

Chapter 14

JOB APPLICATION

Chapter Outline

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14.1 INTRODUCTION

One book on resume' preparation describes it as "a toothpaste commercial "explaining that the average employment manager devotes about the same amount of time to scanning a resume that most television viewers spend watching a commercial designed to sell toothpaste-about 30 seconds. But rather than advertising the features and benefits of toothpaste, a resume is designed to advertise the accomplishments and track record of its author-you

A resume is, fundamentally a marketing tool. The consumer is the employment manager or the person in the company who makes the hiring decisions. The needs of that consumer are the requirements of the position he or she is trying to fill. You are the product, and your qualifications for that job are the way in which you will meet that employer's needs And your first form of advertising will be your resume.

According to Patricia Mathews, a human resources manager for a *Fortune* 500 company in the Midwest:"A resume creates an image first. If that image is a positive one, it will lead to an interview. That's all it does that's all it's supposed to do."

Difference between Curriculum Vitae, Resume and Bio-data: The primary differences between a resume and curriculum vitae (CV) are the length, what is included and what each is used for. A resume is a one or two page summary of your skills, experience and education. While a resume is brief and concise - no more than a page or two, curriculum vitae is a longer (at least two page) and more detailed synopsis.

Curriculum vitae includes a summary of your educational and academic backgrounds as well as teaching and research experience, publications, presentations, awards, honors, affiliations and other details. Actually it can be understood from the point of view experience. Résumé is sent by freshers or people having few years experience but CV is of those who have wide experience of work. Biodata includes detail information about individual. It includes person 'height complexion and family background too. Now days it is used for matrimonial purpose rather than jobs.

Types of Resume

Different kinds of resumes are designed to achieve different objectives. They accomplish their goals by organizing information different ways.

Chronological Resume-It lists everything in reverse chronological order. From the most recent back to the earliest, just as you did on your positions held and educations lists. It stresses upon the degrees, job headings and the dates. Such a resume demonstrates steady development/movement to the current time.

Name

Street • City, State Zip • Phone • Email

JOB OBJECTIVE

State concisely what job you would like next.

SUMMARY

- Summarize, in three or four bulleted statements, why you would be good at your job. Each bulleted statement should only take up one or two lines.
- Highlight your strengths with each statement. Focus on experience, service, or skills that directly relate to the job.
- The most relevant statements come first.

PROFESSIONAL EXPERIENCE

COMPANY NAME, City, State, ~~Year started~~ - present

Job Title

- Write two or more statements describing the work performed. Also, describe what you accomplished. Make sure that it is relevant to your current job objective.
- Give details where possible; quantities, totals, or other measurable information will show more precisely how your work relates.
- List any awards or commendations received that relate.

COMPANY NAME, City, State, 20xx-xx

Job Title

- Write two or more statements describing the work performed. Use the tips previously mentioned to list accomplishments, etc.
- The most relevant statments come first.

COMPANY NAME, City, State, 19xx-xx

Job Title

- Write two or more statements describing the work performed. Use the tips previously mentioned to list accomplishments, etc.
- The most relevant statments come first.

Functional Resume-These resumes highlights areas of similarity or consistency. When your pattern of progress in a specific career is sketchy at best, but when you've had some convincing success experience in two or three broad categories, a functional resume' will deliver that message. It will also help potential employers draw the conclusions you want them to draw.

14.2 DO'S AND DON'TS OF RESUME WRITING

1. Know the purpose of your resume

Some people write a resume as if the purpose of the document was to land a job. As a result they end up with a really long and boring piece that makes them look like desperate job hunters. The objective of your resume is to land an interview, and the interview will land you the job (hopefully!).

2. Back up your qualities and strengths

Instead of creating a long (and boring) list with all your qualities (e.g., disciplined, creative, problem solver) try to connect them with real life and work experiences. In other words, you need to back these qualities and strengths up, else it will appear that you are just trying to inflate things.

3. Make sure to use the right keywords

Most companies (even smaller ones) are already using digital databases to search for candidates. This means that the HR department will run search queries based on specific keywords. Guess what, if your resume doesn't have the keywords related to the job you are applying for, you will be out even before the game starts.

These keywords will usually be nouns. Check the job description and related job ads for a clue on what the employer might be looking for.

4. Use effective titles

Like it or not, employers will usually make a judgment about your resume in 5 seconds. Under this time frame the most important aspect will be the titles that you listed on the

resume, so make sure they grab the attention. Try to be as descriptive as possible, giving the employer a good idea about the nature of your past work experiences. For example:

Bad title: Accounting

Good title: Management of A/R and A/P and Recordkeeping

5. Proofread it twice

It would be difficult to emphasize the importance of proofreading your resume. One small typo and your chances of getting hired could slip. Proofreading it once is not enough, so do it twice, three times or as many as necessary.

6. Use bullet points

No employer will have the time (or patience) to read long paragraphs of text. Make sure, therefore, to use bullet points and short sentences to describe your experiences, educational background and professional objectives.

