

UM0016

Komunikasi Bisnis

The Job Search and Résumés
in the Digital Age



Résumé Segments

Career Objective

If included, customize for the targeted position.

Poor:

To obtain an entry-level position with a strong company where I can utilize my skills to their fullest in advancing a career in accounting.

Improved:

To obtain a junior accountant position where my recent accounting and computer training can help an organization achieve its goals.

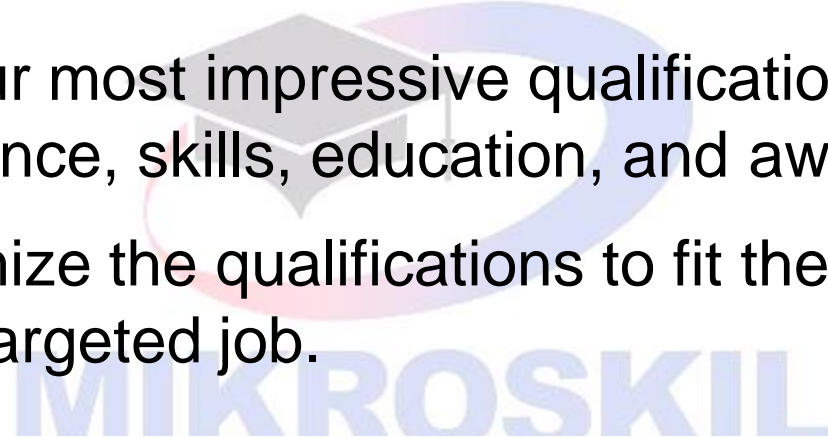
Résumé Segments

Summary of Qualifications

- Provide 3 to 8 bulleted statements.
- List your most impressive qualifications regarding experience, skills, education, and awards.
- Customize the qualifications to fit the requirements of the targeted job.

SUMMARY OF QUALIFICATIONS

- Two years' experience in responsible administrative and accounting positions
- Disciplined self-starter; able to work well without supervision
- Proficient with PCs including Word 2010, Excel, and the Internet
- Can be counted on to follow through on every detail until a task is successfully completed
- BA degree, San Francisco State University



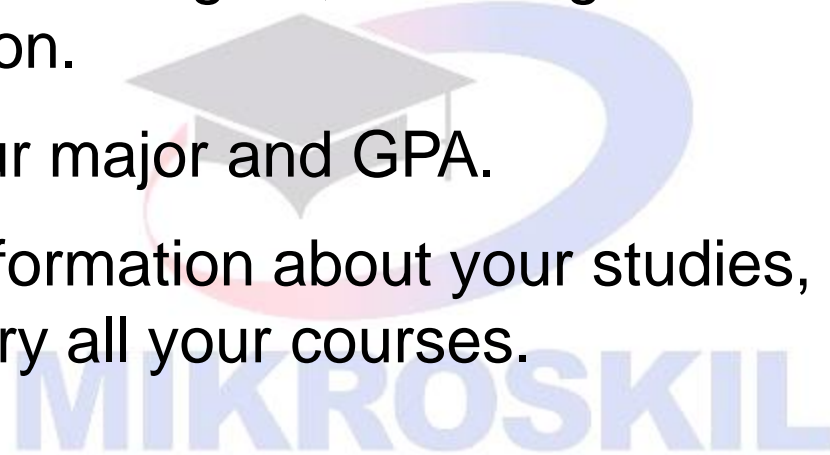
Résumé Segments

Education

- Name your degree, date of graduation, and institution.
- List your major and GPA.
- Give information about your studies, but don't inventory all your courses.

EDUCATION

BA in Broadcast Communication Arts, San Francisco State Univ., 2010
GPA in major: 3.2
Dean's list, 2 semesters



Résumé Segments

Work Experience

- List your jobs. Start with the most recent.
- Include employer's name and city, dates of employment (month, year), and most significant title.

Manager, Fleet Equipment, Kettering, Ohio. June 2015 to present.

Tax preparer, Volunteer Income Tax Assistance program (VITA). March 2015 to present.
Sinclair College, Dayton, Ohio.

Salesperson, Kmart, Dayton, Ohio. April 2014 to May 2015

Résumé Segments

Work Experience

- Use **action verbs** to describe your experience.
- Summarize and try to quantify your achievements.
- Include nouns for the skills and keywords of the targeted position.

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Prepared state and federal tax returns for individuals with incomes under \$25,000.

