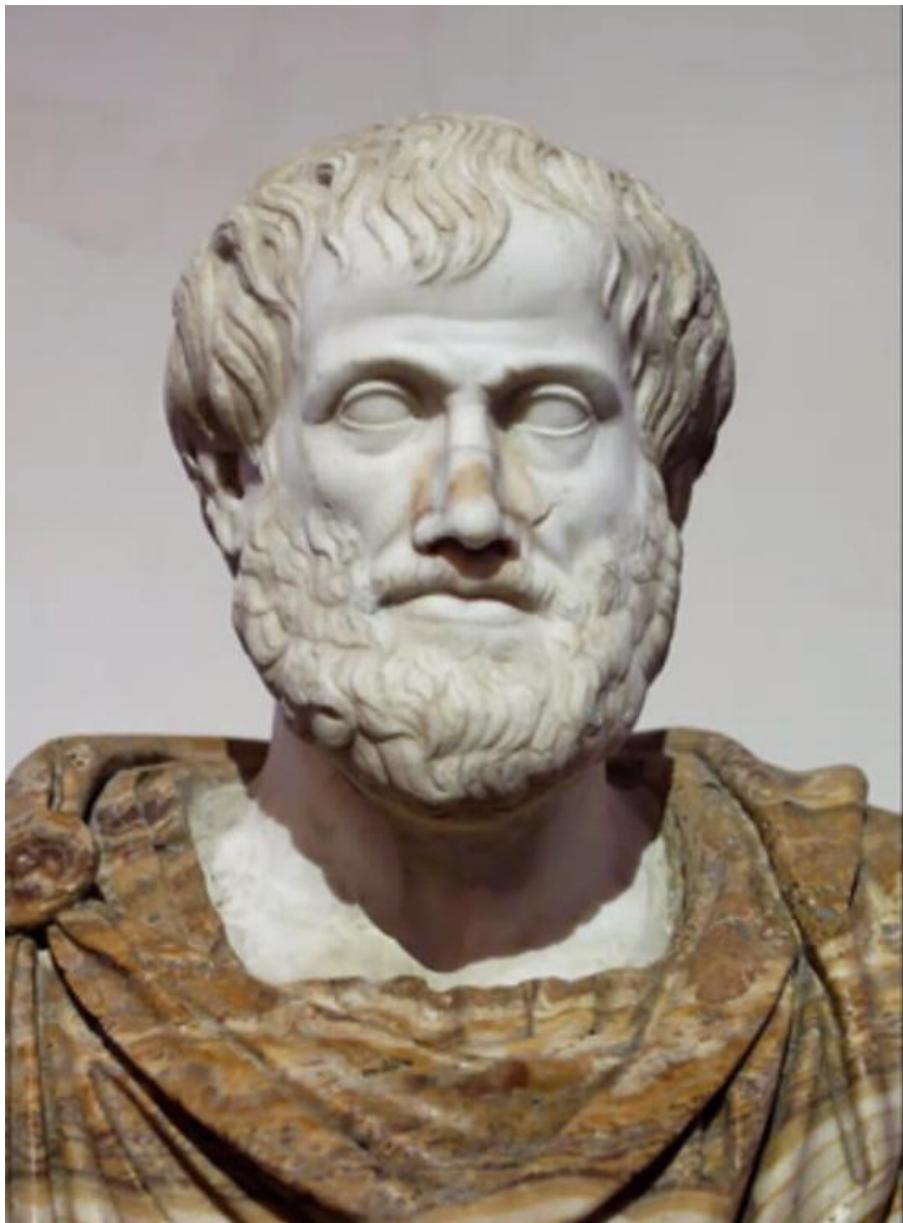
- Strategic Business Planning
- Project Management
- Marketing Communications
- Branding, Rebranding
- Public-Investor Relations
- Event Management
- Corporate Communications
- Channel Marketing
- Team Building, Leadership
- Direct Marketing
- Startup, High-Growth
- SEO
- Campaign Management
- Public Speaker, Presentations
- Communication



TO CRAFT A SKILLS SUMMARY

1. Figure out where you're going
2. Analyze your target industry
3. Find your fit and condense





“Where your talents and the needs
of the world cross; there lies
your vocation.”

ARISTOTLE

WHAT YOU NEVER WANT TO WRITE

Seeking a position where I can contribute to company growth through dedication and application of my ten years of experience, knowledge, and skills.



Most employers object to most objectives.

That's right, most employers don't care much about your objective.



WOULD YOU BUY FROM THIS GUY?

We want to make a contribution to you as a customer by utilizing our selling skills and exhibiting our savvy to maximizing profit in each transaction.

Imagine an advertisement that read like this, would you buy a car from this guy?



An objective that does not match the organization's direction or the interviewer's perception of that direction can eliminate your resume.

And that leads to secret number two which you should burn



WRITING A WINNING OBJECTIVE

1. Align your mind with the right goals.
2. Start with the organization's mission.

probably in many of their publications.



“To combine aggressive strategic marketing with quality products and services at competitive prices to provide the best insurance value for consumers.”

Here's the mission statement of a leading insurance company.



- strategic marketing
- quality products
- quality services
- competitive prices
- best insurance value
- consumers

WRITING A WINNING OBJECTIVE

1. Align your mind with the right goals.
2. Start with the organization's mission.
3. Parse the mission statement's keywords.
4. Craft your statement accordingly.

Now that you've broken the mission statement down into smaller phrases and



ACCOUNTANT

To contribute to providing the best insurance for consumers by ensuring accurate accounting methods that will minimize expenses.

If you are accountant,
you might come up with this.

CUSTOMER SERVICE

To ensure quality services through top notch customer communication to provide the best insurance value.

IT DEPARTMENT

*To keep technology systems current
and operating to afford consistent
competitive prices to achieve the best
insurance values.*

Finally if you're an IT person
you might come up with this.

“To hire a candidate who...”

the mission statement and
craft the suitable objective.



- A. *Responsible for a large, profitable department at XYZ Industries.*
- B. *Managed a 100-person marketing department for XYZ Industries, which grew company profits by 50%.*

If you were an employer, which version would sell you on the candidate?



- A. *Restructured the entire production department, which boosted productivity by 50%.*
- B. *Organized the production department, which increased productivity by 50%.*

Neither one of these is bad,
but one is stronger.

