

Creating a Winning Resume



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Don Proeschel Bio

- BS in Nuclear Engineering from West Point
- MS in Management and Administration from UT Dallas
- Six years as an Army telecommunications officer
- 18 years in defense electronics companies (infrared systems, antennas, radars, stealth technology, cyber security and software modeling and simulation)
- 15 years in IT and telecom companies in executive roles
- Worked for companies from 7-person startups to Texas Instruments
- Decades of experience in staffing, recruiting and career coaching
- Connected with 8,000+ recruiters on LinkedIn
- Passion for helping others connect with their dream jobs

Six Reasons Recruiters Will Throw Your Resume Away (From theladders.com)

1. Too loooooooooooooooong (Over 3 pages)
2. Over-*styled* (Strange or more than one font)
3. Doesn't include keywords from the job requirements
4. Has the wrong tone—should reflect your values and perspectives
(confident but not arrogant)
5. Not ordered by relevance or level of impact (first things first)
6. Doesn't tell a coherent story aimed at the job requirements



How Bright is the Job Market?

- GDP growth (4.2%) is greater than unemployment rate (3.9%).
- Dallas area unemployment rate is 3.8% vs. 5.3% long-term average rate.
- NASDAQ and S&P 500 at all-time record highs, and Dow Jones is getting close.
- More total job openings in USA than job seekers.
- 120,000 new jobs in North Texas each year.
- You only need one of these jobs!



How Bright is the Job Market?



- For experienced engineers, median salaries in the Dallas area for:
 - Biomedical engineers: \$111.3K
 - Electrical engineers: \$104K
 - Mechanical engineers: \$104.3K
 - Computer hardware engineers: \$107.5K
 - Software systems development engineers: \$110.5K
- In 2017, USA 90th salary percentile was \$108K.

Who is in Marketing and Sales???

- You are!!!!
- You are your “brand.”
- You are marketing and selling your services.
- Your resume and your LinkedIn profile are your primary branding tools to attract recruiters and hiring managers.



Agenda



- Resume Purpose and Principles
- Contact Information
- Value Offer (Not Career Objective)
- Additional Skills
- Notable Career Achievements
- Career History
- Education
- Continuing Education, Licenses and Certifications
- Community Service

Resume Purpose

- There is exactly ONE purpose for your resume:
- To get an INTERVIEW!
- It is NOT intended for you to tell your whole life story.
- It is intended to create interest by employers in learning more about the value you can bring to an organization.
- Your goal is to differentiate yourself from the many other candidates who are competing for every job.



Resume Principles

- Use a “rifle” not a “shotgun” approach.
- The bull’s eye is the job description!
- EVERYTHING in your resume should be aimed at the job description!
- Job description is the question: “What do we need?”
- Your resume is the answer: “What value do I have to offer?”
- No more than 3 pages.
- First page is the most important—you have 20 to 30 seconds to make a powerful impression! Make employers want to learn more about you.
- Focus on your measurable accomplishments, and not just job duties and responsibilities.



Sample Job Requirements



- This company is hiring a mechanical engineer who has experience designing large steel structures. Also, taking the designs through the whole life cycle is a must! There is only one ME on the team, so being able to work independently is required.
- Job description:
 - Creating 3D models of heavy equipment in AutoCad and Inventor
 - Responsible for performing FEA analysis using ANSYS
 - Collaborating with multiple team members closely
 - Conduct internal design reviews
 - Customer interaction, developing and implementing creative and pragmatic solutions

Contact Information

- Make it EASY for companies to contact you.
- Always include your LinkedIn profile URL.
- Provide your city but not your address.
 - Snail mail is rarely used by employers.
 - Some people are concerned about their personal security if their home address is broadcast into a public domain.
- Do not use unprofessional email addresses, such as:
 - imaslob@yahoo.com
 - partyallnight@gmail.com
- Provide a cell phone number.



Contact Information Example



IMA ENGINEER

Plano, TX 75093

111.867.5309

imaengineer@gmail.com

LinkedIn: www.linkedin.com/in/imaengineer

Value Offer



- Begin with the job description.
- Use this instead of an objective section. The job you are applying to is your objective.
- Employers care little about your objective. They care a lot about the value you can bring to their organization.
- Use strong action verbs—spearheaded, initiated, created, etc.
- Describe your strongest attributes that demonstrate skills described in the job description.

