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RESUMES

What do these pictures have in common?

So what is a Resume?

✓ An advertisement selling a product...YOU!!

- To you a resume is a **marketing tool** but to a recruiter it can be an elimination tool
- The **first image** of you that an employer sees – a "paper you"
- It shows a future employer how your skills, values and experiences meet the specific needs of a position
- The purpose of a resume is to get you an **interview**
- A resume is **not just a list** of everything you have ever done
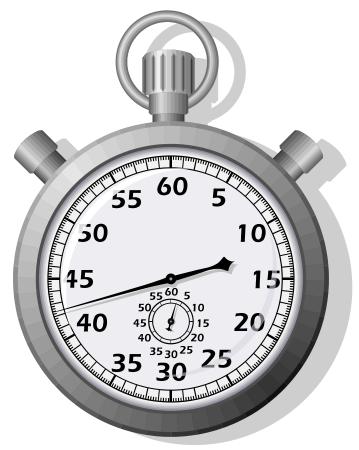
The Test...

- How long does an employer spend reviewing your resume?

10-15 SECONDS

KEEP or **TOSS**

"Say, that's a mighty impressive resume. Mind if I borrow it for a few minutes?"

Make it work **FOR** you and not **AGAINST** you!

How to write a Resume?

Review the job description and tailor your resume to match that description…

1. Header / Contact Information
2. Objective / Career Goal / Brand Statement
3. Summary or Highlight of Qualifications / Profile
4. Technical Skills
5. Work Experience / Employment History
6. Education and Training (or Certification)
7. Community Involvement or Volunteer Experience
8. Associations or Accomplishments

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1) Header – Contact Info

- Be sure to include…
  - Full Name
  - Full Address (including postal code)
  - Phone Number (with professional voicemail)
  - Email Address (Seneca or other professional account)
  - About.me, LinkedIn, Twitter, Blog, Github (if relevant and up-to-date)

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JOHN SMITH

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2) Objective / Brand Statement

Career Goal

- What exactly do you want to do for work?
- Be specific and show a job title, industry, field, position level

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CAREER GOAL: TO SECURE A CO-OP ROLE RELATED TO SOFTWARE DEVELOPMENT

Brand Statement

- A few sentences long – know your audience

- Who are you? What do you do?

- What are you known for on the job?
- Sums up your unique promise of value

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A committed and passionate Application/Software Support Analyst who conceives and deploys creative solutions to overcome challenges and advance organizational targets. Highly motivated with a proven history of successful performance-driven teams and innovative customer service solutions

3) Summary / Highlights / Profile

- Key personal strengths, skills, accomplishments, experience
- Use bullet points, consider grouping related skills/attributes into one phrase (4-6 points)
- Ensure your qualifications are in order of importance and relevant to the position
- Include relevant associations, certifications and licenses
- Anything you want the employer to know right away, match the job posting
- Create a summary table (without borders) of technical skills grouped in categories – programming languages, operating systems, frameworks, etc.

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- Exceptional ability to understand client relationships and customer service excellence
- Critical thinker, hard-working, multi-tasking, fast-learner and a team player
- Works well under pressure and able to meet tight deadlines
- Knowledgeable in Visual Basic, C Programming, C++, VHDL, Assembly Language, HTML, and SQL
- Well versed in Microsoft Office (Word, Excel, PowerPoint, and Access Database)

4) Technical Skills / Abilities

- Create a summary table (without borders) of technical skills grouped in categories – programming languages, operating systems, frameworks, etc.

Programming Languages:	C, C++, JavaScript, AS/400 CL, RPG, Shell Script, Java
Database Technology:	Oracle, DB2/400, MySQL
Operating Systems:	Windows XP/7/8/10, UNIX/Linux, IBM AS/400
Web Development:	HTML, CSS, JavaScript
Tools:	MS Visual Studio, IBM iSeries Access for Windows, MS Office, SSH, Rational Developer for I

5) Education / Training, Projects

- Include all education and training *relevant* to the job
- If education is recent and relevant, add before work experience
- List education in reverse chronological order (most recent first)
- Bold full program name, followed by school name/city (not bold)