7. Where are you going?

Including professional goals can help you by giving employers an idea of where you are going, and how you want to arrive there. You don't need to have a special section devoted to your professional objectives, but overall the resume must communicate it. The question of whether or not to highlight your career objectives on the resume is a polemic one among HR managers, so go with your feeling. If you decide to list them, make sure they are not generic.

8. Put the most important information first

This point is valid both to the overall order of your resume, as well as to the individual sections. Most of the times your previous work experience will be the most important part of the resume, so put it at the top. When describing your experiences or skills, list the most important ones first.

9. Attention to the typography

First of all make sure that your fonts are big enough. The smaller you should go is 11 points, but 12 is probably safer. Do not use capital letters all over the place, remember that your goal is to communicate a message as fast and as clearly as possible. Arial and Times are good choices.

10. Do not include “no kidding” information

There are many people that like to include statements like “Available for interview” or “References available upon request.” If you are sending a resume to a company, it should be a given that you are available for an interview and that you will provide references if requested. Just avoid items that will make the employer think “no kidding!”

11. Explain the benefits of your skills

Merely stating that you can do something will not catch the attention of the employer. If you manage to explain how it will benefit his company, and to connect it to tangible results, then you will greatly improve your chances.

12. Avoid negativity

Do not include information that might sound negative in the eyes of the employer. This is valid both to your resume and to interviews. You don’t need to include, for instance, things that you hated about your last company.

13. Achievements instead of responsibilities

Resumes that include a long list of “responsibilities included...” are plain boring, and not efficient in selling yourself. Instead of listing responsibilities, therefore, describe your professional achievements.

14. No pictures

Sure, we know that you are good looking, but unless you are applying for a job where the physical traits are very important (e.g., modeling, acting and so on), and unless the employer specifically requested it, you should avoid attaching your picture to the resume.

15. Use numbers

This tip is a complement to the 13th one. If you are going to describe your past professional achievements, it would be a good idea to make them as solid as possible. Numbers are your friends here. Don’t merely mention that you increased the annual revenues of your division, say that you increased them by \$100,000, by 78%, and so on.

16. One resume for each employer

One of the most common mistakes that people make is to create a standard resume and send it to all the job openings that they can find. Sure it will save you time, but it will also greatly

decrease the chances of landing an interview (so in reality it could even represent a waste of time). Tailor your resume for each employer. The same point applies to your cover letters.

17. Identify the problems of the employer

A good starting point to tailor your resume for a specific employer is to identify what possible problems he might have at hand. Try to understand the market of the company you are applying for a job, and identify what kind of difficulties they might be going through. After that illustrate on your resume how you and your skills would help to solve those problems.

18. Avoid age discrimination

It is illegal to discriminate people because of their age, but some employers do these considerations nonetheless. Why risk the trouble? Unless specifically requested, do not include your age on your resume.

19. You don't need to list all your work experiences

If you have job experiences that you are not proud of, or that are not relevant to the current opportunity, you should just omit them. Mentioning that you used to sell hamburgers when you were 17 is probably not going to help you land that executive position.

20. Go with what you got

If you never had any real working experience, just include your summer jobs or volunteer work. If you don't have a degree yet, mention the title and the estimated date for completion. As long as those points are relevant to the job in question, it does not matter if they are *official* or not.

21. Sell your fish

Remember that you are trying to sell yourself. As long as you don't go over the edge, all the marketing efforts that you can put in your resume (in its content, design, delivery method and so on) will give you an advantage over the other candidates.

22. Don't include irrelevant information

Irrelevant information such as political affiliation, religion and sexual preference will not help you. In fact it might even hurt your chances of landing an interview. Just skip it.

23. Use Mr. and Ms. if appropriate

If you have a gender neutral name like Alex or Ryan make sure to include the Mr. or Ms. prefix, so that employers will not get confused about your gender.

24. No lies, please

Seems like a no brainer, but you would be amused to discover the amount of people that lie in their resumes. Even small lies should be avoided. Apart from being wrong, most HR departments do background checks these days, and if you are busted it might ruin your credibility for good.

25. Keep the salary in mind

The image you will create with your resume must match the salary and responsibility level that you are aiming for.

26. Analyze job ads

You will find plenty of useful information on job ads. Analyze not only the ad that you will be applying for, but also those from companies on the same segment or offering related positions. You should be able to identify what profile they are looking for and how the information should be presented.

27. Get someone else to review your resume

Even if you think your resume is looking kinky, it would be a good idea to get a second and third opinion about it. We usually become blind to our own mistakes or way of reasoning, so another person will be in a good position to evaluate the overall quality of your resume and make appropriate suggestions.

28. One or two pages

The ideal length for a resume is a polemic subject. Most employers and recruiting specialists, however, say that it should contain one or two pages at maximum. Just keep in mind that, provided all the necessary information is there, the shorter your resume, the better.

29. Use action verbs

A very common advice to job seekers is to use action verbs. But what are they? Action verbs are basically verbs that will get noticed more easily, and that will clearly communicate what

your experience or achievement were. Examples include managed, coached, enforced and planned.