Value Offer Example



- Begin with the job description.
- Self-driven biomedical engineer, with proven strengths in multidisciplinary engineering technology, process methodologies and full product development life cycle. Experience includes bioengineering Capstone project leadership and an internship at Crossbreed Bioengineering Labs, creating canine offspring of St. Bernards and Chihuahuas.

Additional Skills

- Begin with the job description.
- Put as many of the skills listed on the job description on your resume as you have, ensuring that you can describe specific examples of how you have already successfully demonstrated this skill.
- Look at skills others with similar backgrounds include on their resumes and LinkedIn profiles to generate ideas for your list.
- Research similar job descriptions from that company or in that industry to uncover other skills that may also be important to that position.



Additional Skills Example



- Begin with the job description.
- Use two column format:

Additional Skills

- | | |
|---|--|
| <ul style="list-style-type: none">• Program and Project Management• Software Development Life Cycle• Consulting and Training• Organizational Development• Risk Management | <ul style="list-style-type: none">• Business Development• Waterfall and Agile Development• Staffing, Recruiting and Compensation• Oral and Written Communication Skills• Business Analysis and Process Mapping |
|---|--|

Notable Career Achievements

- Begin with the job description.
- Consider this similar to an athlete's "highlight reel" of best plays that they show to colleges or professional teams.
- For undergraduate engineers, your Capstone project is of primary interest to employers.
- Your specific contributions to the success of your Capstone project are especially important.
- Specific achievements in an engineering internship are also highly valued by employers.
- Again, use strong action verbs.
- Be prepared to tell a compelling story about each achievement.
Remember: *Words tell, but stories sell!*



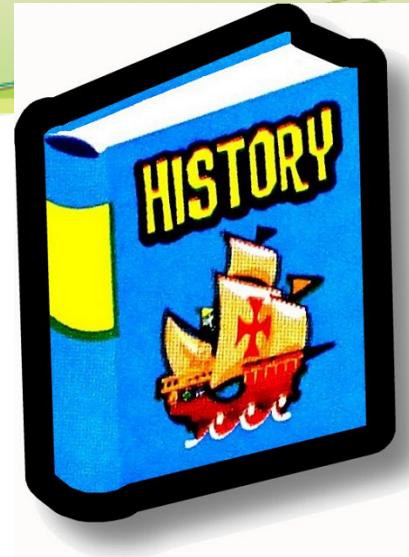
Notable Career Achievements Example

- Developed and successfully delivered Federal Systems software modeling and simulation projects to large defense contractors.
- Mentored / trained R&D leadership team, leading to accelerated management development.
- Re-energized corporate implementation team to achieve ISO 9001 certification within six months.
- Supported return to profitability by trimming costs by 25% in \$22 million R&D budget.
- Created strategic business plan, mission statement, vision statement, values statement, and marketing by-line for telecom startup company producing mobile towers.

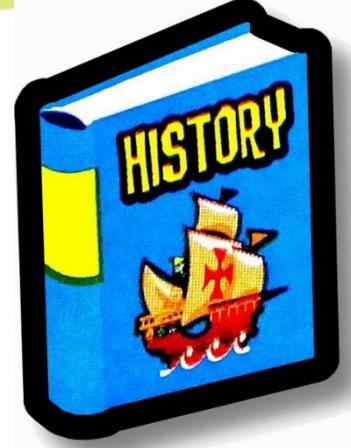


Career History

- Use reverse chronological work history
- Include part-time jobs and internships
- Again, focus on measurable achievements more than just job responsibilities