Conducted interviews with over 50 individuals to elicit data regarding taxes.

Calculated legitimate tax deductions and recorded them accurately.

Résumé Segments

Work Experience

Poor: Worked with customers

Improved: Developed customer service skills by successfully interacting with 40+ customers daily

Poor: Worked effectively in teams

Improved: Collaborated with five-member interdepartmental team in developing ten-page handbook for temporary workers

Poor: Joined in team effort on campus

Improved: Headed 16-member student government team that conducted most successful voter registration in campus history

Résumé Segments

Capabilities and Skills

- Highlight your technical skills. Mention ability to use the Web applications, software programs, social media, and communication technology tools.
- Emphasize your nontechnical skills. Give evidence of communication, management, and interpersonal skills. Employers want more than empty assurances.

Organized holiday awards program for 1,200 attendees and 140 awardees. Praised by top management for enthusiastic teamwork and achievement.

Résumé Segments

Capabilities and Skills

Poor: Have payroll experience

Improved: Proficient in preparing federal, state, and local payroll tax returns as well as franchise and personal property tax returns

Poor: Trained in computer graphics

Improved: Certified in graphic design including infographics through an intensive 350-hour classroom program

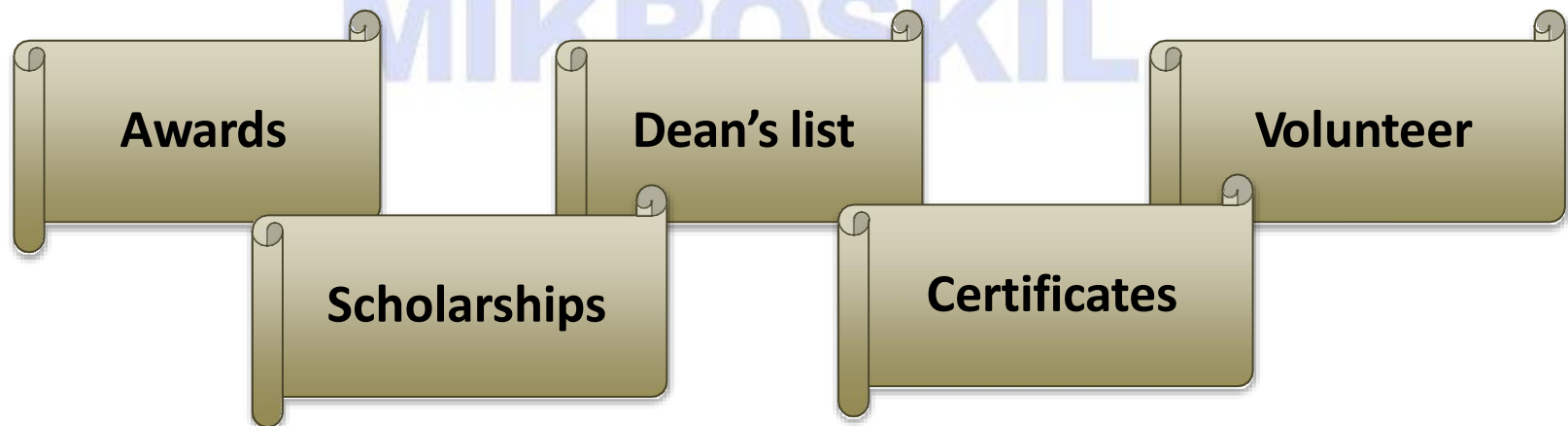
Poor: Have writing skills

Improved: Competent in writing, editing, and proofreading reports, tables, letters, memos, e-mails, manuscripts, and business forms

Résumé Segments

Awards, Honors, and Activities

- Show that you are well-rounded.
- List awards and extra-curricular activities, especially if they demonstrate leadership, teamwork, reliability, initiative, and efficiency.



Résumé Segments

Awards, Honors, and Activities



- Poor: Recipient of Star award
- Improved: Recipient of Star award given by Pepperdine University to outstanding graduates who combine academic excellence and extracurricular activities