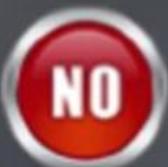


Writing powerful resumes means both

- 1) using powerful language and
- 2) avoiding weak language.

That said, using powerful language is
only part of writing a winning resume.





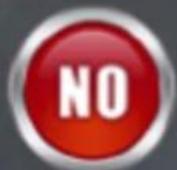
DROP THIS: Results-oriented professional.



REPLACE WITH YOUR OWN VERSION OF THIS:

I love to solve thorny supply-chain problems.

So drop the cliche of
a results-oriented professional and



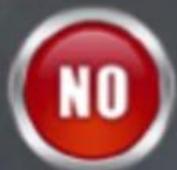
DROP THIS: Excellent team player.



REPLACE WITH YOUR OWN VERSION OF THIS:

At XYZ, I partnered with Engineering to cut our product costs in half.

yourself but
instead can only think in cliches.



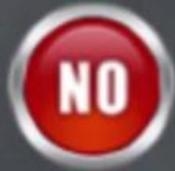
DROP THIS: Bottom-line orientation.



REPLACE WITH YOUR OWN VERSION OF THIS:

My accounting-process overhaul saved the company \$10M in its first year.

Do you see how much more powerful a statement is when the language you use is



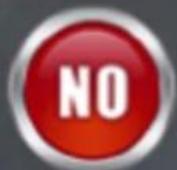
DROP THIS: Superior organizational skills.



REPLACE WITH YOUR OWN VERSION OF THIS:

Reduced customer-complaint resolution time from three weeks to one week by revamping the process.

Imagine you're a hiring manager reading these two versions.



DROP THIS: Strong work ethic.

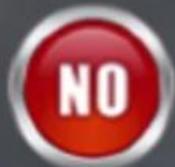


REPLACE WITH YOUR OWN VERSION OF THIS:

Taught myself HTML over a weekend in
order to grab a marketing opportunity.

But how many candidates will have gone
this extra mile to take advantage of

Press Esc to exit full screen



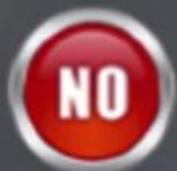
DROP THIS: Meets or exceeds expectations.



REPLACE WITH YOUR OWN VERSION OF THIS:

Invited to join executive staff at a strategy summit during first year at the company.

If you were a hiring manager,
which question would you prefer to ask?

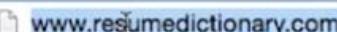


DROP THIS: Seeking a challenging opportunity.



REPLACE WITH YOUR OWN VERSION OF THIS:

Looking for a midsized manufacturer primed to grow its business in the Pacific Rim.

Resume Dictionary 

resume dictionary™

Read Write Win

The Smart Way to Create Your Resume

FREE ONLINE

- Select your purpose
- Choose the power words
- See the examples

Create a Power Resume That Gets You Interviews

Recognized as the “Resume Authority” by Over 100 Colleges and 5000 Employers

Free Resume Templates **Free Resume Builder** **Free Resume Examples** **Free Resume Samples**

Home Power Words List Facebook Twitter Google+

Tuesday, April 26, 2016

CREATE YOUR RESUME

The Resume Dictionary is the free online [resume writing](#) resource. Find the resume power words that best describe your knowledge, skills, and abilities. Get the [resume skills](#) keywords employers want to see.

Also see [how to write a resume](#) using the Resume Dictionary. Get the [resume help](#) you need to get the interviews.

Categories

Search Our Site :

[facebook](#) [Twitter](#) [G+](#)

The first site is this put together by Phil Baker [resumedictionary.com](#).



Corpus of Contemporary American English (COCA)

corpus.byu.edu/coca/

THE CORPUS OF CONTEMPORARY AMERICAN ENGLISH (COCA)

520 MILLION WORDS, 1990-2015

BRIGHAM YOUNG UNIVERSITY

ENTER

A corpus is simply a body of language.

A screenshot of a web browser displaying the COCA homepage. The page features a large title 'THE CORPUS OF CONTEMPORARY AMERICAN ENGLISH (COCA)' in blue, followed by the text '520 MILLION WORDS, 1990-2015'. Below this are several thumbnail images representing different media types: a magazine cover for 'Newsweek' with the headline 'THE WINNER IS...', a book cover for 'Smithsonian' with 'WWII ENDS!', a book titled 'TELLING THE TALE', a magazine cover for 'Sports Illustrated' with 'Away We Go', a television screen showing a news anchor, a newspaper clipping from the 'Chicago Tribune' with 'Dems raise historic stakes', and a talk show set with three people. At the bottom, it says 'BRIGHAM YOUNG UNIVERSITY' and has a 'ENTER' button. A large black box at the bottom contains the text 'A corpus is simply a body of language.' A portrait of a man in a brown vest and tie is visible on the right side of the slide.

Corpus of Contemporary American English

corpus.byu.edu/coca/

CORPUS OF CONTEMPORARY AMERICAN ENGLISH

520 MILLION WORDS, 1990-2015 [DOWNLOAD ALL 190,000 TEXTS]

EMAIL |
PASSWORD |
(HELP) LOG IN (REGISTER)

DISPLAY

LIST CHART KWIC COMPARE

SEARCH STRING

WORD(S)

COLLOCATES

POS LIST

RANDOM

SECTIONS ■ SHOW

1 IGNORE -----
SPOKEN
FICTION
MAGAZINE
NEWSPAPER
ACADEMIC

2 IGNORE -----
SPOKEN
FICTION
MAGAZINE
NEWSPAPER
ACADEMIC

SORTING AND LIMITS

SORTING FREQUENCY

MINIMUM FREQUENCY 10

CLICK TO SEE OPTIONS

There are a wide range of additional resources that are based on the BYU corpora:

Full-text	Download 440 million words of full-text data for COCA (190,000 texts), or 1.8 billion words for GloWbE (1,800,000 texts). With this data, you will have the texts from the corpora on your own computer , rather than having to use the web interface.
Wikipedia corpus (NEW)	Quickly and easily create "virtual" corpora from the 4.4 million articles of Wikipedia (1.9 billion words) on almost any topic -- biology, investments, cars, Buddhism, etc. Search these virtual corpora, compare them to each other, and create keyword/frequency lists from your corpora.
Word and Phrase (analyze texts)	Enter entire texts and see detailed frequency information on the words in the text, and create word lists based on your text. Click through the words to see detailed information on any word. Highlight phrases in your text and have it search for related phrases in COCA.
Word and Phrase (frequency lists)	Search and browse the most complete frequency dictionary of English. See detailed information (all on one page) -- definition, frequency by genre, collocates (nearby words), concordance lines, synonyms, and Wordnet-related words,

INTRODUCTION

[WHERE SHOULD I START?] [COMPARE TO OTHER CORPORA / ARCHITECTURES]

The Corpus of Contemporary American English (COCA) is the largest freely-available corpus of English American English. The corpus was created by [Mark Davies](#) of Brigham Young University, and it is used (linguists, teachers, translators, and other researchers). COCA is also related to [other large corpora](#) that

The corpus contains more than 520 million words of text and is equally divided among spoken, fiction, academic texts. It includes 20 million words each year from 1990-2015 and the corpus is also updated monthly (as of December 2015). Because of its design, it is perhaps the only corpus of English that is suitable for language (see the [2011 article in Literary and Linguistic Computing](#)).