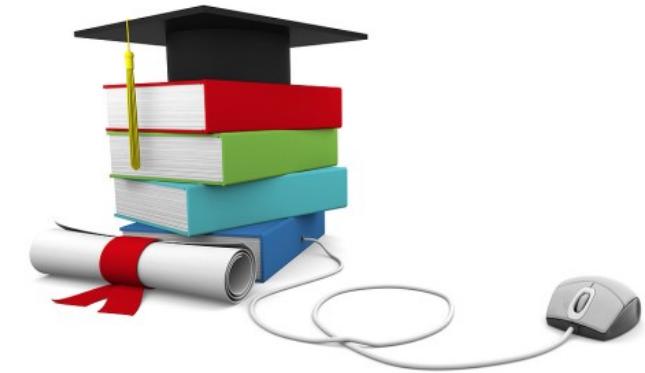
Career History Example



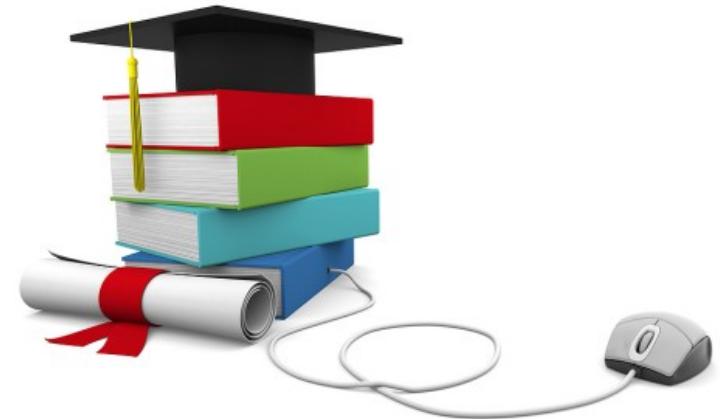
- **Intervoice, Dallas, TX (Purchased by Convergys in 2008)** 1995-2006
- (A \$200 million telecommunications company with 1,000 employees)
- *Director of Operations for Research and Development*
- Managed daily R&D operations and 10 staff to help achieve department goals of successfully releasing products on time and within budget.
- Managed \$22 million R&D budget consistently within quarterly and annual goals, and guided R&D leadership team to reduce costs by 25% during business downturn.
- Led creation of monthly and quarterly business goals reporting to the CEO for the R&D department.
- Improved processes, methods and personnel in test engineering and configuration management teams, resulting in more comprehensive testing, reduced errors and improved effectiveness.

Education

- Show university education to date.
- Include projected graduation date.
- Do not include high school education—not relevant to an employer.
- Show education honors (Dean's List, etc.).



Education Example



- Bachelor of Science (BS) in Mechanical Engineering – University of Texas at Dallas (Expected May 2019) (Dean's List)

Training/Licenses/Continuing Education

- Begin with the job description.
- Add what is relevant to the job.
- Continue learning outside university requirements to build skills within your targeted industry.
- Actively participate in engineering professional organizations and find out what training is available.
- Be a lifelong learner!!! Technology changes so fast that you must always learn to keep your skills current.



Training/Licenses/Continuing Education Example

- ISO 9001 Lead Internal Auditor certification from BVQI
- Defense Systems Acquisition Courses from Defense Acquisition University
- Project Management training from Texas Instruments
- Six Sigma training from Texas Instruments
- Model-Based Systems Engineering (MBSE) training
- Business Process Model and Notation (BPMN) training
- Process Management Certification from the University of Texas at Austin



Community Service



- Most companies today publicly support and promote community service by their employees.
- Many truly care about their communities.
- This also helps to enhance their marketing “brand” as good corporate citizens.
- Community service demonstrates that a candidate is a well-rounded person who will do more than just work to draw a paycheck.

Community Service Example

- Past Chairman, Collin County Open Space Board
- Past Co-Chairman of \$30 Million Collin County Open Space bond proposition
- Past Chairman, City of Allen Parks and Recreation Board
- Past mentor and leadership seminar keynote speaker, Dallas Junior Chamber of Commerce
- West Point recruiter, counselor and interviewer in Plano High Schools
- Past member, University of Texas at Dallas Industrial Advisory Board
- STEMFire volunteer, serving as science project judge at all levels, from elementary to UT Dallas
- Past *Dallas Morning News* contributing writer, Friday “Sounding Off” section



Cover Letter

- Begin with the job description.
- Use your Value Offer in your introductory paragraph.
- Create a 2-column format:
 - * Job Requirements
BS in Engineering
Team project experience
Communication skills
 - * My Qualifications
BS in Engineering
Capstone team project experience
Communication skills
- List the job requirements for which you are most qualified first.
- Ask for an interview, at which you can discuss your background and qualifications in more detail.



Cover Letter Example



- Begin with the job description.
- Use the template shown at the following link:
- <http://utdmaker.space/Pdf/Cover%20Letter%20Template%20.pdf>
- (Yes, the word “template” is misspelled in the link.)

Additional Resources



- www.careerdfw.org (A one-stop shop for conducting a job search)
- <http://utdmaker.space/> (New library of online job search resources)
- <https://utdallas.edu/career/resources/> (List of outstanding staff and online resources at UT Dallas)

Q & A Time



Contact Information

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