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Résumé Segments

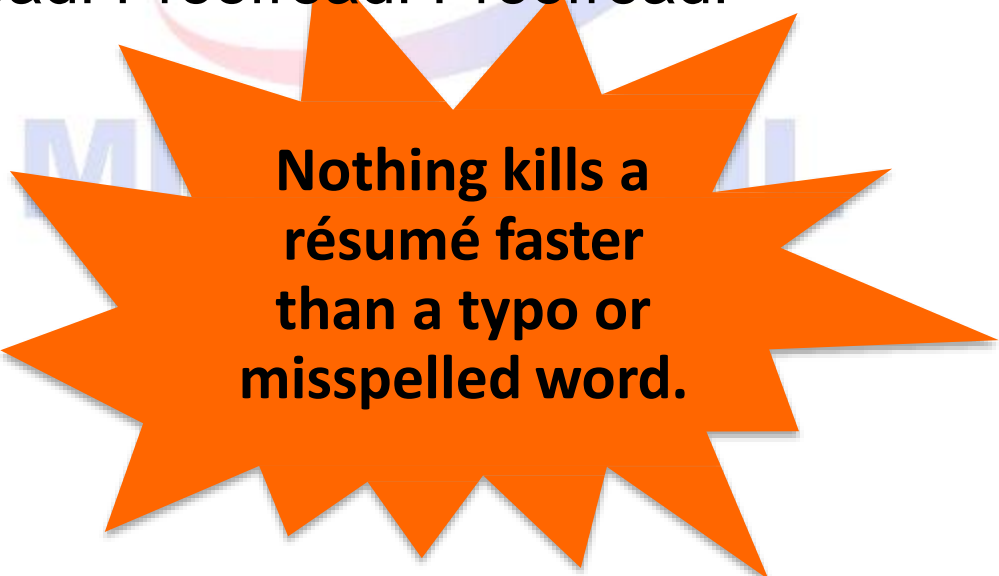
Final Tips

- Don't include personal info such as birth date, marital status, height, weight, etc.
- Consider whether it's necessary to include your home address.
- Have references available but don't list them on your résumé.
- Double-check for parallel phrasing.
- Avoid personal pronouns.

Résumé Segments

Final Tips

- Use quality paper and a quality printer.
- Have a friend or colleague critique your résumé.
- Proofread! Proofread! Proofread!



**Nothing kills a
résumé faster
than a typo or
misspelled word.**

Poor Résumé

RÉSUMÉ OF JENNIE JENKINS

3320 Lafayette Street, #12, San Leandro, CA 94561 jigglegirl@gmail.com

OBJECTIVE: An entry-level position where my proven communication, accounting, and administrative skills could be utilized in a path to management.

DEGREE from San Francisco State University, Broadcast Communication Arts, Bachelor of Arts. 3.2 in major.

EXPERIENCE

Apprentice KPFA – 94.1 in Berkeley, CA. Duties included scheduling studios. Also recruited staff. Some paperwork. Often given responsibility to act as production manager. 10/15 to present.

Pacifica House

Position of financial manager. Duties included payroll and benefits for employees of shelter. Was responsible for books, also for cash transactions. Took care of some donations. Expected to help raise funds. I prepared all payroll reports. Also petty cash. Chaotic. Underfunded.

Poor Résumé

Spring, 2013

Worked one spring with Renaissance Rainbow, which is a performance arts troupe operating out of San Francisco. My duties included scheduling interviews with print and broadcast journalists. Was responsible for volunteers and publicity.

Other temporary positions

Manpower, Inc. San Francisco. Worked at many different places as temp. 2011-2014. Dohring Company. File clerk, receptionist, general duties. Other places. Good Earth Restaurant – server – 2010-2011

Personal

Self-starter, can finish jobs without supervision.

Marital status: single

Birth: 6/16/88

Health: Excellent

Hobbies, Knitting, singing, like to read

First Baptist Gospel Choir

Awards: Spirit Award, Oakland H.S.

Dean's List, college, 2 semesters

Improved Résumé

Jennifer Marie Jenkins

3320 Lafayette Street, #12

San Leandro, CA 94561

(415) 781-5592

jennifer.jenkins@gmail.com

Objective: Administrative position involving accounting, employee benefits, customer service.