Now it's a free site, you do need, speech, or a [faint, a](#) [feeling](#)), which often gives you good insight into the meaning and use of a word.



Basic Elements of Every Resume

- Skills Summary or Job Objective
- Experience
- Accomplishments
- Competencies
- Education

thesis topics, and the like.



Other Sections

Press Esc to exit full screen

- Volunteer Work
- Languages
- Publications
- Seminars
- Licenses
- Special Skills
- Honors and Awards
- Affiliations

also be relevant to the specific marketing purpose that you've chosen for a resume.





WANNA LIVE LARGE?
WANNA LIVE THE DREAM? NEED

**STYLE.
LUXURY.
PANACHE.
ELEGANCE.
DISTINCTION.
TO REMAKE.**

No where in this ad do you see any mention
of BMW or any of BMW's other offerings,

A WINNING TEAM BEHIND YOU?
CALL UMGX. YOUR PROFESSIONAL BRAND DRIVER? 949.394.6079.

brand strategies and co.

Chronological Format

- Header Section
- Summary or Objectives
- Work History
- Education

After listing your experience, you'd close a chronological resume with education,



Use the Chronological Format To Show

- Your career has progressed in a straight line
- You have been groomed for the target job
- You want to continue working in the same field

always worked in the same field and
want to continue working in that field.



Avoid the Chronological Format When

- You have been out of the workforce for a time
- You are switching to another field or career
- You don't have much experience in the field
- You have gaps in your employment record



Functional Format

- Header Section
- Objective or Summary
- Accomplishments
- Work History

be convinced that you are a candidate
worth inviting in for an interview.



Marketing and Business Development

- Developed, implemented, and tracked results of marketing and sales strategies for team; mentored 11 team members.
- Coached sales and technical support team to develop more innovative marketing and sales strategies increasing sales 20% per year per territory.
- Consulted with key departments to define technology and product development needs, market positioning and partner activities.

For example, here is a functional resume entry for a candidate who's competencies



Technical Support

- Upgraded and maintained all the computers for a 25-person staff.
- Diagnosed problems and performed automated tests to ensure product uniformity and to enforce quality control.

Customer Communications

- Provided phone support to over 500 customers with little technical knowledge, determining needs and guiding customers to select best products to meet those needs.

In mulling this over,



Direct Competency Format

- Header Section
- Objective or Summary
- Key Competencies
- Work History

The Skills Resume

- Extensive experience in one field
- Tightly focused background
- Emphasis on unique qualifications
- Combined resume is not enough

you use a pumped up version
of the chronological resume.



FIRST NAME LAST NAME

Street Address • City, State Zip Code • Phone-Number • your@email.com • www.linkedin.com/yourcustomURL

The Title/Objective/Role You Are Seeking

Keywords as they pertain to the position you are seeking | Keyword 2 | Keyword 3 | Keyword 4

A summary of your qualifications - How would you give prospective employers a quick overview of your qualifications and career history? Who are you and what your potential fit within their organization might be? What have you done that was different than what others had done in the same position? Did you do something unique or beyond your normal areas of responsibility? Also use this section to establish and discuss your brand. Generalized statements are not given much credibility. For example, never say "Good communicator." A more effective statement might be: "Confident communicator offering high-caliber presentation, negotiation and closing skills on a global basis."

- List your key functional competencies
- These will be used to add impact by indicating the depth
- of your expertise and proficiency within your area of
- responsibility. In a limited space it clearly highlights your
- job skills and qualifications.
- Key functional competency 6
- Key functional competency 7
- Key functional competency 8
- Key functional competency 9
- Key functional competency 10

PROFESSIONAL EXPERIENCE

It will include the template elements
you see here, namely the headline,

SENIOR OPERATIONS / BUSINESS DEVELOPMENT EXECUTIVE

President / COO / Vice President / General Manager

Start-up Entrepreneurial Ventures / Turnaround Businesses / High-Growth Organizations

Performance-driven Senior Executive offering 20 years' comprehensive achievements across Manufacturing, Purchasing and Retail disciplines. Leverage business acumen across diverse cultures and economies. Develop performance-based, low-cost solutions through aggressive negotiations with new and existing suppliers. Recognized for ability to incorporate innovative management techniques that result in enhanced business practices, increased productivity, and profits. Proven success in sales and marketing through expertise in business development and strategic planning capabilities. MBA / BS in Finance. Available for travel.

EXECUTIVE LEADERSHIP COMPETENCIES

- P&L Management / Improvement
- Budgeting / Cost Controls
- Strategic Planning & Growth
- Manufacturing & Operations
- New Business Development
- Purchasing Management
- Supplier / Vendor Relations
- Workflow Optimization
- Staff Management & Training
- Inventory Management
- Product / Brand Development
- Performance Improvement

TRACK RECORD OF SUCCESS

- Lead cross-functional teams that collaborate as a focused unit to achieve aggressive business goals and drive the evolution of concepts into achievable business strategies.
- Effectively manage manufacturing / production process with close attention to budgets, timeframes, quality, and product specifications.
- Identify and capitalize on new growth opportunities through market analysis, product / brand development expertise, and keen business instincts.
- Develop and implement strategies that increase product awareness, market share and profitability.
- Expert in building productive sourcing relationships across North America, South America and Asia.