Computer Programming & Analysis Diploma Program   January 2015 - Present
Seneca College, Toronto, ON
- Use lab equipment such as Power Supplies (PS), Digital Multi-Meters (DMM), and Oscilloscopes in the construction, testing and troubleshooting of electronic circuits
- Relevant Courses: Networking, Programming, Database Principles, Web Programming Principles

6) Technical Projects

- Projects –
  - Include highlights of major projects completed or the skills, knowledge and experience and/or major accomplishments gained from your program AND/OR…
  - Make this a separate section if you do not have related work experience and include high level descriptions of 3-4 projects/major assignments to demonstrate your experience
  - You can also include personal projects you have completed outside of school

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POS Application   January 2017 - April 2017
- Integrated C++ object oriented concepts such as classes, dynamic allocation, virtual functions, encapsulation, inheritance and polymorphism

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7) Work Experience

- List work history in reverse chronological order (most recent first)

- Use action verbs to convey the skill(s) used (i.e. processed, calculated, developed, analyzed, coordinated)

- Try to make each point accomplishment/value oriented
- Include Job Title, Company Name, City/Province, date

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Software Developer, Symbian Software Limited   2010 – Present
- Write, test, and debug Symbian C++ code within the multimedia framework of Symbian OS (mobile phone operating system)
- Tests and troubleshoots workstations, multi-meters, oscilloscopes, micro-controllers and power supplies in a timely manner.

Creating Value-Oriented Statements

Choose an ACTION word	DESCRIBE what you did	What VALUE was created because of what you did?
Developed	a policy manual	which reduced training time but 50% and ensured consistency in customer relations.
Operated	equipment including industrial vacuums, polishers, and carpet extractors	adhering to all safety procedures and maintaining an accident-free record.
Created	an Access database to record IT helpdesk service requests	Which significantly improved the efficiency of information retrieval and report generation

8) Volunteer Experience

- Anything you have done without compensation, can occur in a professional, personal, or academic setting and reflects well on your character
- Showcase more about you (time management, team work, well-rounded, etc.)
- Include as a separate section only if you can elaborate on details
  - If not, add as one bullet point in "Interests/Activities" if relevant to the position you are applying to

Registration Volunteer   Summer 2016
EPTECH 2016, Toronto, ON
- Managed conference attendee list
- Provided nametags, welcome kits, and concurrent session information to participants

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9) Accomplishments / Associations

- List any special achievements; personal, professional, academic
- Sports awards, nominations, leaderships roles, recognition
- Professional or personal associations where you possess memberships
- Typically omit religious or political associations

- Participated in the EPTECH Trade show 2012
- Member of the Technology for Women group at Seneca College
- Completed four full marathons in 2013 with a personal best time in the last race
- Seneca College SMILE mentor of the year award

What makes a great resume?

- Brand yourself – be consistent with colour, font, size, etc.

- Be expected – logical sense of order and flow

- Keep it short and to the point, 1-2 pages is plenty

- Numbers, statistics and accomplishments get attention

- Avoid dense blocks of text

- Make it easy for the employer to see the match between your skills and what they are seeking: tailor it to specific jobs

- Use powerful action words – achieved, initiated, compiled, revised, launched, advised

- Proofread! *Looking for a "party-time" position is different from looking for a "part-time" position. Spelling mistakes = rejected!*

- **Make your resume UNIQUE! It's a representation of YOU!**

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RESUME NO NO's

- Specify: age, height, weight, gender, ethnicity, religion, SIN etc.

- No photos! You're looking for a job, not a date!

- Oversell or make false representations

- Include any salary expectations

- Put the word Resume at the top of the page

- Use personal pronouns ("I")

- Use abbreviations or acronyms
- Indicate your reasons for leaving your previous employers

- Include actual references (names, etc.)

- Send your resume to every posting you see without changing it as per the job posting

NEXT WEEK

NEXT STEPS

Update resume & cover letter based on discussion

Student samples are available on Blackboard

Plan to have resume & cover letter finalized asap –

SenecaWorks opens on Jan 21st

Resume and Cover Letter Assignment Due Jan 18th Via Email

Apply to the demo posting on SenecaWorks by Jan 22nd