SUMMARY OF QUALIFICATIONS

- Two years' experience in responsible administrative and accounting positions
- Disciplined self-starter; able to work well without supervision
- Proficient with PCs including Word 2011, Excel, and the Internet
- Can be counted on to follow through on every detail until a task is successfully completed
- BA degree, San Francisco State University

RELEVANT EXPERIENCE

- 10/15 to present **Apprentice, Radio Production**, KPFA – 94.1, Berkeley, CA
- Schedule studios, recruit support staff, act as production manager
 - Process scripts, permissions, and logs for weekly productions

Improved Résumé

- 2014-15** **Financial manager**, The Pacific House (shelter), San Francisco, CA
- Used computer to manage payroll, employee benefits for staff of 26
 - Completed all projects on time, despite chaotic environment
 - Managed agency's cash flow involving funder reimbursements, in-kind donations, and fund-raising
 - Processed all accounts payable and receivable, monthly and quarterly statistical reports for local, state, and federal funding agencies; oversaw petty cash
 - Designed flow sheet to track success of \$35,000 fund-raising project
- 2013, Spring** **Publicity coordinator**, Renaissance Rainbow (performance arts troupe), San Francisco, CA
- Scheduled all media interviews, supervised volunteers
 - Coordinated publicity mailings for African-American Performance Arts Festival
- 2011-13** **Temp positions**, Manpower Temporary Services, San Francisco, CA
- Developed customer service skills as telephone interviewer for Dorhring Company
 - Maintained files, routed incoming telephone calls, input employee progress journals, prepared interoffice memos, recorded accounts payable checks, keyboarded accounts payable correspondence, learned e-mail systems and software programs in various assignments

EDUCATION

BA in Broadcast Communication Arts, San Francisco State Univ., 2011
GPA in major: 3.2
Dean's list, 2 semesters

Cooper M. Jackson

2109 Parkview Avenue
Harrisburg, PA 17109

Phone: 717.329.2208
Cell: 717.850.3902

E-mail: coopermjackson@aol.com

OBJECTIVE

Position in sales, marketing, or e-marketing in which my marketing, communication, and technology skills can help an organization achieve its goals.

SALES AND MARKETING SKILLS

- Developed people and sales skills by demonstrating lawn-care equipment in central and western Pennsylvania
- Achieved sales at 120 percent of forecast in competitive field
- Generated over \$30,000 in telephone subscriptions as part of the President's Task Force for the Northeastern University Foundation
- Conducted telephone survey of selected businesses in two counties to discover potential users of farm equipment and to promote company services
- Successfully served 40 or more retail customers daily as clerk in electrical appliance department of national home hardware store

COMMUNICATION AND COMPUTER SKILLS

- Conducted research, analyzed findings, drew conclusions, and helped write 20-page report contending that responsible e-marketing is not spam
- Learned teamwork skills such as cooperation and compromise in team projects
- Delivered PowerPoint talks before selected campus classes and organizations encouraging students to participate in campus voter registration drive
- Developed Word, Outlook, Excel, PowerPoint, and Internet Explorer skills

ORGANIZATIONAL AND MANAGEMENT SKILLS

- Helped conceptualize, organize, and conduct highly effective campus campaign to register student voters
- Trained and supervised two counter employees at Pizza Planet
- Organized courses, extracurricular activities, and part-time employment to graduate in seven semesters

EDUCATION

Bachelor of Business Administration, Northeast University,
June 2014

Major: Business Administration with e-marketing emphasis

GPA: Major, 3.7; overall 3.3 (A=4.0)

Related Courses: Marketing Research; Internet Advertising, Sales, and Promotion; and Strategies for the Information Age