CAREER BACKGROUND

Curriculum Vitae (CV)

- Academic CVs follow a unique format
- Detailed overview of accomplishments
- A dynamic accomplishments inventory
- Often submitted in abridged form



Curriculum Vitae (CV) Elements

- Publications - required, often included as an appendix



Curriculum Vitae (CV) Elements

- Publications
- Education
- Teaching Experience
- Professional Qualifications
- Conferences and Seminars
- Research Experience
- Funding
- Administrative Experience
- Professional Development
- References



The Creatives Resume

- Performing Artists
- Web Designers
- Architects
- Project Managers



The Creatives Resume

- Union Memberships (Professional Memberships)



The Creatives Resume

- Union Memberships
- Training
- Theatre
- Film/Television
- National Productions
- Honors and Awards
- Special Skills



Other Uses for the Creatives Resume

- Web Design - Web, Graphic Design Projects
- Advertising - Art Direction, Shows, Campaigns
- Architecture - Teams, Designs, Projects
- Fashion - Magazine Features, Brands, Shows



The Professionals Format

- Medical Professionals
- Dental Professionals
- Legal Professionals



The Professionals Format

- Summary of Qualifications
- Education
- Professional Experience
- Honors and Activities
- Summary of Accomplishments
- Credentials
- Professional Affiliations
- Publications



Recent Military History

- Summary and Objective
- Skills and Abilities
- Professional Experience
- Military Summary
- Education and Training



U.S. Government Formats

- KSA (Knowledge, Skills and Abilities) Statements
- ECQ (Executive Core Qualification) Statements



Always Practice Good Writing Resume Writing

- Use keywords from the job description
- List key competencies early in the resume
- Write strong accomplishment statements
- Spell check and proofread carefully
- Match the format to your purpose





- Save as regular plain text (.txt)
- Maximum line width of 70 characters
- No formatting will be preserved
- Do not use special characters or tabs
- Do not use word wrap



Optical Character Recognition Software (OCR)





- Use a common sans serif font like Arial
- Add space between slashes where used
- Use laser printing on crisp white stock
- Use single-spaced, single-sided copy
- Use UPPERCASE for headings



Internal Resumes Can Help Your Career

- Document skills and progressive growth
- Emphasize your measurable successes
- Use during annual performance reviews
- Use with accomplishment reports





What You Should Never Put on a Resume

Charles Duquette
Maryland English Institute
University of Maryland, College Park



A RESUME THAT WILL GET YOU HIRED

Take a creative approach. A simple timeline that shows your work history and icons that support each section are just two examples of how to be creative in your resume.



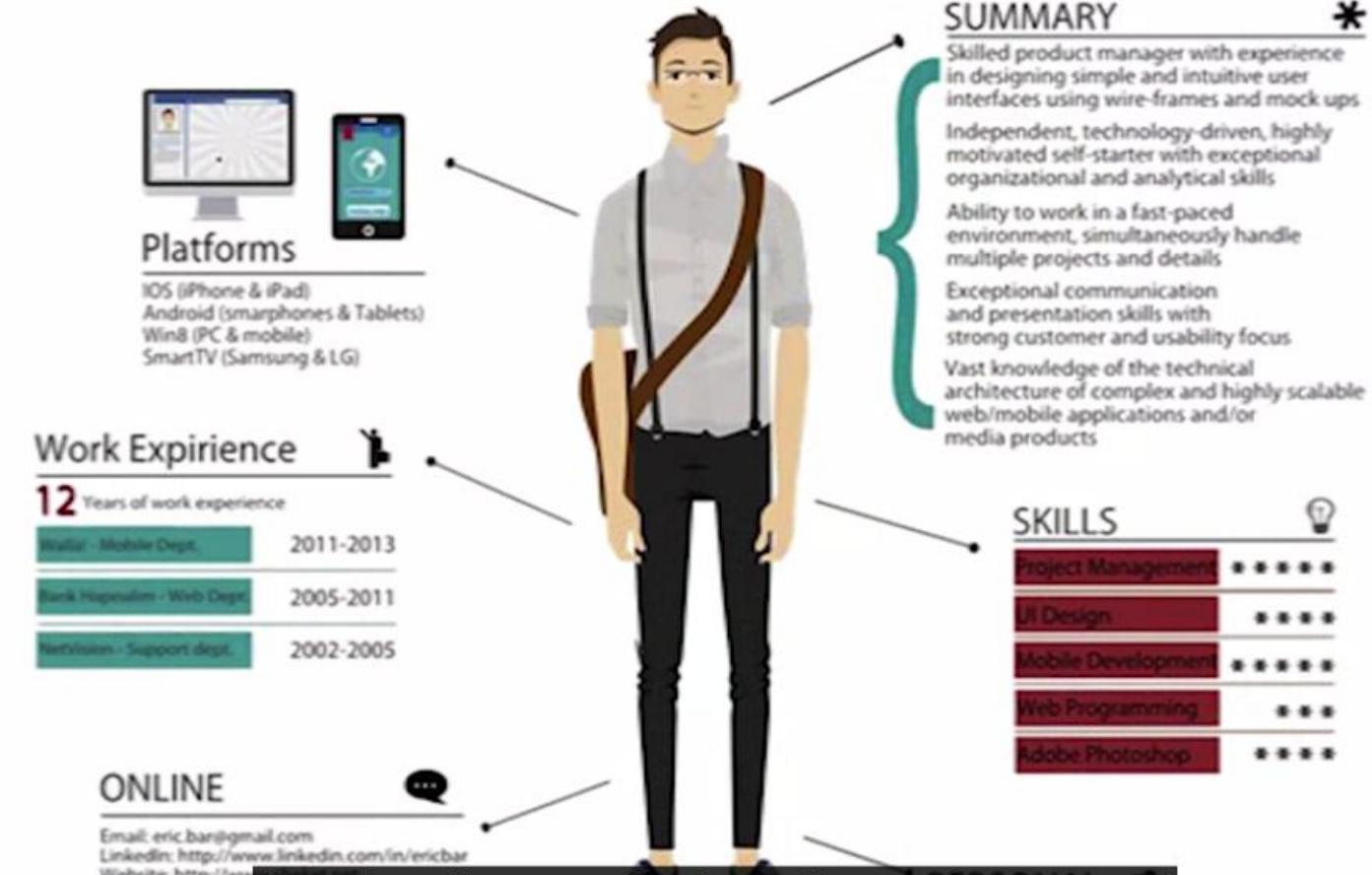
When in Doubt Follow These Rules

1. Dont make your resume too short or too long.
2. Focus of your general experience, not detailed descriptions of your duties and experiences.
3. Proofread and show the resume to multiple friends in order to avoid typos.
4. Dont include irrelevant information, but only what is necessary for the viewer to read.
5. Objective statements will hurt your cause; be direct and Dont use flowery writing.