30. Use a good printer

If you are going to use a paper version of your resume, make sure to use a decent printer. Laser printers usually get the job done. Plain white paper is the preferred one as well.

31. No hobbies

Unless you are 100% sure that some of your hobbies will support your candidacy, avoid mentioning them. I know you are proud of your swimming team, but share it with your friends and not with potential employers.

32. Update your resume regularly

It is a good idea to update your resume on a regular basis. Add all the new information that you think is relevant, as well as courses, training programs and other academic qualifications that you might receive along the way. This is the best way to keep track of everything and to make sure that you will not end up sending an obsolete document to the employer.

33. Mention who you worked with

If you have reported or worked with someone that is well known in your industry, it could be a good idea to mention it on the resume. The same thing applies to presidents and CEOs. If you reported to or worked directly with highly ranked executives, add it to the resume.

34. No scattered information

Your resume must have a clear focus. It would cause a negative impression if you mentioned that one year you were studying drama, and the next you were working as an accountant. Make sure that all the information you will include will work towards a unified image. Employers like decided people.

35. Make the design flow with white space

Do not jam your resume with text. Sure we said that you should make your resume as short and concise as possible, but that refers to the overall amount of information and not to how

much text you can pack in a single sheet of paper. White space between the words, lines and paragraphs can improve the legibility of your resume.

36. Lists all your positions

If you have worked a long time for the same company (over 10 years) it could be a good idea to list all the different positions and roles that you had during this time separately. You probably had different responsibilities and developed different skills on each role, so the employer will like to know it.

37. No jargon or slang

It should be common sense, but believe me, it is not. Slang should never be present in a resume. As for technical jargon, do not assume that the employer will know what you are talking about. Even if you are sending your resume to a company in the same segment, the person who will read it for the first time might not have any technical expertise.

38. Careful with sample resume templates

There are many websites that offer free resume templates. While they can help you to get an idea of what you are looking for, do not just copy and paste one of the most used ones. You certainly don't want to look just like any other candidate, do you?

39. Create an email proof formatting

It is very likely that you will end up sending your resume via email to most companies. Apart from having a Word document ready to go as an attachment, you should also have a text version of your resume that does not look disfigured in the body of the email or in online forms. Attachments might get blocked by spam filters, and many people just prefer having the resume on the body of the email itself.

40. Remove your older work experiences

If you have been working for 20 years or more, there is no need to have 2 pages of your resume listing all your work experiences, starting with the job at the local coffee shop at the age of 17! Most experts agree that the last 15 years of your career are enough.

41. No fancy design details

Do not use a colored background, fancy fonts or images on your resume. Sure, you might think that the little flowers will cheer up the document, but other people might just throw it away at the sight.

42. No pronouns

Your resume should not contain the pronouns “I” or “me.” That is how we normally structure sentences, but since your resume is a document about your person, using these pronouns is actually redundant.

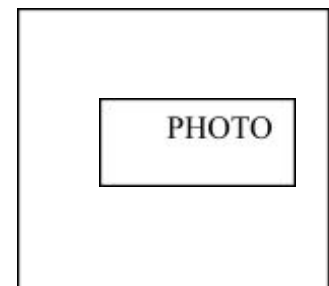
43. Don't forget the basics

The first thing on your resume should be your name. It should be bold and with a larger font than the rest of the text. Make sure that your contact details are clearly listed. Secondly, both the name and contact details should be included on all the pages of the resume (if you have more than one).

44. Consider getting professional help

If you are having a hard time to create your resume, or if you are receiving no response whatsoever from companies, you could consider hiring a professional resume writing service. There are both local and online options available, and usually the investment will be worth the money.

Sample RESUME for Freshers



Name XXX

Email -

Address Flat No... ABC block, New Delhi

Mobile no.....

Objective

To attain professional enrichment in the area of with a renowned organization. To contribute towards the growth of the Organization, based on my expertise and to further my

personal capabilities by learning from the new exposure within the structured framework of the organization.

Expertise Summary

- Expertise in
- A quick learner with ‘**Can do**’ attitude

Key Skills and Management

- Creative problem-solver, who can see big picture while never losing sight of details that deliver results.
- Highly methodical and well organized in work habits with well-developed leadership and motivational skills.
- Dedicated individual, determined to add value to the organization through my professional and academic skills.

Professional Qualification

Pursuing **BBA** from IITM, Janakpuri Affiliated to Guru Gobind Singh Indraprastha University.

Academia

- **Presently in BBA/BBA(CAM)/BCA 4th Semester**
IITM (Affiliated to GGSIPU)
- **INTERMEDIATE** (Class 12th) - Year
School- Percentage
- **MARTICULATION** (Class 10th) – Year
School - Percentage

IT Skills

- Well versed with MS office, Internet operations, (mention any programming language known)

Projects

Title	
Abstract	

Title	
Abstract	

Seminars Attended

- Attended a seminar on “Business Communication and You”, conducted by NIIT, Delhi.

Extra-Curricular Activities

-
-

Personal Minutiae

Date of Birth:

Language Proficiency:

References: Available on request

Date :

Place : New Delhi

(XYZ)