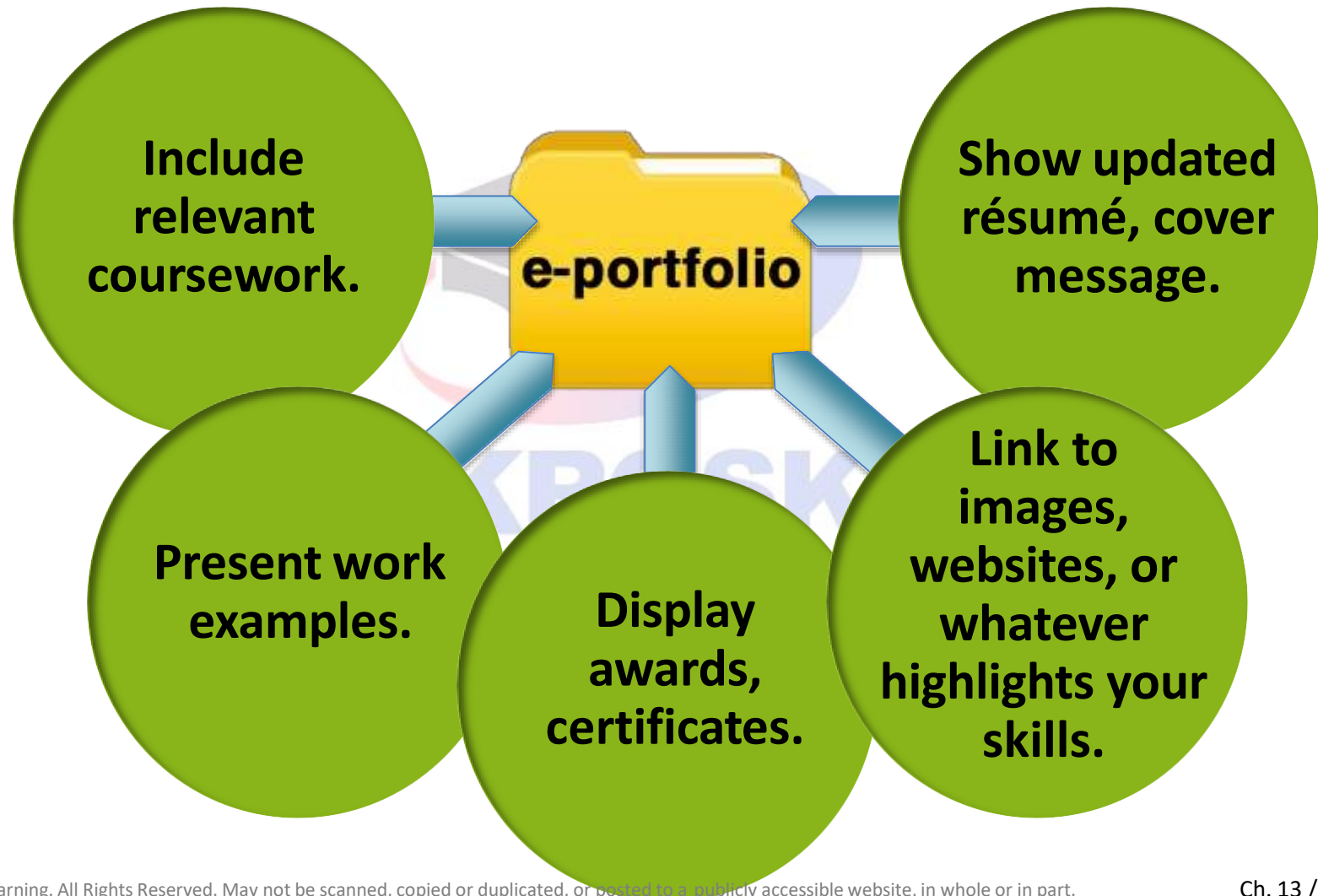
Getting Your Résumé Selected: Maximizing Keyword “Hits”



- Include specific keywords or keyword phrases.
- Focus on nouns.
- Use variations of the job title.
- Concentrate on the skills section.
- Don't use a keyword summary.

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Showcase Your Qualifications in a Career E-Portfolio



Video Résumé

- A video résumé enables you to demonstrate public speaking, interpersonal, and technical skills.
- Done well, it might give you an edge. Done poorly, it could drop you from consideration.



Infographic Résumé

- Uses colorful charts, graphics, and timelines to illustrate candidate's work history and experience.
- Many apps available to help candidates prepare dazzling infographic résumés, but they may not be appropriate in all fields.