Resume

Project/Product Manager



Again, three glaring flaws jump out
that would put this resume in the trash.



Edward Tufte

I want to emphasize that these
so-called proficiency scales

- Visual Display of Quantitative Information (1983)
- Envisioning Information (1990)
- Visual Explanations (1997)
- Beautiful Evidence (2006)



Other Common Mistakes - Digital Version

1. Instructions were not followed
2. No contact information
3. Subject line is blank
4. Position is not referenced

Failure to reference the job or
position you're applying for,



Other Common Mistakes - Paper Version

1. Resume is folded
2. Resume is stapled
3. Resume is put in a binder
4. Errors are present
5. Nonprofessional paper is used

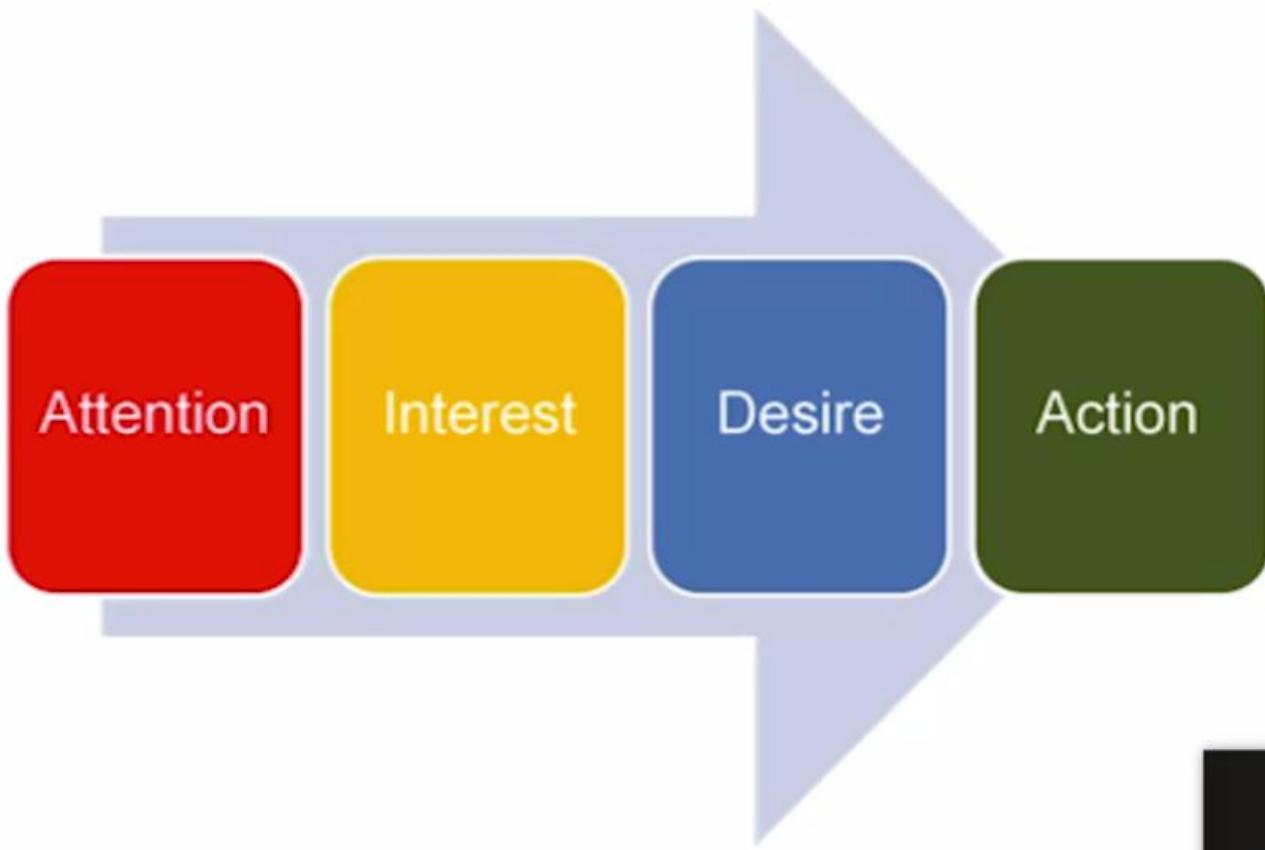
Do not use personal or
decorative stationary for either one.



Powerhouse Cover Letter

A middle-aged man with short brown hair, wearing a dark suit jacket over a white shirt and a red patterned tie, is speaking directly to the camera against a dark background.

A powerhouse cover letter is a piece
of masterful advertising, so



Whether in classified ads,
display ads, electronic media, or



To get the Attention of the employer to read the resume with enough Interest to create the Desire to make them take the Action you want.

In one statement, this is how AIDA applies to your cover letter and resume.



1. The first action is getting the employer to read the cover letter and the resume.
2. The second action is getting the employer to call or contact you.

reading the resume.



- Grab attention
- Arouse interest
- Stimulate desire
- Motivate action



stimulate desire, and motivate action.

Steps in Writing a Cover Letter

1. Make a connection with the prospective employer and grab his or her attention.
2. Arouse interest and the desire to find out more about how you can fill the job need.

creating good copy will encourage
your reader to continue.



Steps in Writing a Cover Letter

1. Make a connection with the prospective employer and grab his or her attention.
2. Arouse interest and the desire to find out more about how you can fill the job need.
3. Move the reader to call you for an interview.

that you'll also learn more about in the third lesson of this module.



To Hold the Reader's Attention

1. Use white space and short focused phrases.
2. Use bullets to cut through the clutter.

these bold dots immediately draw the reader's attention to your key strengths.



