

Manpower Career Success
Webinar Series **2012**

Resumes for the Real World

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February 2, 2012



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Current Job Market Realities

- High unemployment
- High underemployment
- Competition is fierce
- Takes time and effort
- Resume is only one part
- “Black Hole”

Poll #1

Do YOU have an updated resume?

- A) Yes
- B) No
- C) Not sure
- D) I don't have a resume

The Real World Resume Truths

- You need a resume
- Make your resume **GREAT!**
- First impressions count
 - You only have 10-20 seconds to impress
- Resumes typically sent through scanning software programs instead of being reviewed by people
- Writing a resume is never fun

What's the goal of a resume?

An INTERVIEW!

2012 Resumes: What to Know

- Technology impacts everything
 - Online applications
 - Emailing resumes
 - Social media
- Overused words are **OUT**
- Results are **IN**
- Resumes are scanned
 - By a machine
 - By a person
- Personal branding is crucial

LinkedIn's List of 10 Overused Words

- Creative
- Organizational
- Effective
- Extensive experience
- Track record
- Motivated
- Innovative
- Problem solving
- Communication skills
- Dynamic

Source LinkedIn – December 2011

Personal Brand

- Definition: How we market ourselves to others. What you are all about. Who you are and who you want to be. Why people should care.
- Components:
 - Actions
 - Communication style
 - Skills
 - Physical appearance
 - Personality
 - Value
 - Knowledge

Your Resume **IS** Your Personal Brand

- Think like a marketer
- Promote yourself
- Stay focused
- Understand employer needs
- Showcase your USP – Unique Selling Proposition
- Demonstrate value

Poll #2

What is the toughest part about writing a resume?

- A) Getting started
- B) Formatting
- C) Writing about my work experiences
- D) Knowing what employers want
- E) I'm not sure

Before You Start

1. Choose your focus
2. Gather, document and organize information
 - Education – skills, training
 - Experience – employers, dates, results
 - Awards – dates, accomplishments
 - Skills
3. Find keywords
 - Current industry jargon
 - Job descriptions

What Employers Want Answered

- Can you do the job?
- Do you have proven results?
- Are you a risk to hire?
- What makes you a better hire than someone else?

Building Your Resume

- **Format**
 - Clean look and feel
 - Readable
 - Organized

- **Content**
 - Prioritize information
 - Use bullet format
 - Write powerful language

Resume Formatting Options

1. Chronological

- Shows work history from most recent to oldest
- Good when you have a long work history to show off
- Most common/preferred

2. Functional/Skills-Based

- Focus on skills and experience
- Good option when you have work gaps, change careers, have held a variety of jobs

3. Combination

- Begins with skills summary
- Follows with work experience in reverse chronological order

Basic Resume Sections

- Contact info
- Qualifications Summary
- Experience
- Education/Training
- Skills Summary
 - Language skills
 - IT skills

Optional Resume Sections

- Branding Statement
- Awards
- Publications/Research
- Professional Affiliations
- Community Involvement
- Technical Skills

Contact Info

- Name
- Address
- Email
 - Use professional name (ie: jkempka@yahoo.com)
 - Create an email specifically for job search
- Phone
 - Include your main phone number
 - Where you can be reached from 8 a.m. – 6 p.m.
 - Have a professional voicemail message
- URLs
 - LinkedIn
 - Personal website (if professional and relevant)

Branding Statement

- Short headline
- Sets the tone
- Gives employers a quick glimpse
- Helps employers remember you

Sample #1:

Expert Customer Service Manager with 15 years experience in the telecommunications industry – improved customer satisfaction by 80%.

Sample #2:

Expert Customer Service Manager – 15 years experience

Qualifications Summary

- **What is a QS?:** Marketing tool to ensure the employer sees your most impressive skills and accomplishments
- Bragging statement
- Results and numbers driven
- Way to stand out
- Similar to an elevator pitch: Short summary of key skills, strengths, accomplishments and results

Sample Qualifications Summary

Customer Service professional with 10 years of experience. Able to handle a high volume of customer calls in a fast-paced environment, with minimum supervision, while maintaining emphasis on the highest quality of consumer service. Have received top quality performance award 5 years running. Comfortable in interacting with all levels of the organization and public.