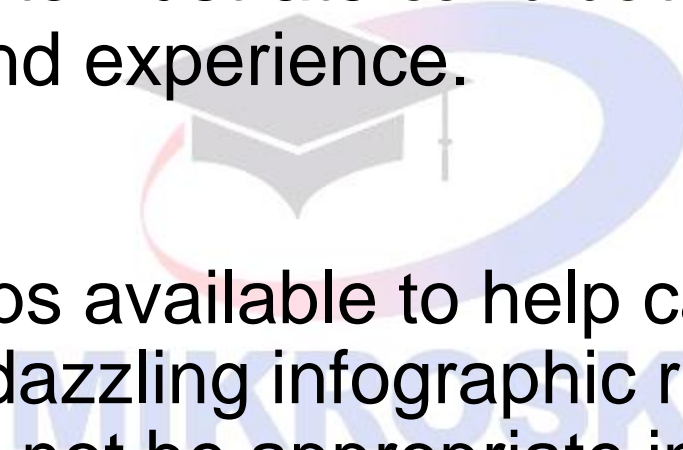
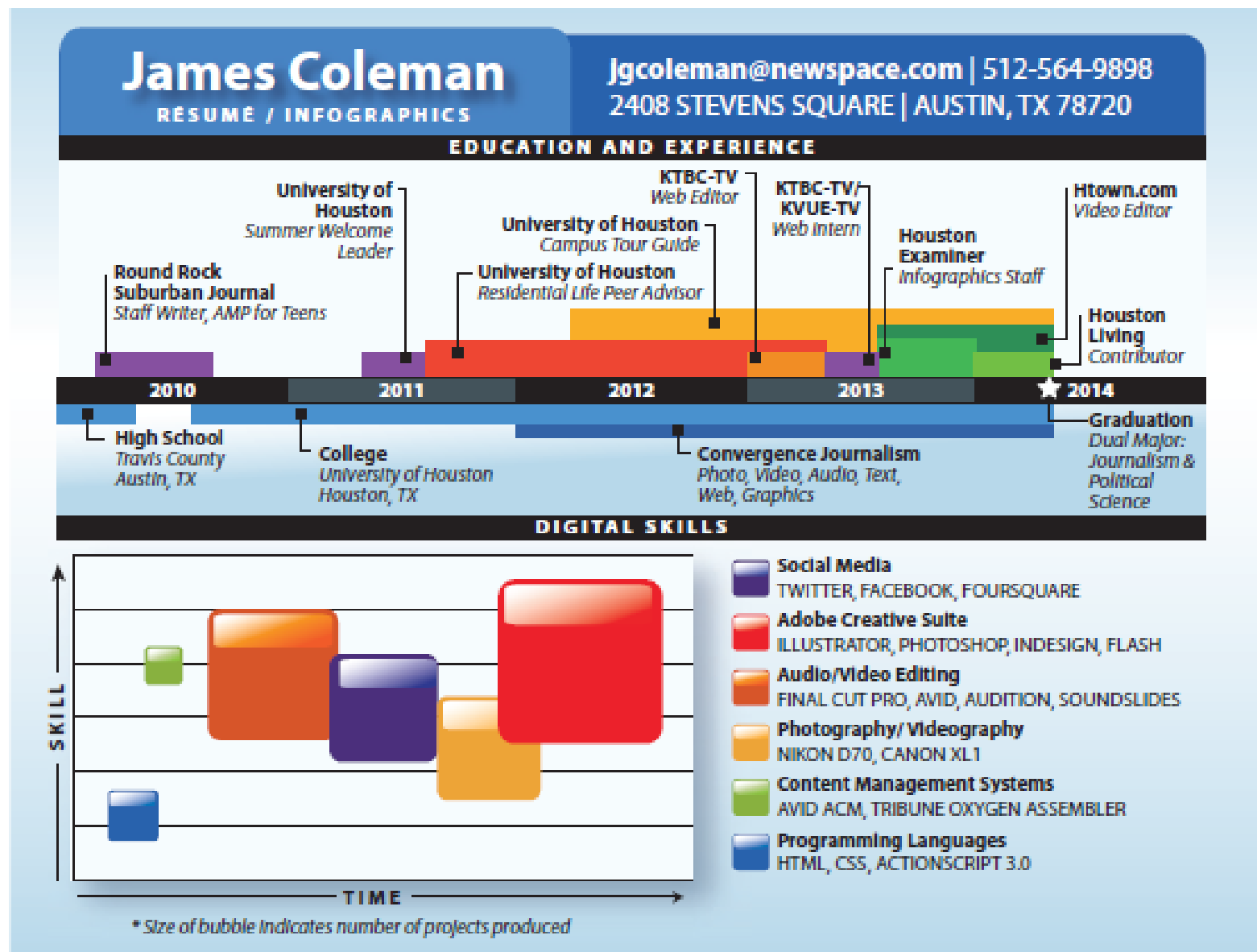


Figure 13.15 Infographics: A Novel Way to Show Education, Experience, and Skills



Reasons for Print-based Résumés

Prepare one basic print-based traditional résumé. It will be useful for the following:

**Distributing
at job
interviews**

**Sharing in
person-to-
person
networking**

**Giving to
recruiters at
job fairs**

**When
competing
for a job that
does not
require
electronic
submissions**

Customize your one basic résumé for various job applications.

Converting to a Plain Text Résumé or Digital Submission

Why plain text?

- Many organizations require plain text to avoid viruses and incompatibilities in word processing programs.
- Plain text is useful for pasting into online résumé blank submission forms.

How to do it?

- Just save document as Plain Text (*.txt).
- Be sure to adjust any resulting formatting problems.

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Ways to Submit Your Résumé

Word document

Plain text document

PDF document

Company database

Fax



Are Cover Messages Still Important?