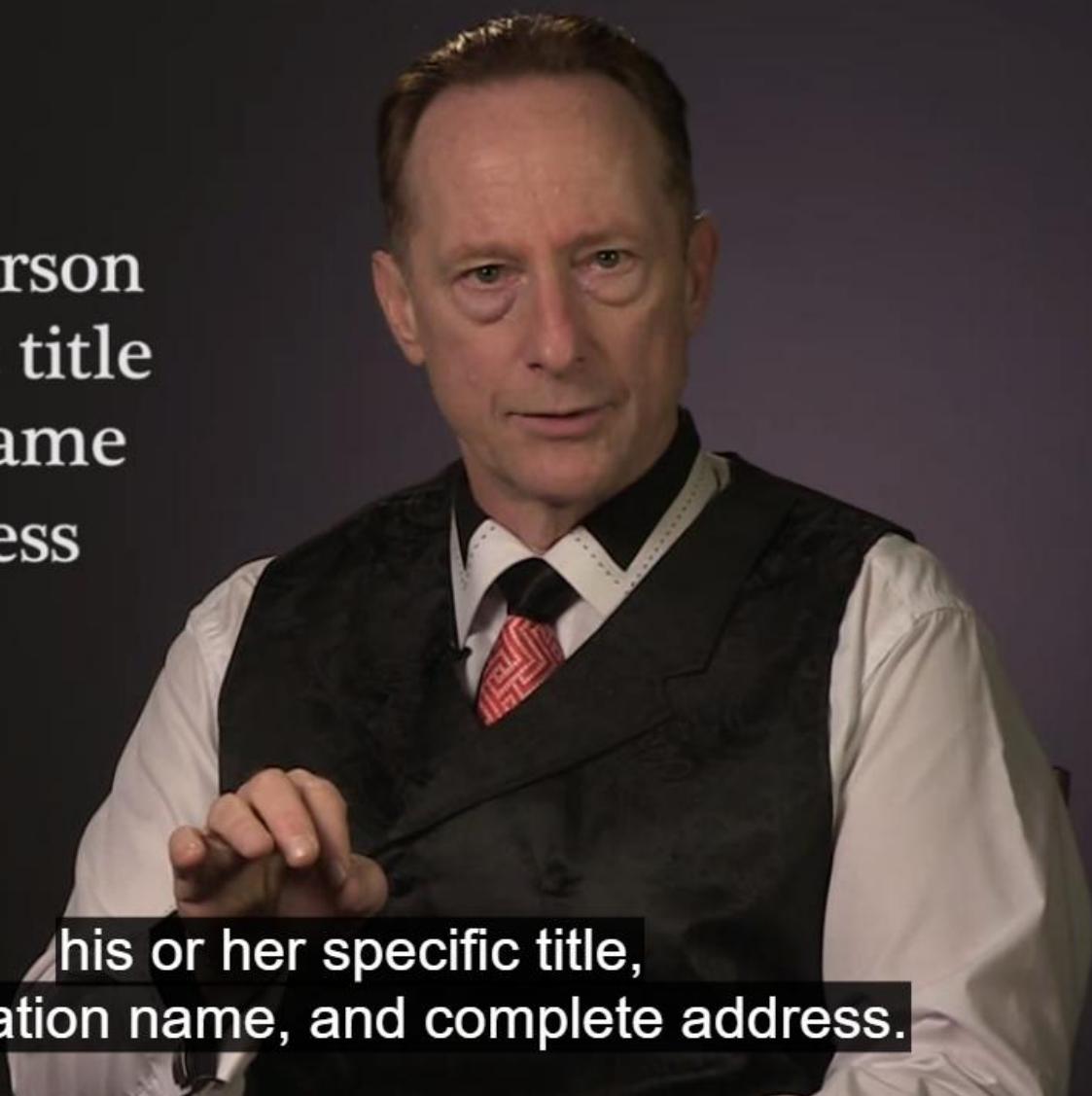
To Hold the Reader's Attention

1. Use white space and short focused phrases.
2. Use bullets to cut through the clutter.
3. Use three to four short paragraphs.
4. Use professional stock for printing.

This way, the entire package
the employer receives has a consistent



- The date
- Name of the person
- His/her specific title
- Organization name
- Complete address



his or her specific title,
organization name, and complete address.

April 15, 2016

Mr. James Smith
Chief Architect
AstraZeneca, Inc.
200 Cardinal Way
Redwood City, CA 94063

The text is left justified, with a date on
the first line followed by a blank line,



Top Margin	1.5"
Bottom Margin	3.0"
Vertical Alignment	Center
Left and Right Margins	1.25"

That usually produces
an attractive visual layout.



The Greeting or Salutation

Dear Director of Human Resources,

Dear Sir,

To Whom It May Concern,

Dear Mr. James Smith,

Dear Pat Smith,

use the informal comma
instead of the formal colon.





The Best Opening Strategy For Your Cover Letter

It should accomplish two goals,
to make a connection with the reader and

I am responding to the Enterprise Architect position advertised on your website.

That helps them figure out where their marketing is most effective,



To answer your question - the one posed by the ad on your website for an Enterprise Architect - yes, I do love understanding how a business really works and what it needs to change to stay competitive.

Here is a more personal approach.

Mike Walker recommended that I contact you regarding the Enterprise Architect position on your CTO team.

An employer will say he knows Mike,



*I very much enjoyed speaking with you today
about the Enterprise Architect position.*

*Mike said that you had one of the finest
strategic minds he had ever met.*

I understand that AstraZeneca is a leader in the biopharmaceuticals industry and that your group has spearheaded a number of their most successful enterprise initiatives.

With an opening like this, not only are you tooting the hiring manager's horn,

I understand that AstraZeneca is a leader in the biopharmaceuticals industry and that your group has spearheaded a number of their most successful enterprise initiatives.