Career advisors overwhelmingly support cover messages:

“No cover message – into the trash!”

“A résumé without a cover letter looks suspicious.”

"You may be the perfect person for job, but you'll knock yourself right out of the running with a poor or missing cover

- letter.”

Three Parts of a Cover Message

Opening

Captures attention, introduces the message, and identifies the position.

Body

Sells the candidate and focuses on the employer's needs.

Closing

Requests an interview and motivates action.

How to Open a Cover Message

Opening

Body

Closing

Possible Openings for Solicited Jobs

- Refer to the name of an employee in the company.
- Refer to the source of your information precisely.
- Refer to the job title and describe how your qualifications fit the requirements.

Openings for Solicited Jobs

- Refer to the name of an employee in the company. Remember that employers always hope to hire known quantities rather than complete strangers.

Brendan Borello, a member of your Customer Service Department, told me that Alliance Resources is seeking an experienced customer service representative. The enclosed summary of my qualifications demonstrates my preparation for this position.

At the suggestion of Heather Bolger, in your Legal Services Department, I submit my qualifications for the position of staffing coordinator.

Montana Morano, placement director at Southwest University, told me that Dynamic Industries has an opening for a technical writer with knowledge of Web design and graphics.

Openings for Solicited Jobs

- Refer to the source of your information precisely. If you are answering an advertisement, include the exact position advertised and the name and date of the publication. If you are responding to a position listed on an online job board, include the website name and the date the position was posted.

From your company's website, I learned about your need for a sales representative for the Ohio, Indiana, and Illinois regions. I am very interested

in this position and am confident that my education and experience are appropriate for the opening.

My talent for interacting with people, coupled with more than five years of customer service experience, make me an ideal candidate for the director of customer relations position you advertised on the CareerJournal website on August 3.

Openings for Solicited Jobs

- Refer to the job title, and describe how your qualifications fit the requirements. Hiring managers are looking for a match between an applicant's credentials and the job needs.

Ceradyne Company's marketing assistant opening is an excellent match with my qualifications. As a recent graduate of Western University with a major in marketing, I offer solid academic credentials as well as industry experience gained from an internship at Flotek Industries.

Will an honors graduate with a degree in recreation and two years of part-time experience organizing social activities for a convalescent hospital qualify for your position of activity director?

Because of my specialized training in finance and accounting at Michigan State University, I am confident that I have the qualifications you described in your advertisement for a staff accountant trainee.

How to Open a Cover Message

Opening

Body

Closing

Openings for Unsolicited Jobs

- Demonstrate an interest in and knowledge of the reader's business.
- Show how your special talents and background will benefit the company.

Openings for Unsolicited Jobs

- Demonstrate an interest in and knowledge of the reader's business. Show the hiring manager that you have done your research and that this organization is more than a mere name to you.

Because Signa HealthNet, Inc., is organizing a new information management team for its recently established group insurance division, could you use the services of a well-trained information systems graduate who seeks to become a professional systems analyst?

I read with great interest the article in Forbes announcing the upcoming launch of US Bank. Congratulations on this new venture and its notable \$50 million in loans precharter! The possibility of helping your bank grow is exciting, and I would like to explore a potential employment match that I am confident will be mutually beneficial.

Openings for Unsolicited Jobs

- Show how your special talents and background will benefit the company. Human resources managers need to be convinced that you can do something for them.

Could your rapidly expanding publications division use the services of an editorial assistant who offers exceptional language skills, an honors degree from the University of Mississippi, and two years' experience in producing a campus literary publication?

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Promoting Your Strengths in the Message Body

Opening

Body

Closing

- Explain how your preparation and experience fill the job requirements.
- Choose your strongest qualifications and show how they fit the targeted job.
- Mention your ability to work on a team, show initiative, and learn new tasks easily.
- Refer the reader to your résumé.

Body

Poor: I have taken classes that prepare me to be an administrative assistant.

Improved: Composing e-mail messages, business letters, memos, and reports in my business communication and office technology courses helped me develop the writing, language, proofreading, and computer skills mentioned in your ad for an administrative assistant.

MIKROSKIL

Motivating Action in the Closing

Opening

Body

Closing

- Ask confidently for an interview (not for the job!).
- Tie your request to reader benefits, or review your strongest points.
- Sound sincere and appreciative.
- Make it easy to respond; tell when you can be reached.

Closing

Poor: I look forward to a call from you.