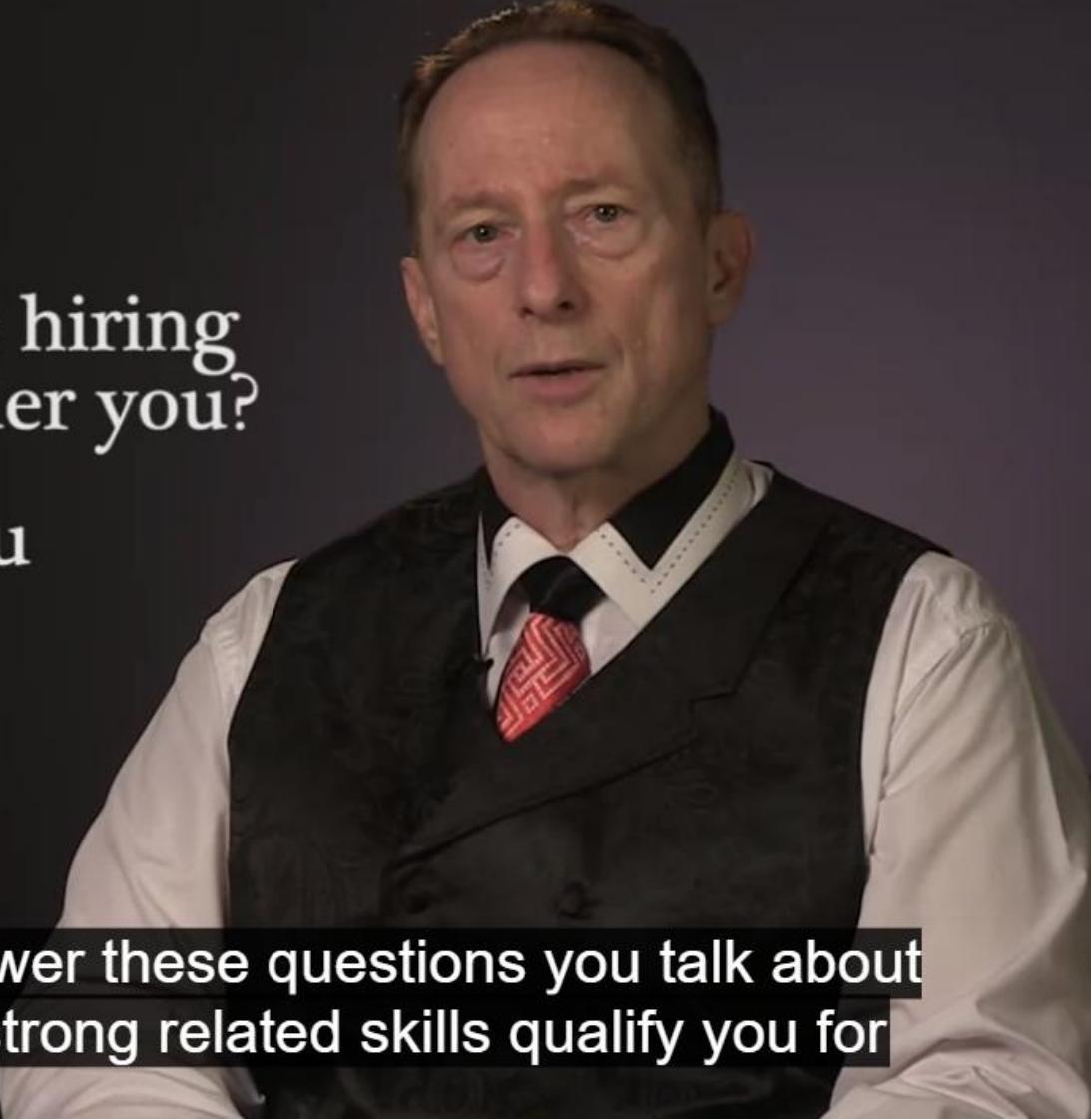
**you're showing him that
you did your homework.**

Mike Walker recommended that I contact you regarding the Enterprise Architect position on your CTO team. He said that yours was one of the finest strategic minds he had ever met and that you have spearheaded a number of AstraZeneca's most successful enterprise initiatives.



The Best Body Paragraphs For Your Cover Letter

You get as specific as possible,
using concrete examples and,



Why should the hiring
manager consider you?

What makes you
stand out?

To answer these questions you talk about
your strong related skills qualify you for

Overall: Exceptional ability to communicate, deal with organizational politics and take on bold organizational challenges.

The three top level competencies needed for an enterprise architect.

Problem solving: Solved a range of complex and unique problems in migrating payloads to cloud services at [XYZ].

Your first competency, you'll recognize this as a leading 21st century competency.

*Application Architecture Experience: Deployed
IAAS strategies with SAP enterprise systems.
Proficient in the use of Veeva and ServiceNow.*

This second competency highlights your
relevant experience using key words

Data Architecture Experience: Co-authored data governance policies at [XYZ] as chair of the Architectural Review Board.

This third competency highlights your ability to work



The Best Closing Paragraph For Your Cover Letter

This is where a conventional cover letter will lead you astray, but

*I would like to learn more about this position
and how I might assist you. Please call me at
555 555-1111 within the next ten days. After
that, I must make a decision about committing
to another project and will no longer be
available.*



- "Sincerely"
- Your name
- Signature

It's recommended that you sign with
a blue pen because it contrasts

April 15, 2016

Mr. James Smith
Chief Architect
AstraZeneca, Inc. 200 Cardinal Way
Redwood City, CA 94063

Dear Mr. James Smith.

Mike Walker recommended that I contact you regarding the Enterprise Architect position on your CTO team. He said that yours was one of the finest strategic minds he had ever met and you have helped Pearl Therapeutics spearhead a number of AstraZeneca's most effective enterprise initiatives.

My exceptional ability to communicate, deal with organizational politics and take on bold organizational challenges make me a strong candidate for the position:

- Problem solving: Solved a range of complex and unique problems in migrating payloads to cloud services at [XYZ].
- Application Architecture Experience: Deployed IAAS strategies with SAP enterprise systems. Proficient in the use of Veeva and ServiceNow.
- Data Architecture Experience: Co-authored data governance policies at [XYZ] as chair of the Architectural Review Board.

I would like to learn more about this position and how I might assist you. Please call me at 555 555-1111 within the next ten days. After that, I must make a decision about committing to another project and will no longer be available.

Sincerely,

A. Grate Hyer

A. Grate Hyer

[MUSIC]



Create A Sense of Your Limited Availability

Remember, that in the hiring game, hiring managers are the customer, and you, or



SOLD

white sold signs because they know these
encourage more sales in the neighborhood.

Because we have a limited window of opportunity, please contact me immediately.

Before I make another decision that makes me unavailable, please contact me.

Please contact me before (date) as I have promised to make a decision regarding a new project by then and may no longer be available.