Improved: To add to your staff an industrious, well-trained administrative assistant with proven Internet and communication skills, call me at (350) 492-1433 to arrange an interview. I look forward to meeting with you to discuss further my qualifications.



Poor: Thanks for looking over my qualifications.

Improved: I look forward to the opportunity to discuss my qualifications for the financial analyst position more fully in an interview. I can be reached at (213) 458-4030.

Uses personally
designed
letterhead

Shenice M. Williams

1770 Hawthorne Place, Boulder, CO 80304
(303) 492-1244, smwilliams@yahoo.com

May 23, 2016

Mr. Frank L. Lovelace
Director, Human Resources
Del Rio Enterprises
4839 Mountain View Avenue
Denver, CO 82511

Addresses
proper
person by
name
and title

Dear Mr. Lovelace:

Identifies job and
exactly where
ad appeared

Your advertisement for an assistant product manager, appearing May 22 in the employment section of your company web site, immediately caught my attention because my education and training closely parallel your needs.

According to your advertisement, the job includes "assisting in the coordination of a wide range of marketing programs as well as analyzing sales results and tracking marketing budgets." A recent internship at Ventana Corporation introduced me to similar tasks. Assisting the marketing manager enabled me to analyze the promotion, budget, and overall sales success of two products Ventana was evaluating. My ten-page report examined the nature of the current market, the products' life cycles, and their sales/profit return. In addition to this research, I helped formulate a product merchandising plan and answered consumers' questions at a local trade show.

Relates
writer's
experience
to job
requirements

Discusses
schooling

Intensive course work in marketing and management, as well as proficiency in computer spreadsheets and databases, has given me the kind of marketing and computer training that Del Rio probably demands in a product manager. Moreover,

Discusses
experience

my recent retail sales experience and participation in campus organizations have helped me develop the kind of customer service and interpersonal skills necessary for an effective product manager.

Asks for interview
and repeats main
qualifications

After you have examined the enclosed résumé for details of my qualifications, I would be happy to answer questions. Please call me at (303) 492-1244 to arrange an interview at your convenience so that we may discuss how my marketing experience, computer training, and interpersonal skills could contribute to Del Rio Enterprises.

Refers reader
to résumé

Sincerely

Shenice M. Williams
Shenice M. Williams

Uses personal business style with return address above date

2250 Turtle Creek Drive
Monroeville, PA 15146
May 29, 2016

Mr. Richard M. Jannis
Vice President, Operations
Sports World, Inc.
4907 Allegheny Boulevard
Pittsburgh, PA 16103

Dear Mr. Jannis:

Shows resourcefulness and knowledge of company

Today's *Pittsburgh Examiner* online reports that your organization plans to expand its operations to include national distribution of sporting goods, and it occurs to me that you will be needing highly motivated, self-starting sales representatives and marketing managers. Here are three significant qualifications I have to offer:

Uses bulleted list to make letter easier to read

- Four years of formal training in business administration, including specialized courses in sales management, retailing, marketing promotion, and consumer behavior
- Practical experience in demonstrating and selling consumer products, as well as successful experience in telemarketing
- Excellent communication skills and a strong interest in most areas of sports (which helped me become a sportscaster at Penn State radio station WGNF)

Keeps letter brief to retain reader's attention

Refers to enclosed résumé

May we talk about how I can put these qualifications, and others summarized in the enclosed résumé, to work for Sports World as it develops its national sales force? I'll call during the week of June 5 to discuss your company's expansion plans and the opportunity for an interview.

Takes initiative for follow-up

Sincerely yours,

Donald W. Vinton
Donald W. Vinton

Enclosure

Four Possibilities for Submitting Your Résumé and Cover Message

Submit both cover message and résumé in an e-mail message. Convert both to plain text.

Send your cover message as an e-mail, and attach your résumé (plain text, Word document, or PDF).

Send a short e-mail message with both your cover letter and résumé attached.

Send your cover letter and résumé as printed Word documents by U.S. mail.



Final Tips for Creating Successful Cover Messages



- 1** Revise to avoid too many sentences beginning with “I.” However, make sure the sentences sound natural.
- 2** Use a traditional letter style in block format.
- 3** As with your résumé, proofread several times and have a friend do so also!

MIKROSKIL

The background features a collection of overlapping, semi-transparent blue squares and rectangles of various sizes, creating a dynamic, geometric pattern on the left side of the slide. The text "Question & Answers" is centered in a dark blue, serif font with a subtle white drop shadow.

Question & Answers