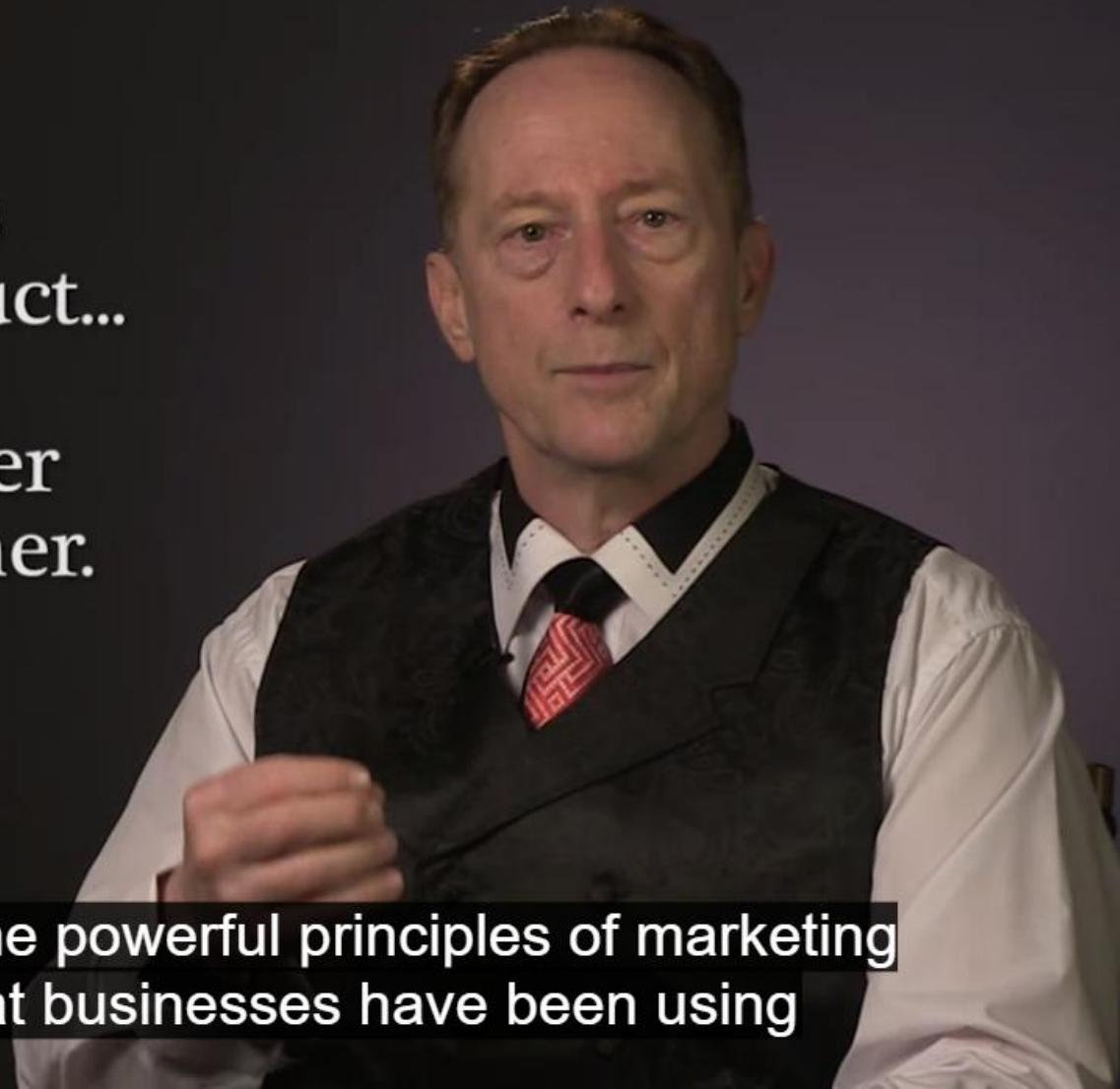
Please contact me right away as I am in town for only two more weeks.

I am presently between projects and before making a commitment would like to meet with you.

Your services
are the product...

...the employer
is the customer.

Use the powerful principles of marketing
that businesses have been using





Use a Four-Letter Word To Get Your Way

There is one four-letter word that
has been found to powerfully impact

"Call"

This one word tells anyone who reads
the ad, and has any interest and



Cover Letter Death by Cliché

- Please (do not hesitate to) contact me at...
- You can contact me at...
- If interested, please contact me at...
- Contact me at ... if you have any questions.
- Looking forward to meeting you.
- Call me at ... when you have a chance.

This says, after all this matter's not important, if you have free time during



*I would like to learn more about this position and how I might assist you.
Please call me at 555 555-1111.*

Combine it with a limited availability line, and you have a great close.



Create A Sense of Urgency

along with a sense of urgency
in their needing to respond.

*Please call me at 555 555-1111 within
the next ten days. After that, I must
make a decision about committing to
another project and will no longer be
available.*

Steps in Writing a Follow-Up Letter

1. Make a connection with the prospective employer and grab his or her attention.
2. Arouse interest in and desire for your capabilities and skills; reemphasize your fit in the organization.
3. Move the reader to call you for an interview.

Finally, you'll urge the employer to act.



Why You Write A Follow-Up Letter

- To remind the employer of why you are a good fit
- To mention capabilities you feel need more emphasis
- To gain a strategic edge over the competition

a follow up letter could give you
the competitive edge you need to win.





Make a Connection In the Opening

during the interview.



Sincere and genuine

So begin by thanking the interviewer for
his or her time.

I just wanted to thank you for the opportunity to meet with you today.

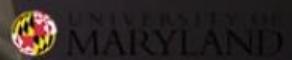
That makes it look like you went home and





Grab the
employer's attention

Now you have to grab
the employer's attention.



Mention valuable insights you learned.

any valuable insights you learned as a result of the interview.



Your knowledge about [a future trend in the industry] provided me with valuable insights into [a related area].

The model that you use
as a template is this.

As Mike Walker indicated, your insight into trends in the knowledge management field opened my eyes about the importance of enterprise collaboration in the future.

**So as this example shows,
revisit your personal**



Turning the Tables on the Power Players

that they're almost numbed by them.

The acumen I have won managing the enterprise architecture at [XYZ] would contribute to the success of your CTO group. The interview with you confirmed my initial impression that your organization is growing in a direction that parallels my career goals.

Observe the specific
structure you use here.



Call to Action

Now the hook in your closing paragraph,
your call to action.

"Try-before-you-buy"



After thinking over the problem you mentioned about the regional warehouses having hugely different code bases requiring torturous rebuilds, I've come up with an approach that could simplify the process. Please call me at 555 555-1111 to discuss it.

Its a matter of simple reciprocity.

Master's Secret #1

Always give the employer a reason to call.

her best interest to call you.



Master's Secret #2

Keep it simple and to the point.

Keep it down to one page,
three paragraphs.



Master's Secret #3

Do the unexpected.

Establish a personal connection and
gain attention by doing the unexpected.