Experience

- List most recent first
- Include employer name, city and brief description
- Include job title and length of employment
- Write a job overview statement
- Bullet details of accomplishments and results
- Add other relevant experience (optional)

Details for Work Experience

- Bullet format
- Use powerful language
- Be specific
- Use numbers
- Use action verbs
- Use descriptive phrases
- Describe your value
- Quantify your efforts
- Tell a story
- Prioritize

Action Verbs

- Brings life to your resume
- Makes employers notice your skills
- Increases the strength of your writing
- Examples include:
 - Accomplished
 - Implemented
 - Saved
 - Conducted

Quantifying Accomplishments

- Use numbers
 - 5 of years experience
 - Supervised 12 employees
- Use percentages
 - 20% increase in production/profits
 - 50% decrease in costs
- Use dollars
 - Decreased payroll costs by \$x
 - New program increased sales by \$x

Attention Getters

Show how you:

- Made money
- Saved money
- Saved time
- Made work easier
- Solved a problem
- Expanded business
- Attracted/retained customers

Experience Example

Manpower – Milwaukee, WI – 2005 - present

\$22 billion leader in global workforce solutions.

Marketing Manager – Reporting to the VP of Marketing, led a staff of 12 and managed a budget of \$1 million to create programs to attract and retain candidates and employees.

- Created a new recruiting technology that identified open order opportunities and matched orders to recruiting tools that led to a 15% increase in the national fill rate.
- Implemented recruiter training that raised recruiter effectiveness by 35%.
- Consolidated contracts from three business units resulting in \$300,000 in job board cost savings.

Education

- List highest level/most recent education first
- Provide the name and location of institution(s)
- Include degree, diploma or certificate and dates

Samples:

- BA, Journalism, University of Michigan, Ann Arbor, MI, 2004
- General Education Diploma, Milwaukee, WI, 2009

Do Not Include

- Age, race, religion, sex, nation of origin
- Health condition
- Physical description
- Reasons for leaving jobs
- Photo
- Social Security Number
- Family information

Resume Do's

- Use a simple, clear format and layout
- Use metrics
- Carefully proofread
- Include relevant work and non-work experiences
- Keep it concise
- Customize per position
- Emphasize skills and accomplishments
- Be honest
- Send a .pdf and a word .doc
- Prioritize information

Resume Don'ts

- Use fluffy or overused words
- Include a photo
- Use a font that is hard to read
- Include an objective
- Include personal information
- Include a long list of job duties
- Exaggerate or lie
- State “references available upon request”
- Use abbreviations and acronyms
- Use pronouns – I, me, my

Pat M. Samples

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Qualifications Summary

Award-winning customer service professional with proven methods of streamlining processes in call center operations. Creator of innovative scheduling process for call center of 500 people. Recognized for skills in handling challenging customers.

EXPERIENCE

ABC Office Supplies, Any town • Wisconsin June 2007 – Present

Largest direct marketer of office supplies in the United States.

Customer Service Representative

Inbound telemarketing, upselling and order entry for a product line of 3,000 items.

- Accrued the highest award level on work team for perfect attendance and successful upselling. Earned ABC Performance Award for accomplishment.
- Recognized by management for sensitivity and ability to handle difficult customers.
- Simplified scheduling process for a call center of 500 people.
- Set record for acquiring 100 new customers in August 2010.

EDUCATION

Bachelor of Business Administration, Spanish Minor May 2009

Ohio State University • Dean's List, Six Semesters
Who's Who Among College Graduates 2002

ACTIVITIES and AWARDS

United Way Volunteer, Spring 2008, 2009
ABC Performance Award, September 2010

Common Resume Mistakes

- Typos
- Grammatical errors
- Too long/short
- No details
- Job description
- No results
- Poor organization
- Bad contact information
- Generic resume

Finishing Touches

- Saving your resume
 - .pdf
 - Microsoft Word .doc
 - .txt
- Naming your resume file
 - Save as JillKempkaResume.doc
 - Save as JKempkaMarketingResume.pdf
- Printing

Getting Your Resume Out

- Post Online
 - Job boards
 - Niche boards
 - Large boards
 - Company website
 - Personal website
 - Social media sites
- Mail
- Email
- Networking
- Job Fairs

Who Reads Your Resume

- Automated Systems/Tools
- Human Resources
- HR Assistant
- Recruiters
- Search Engines

Poll #3

Do you have a LinkedIn Profile?

A) Yes

B) No

C) What's LinkedIn?

Socializing Your Resume

Facts

- 89% of US companies use social networks for recruiting
(Social Recruiting Survey – Jobvite 2011)
- 10.9% of resumes include a social media link

Actions to Take

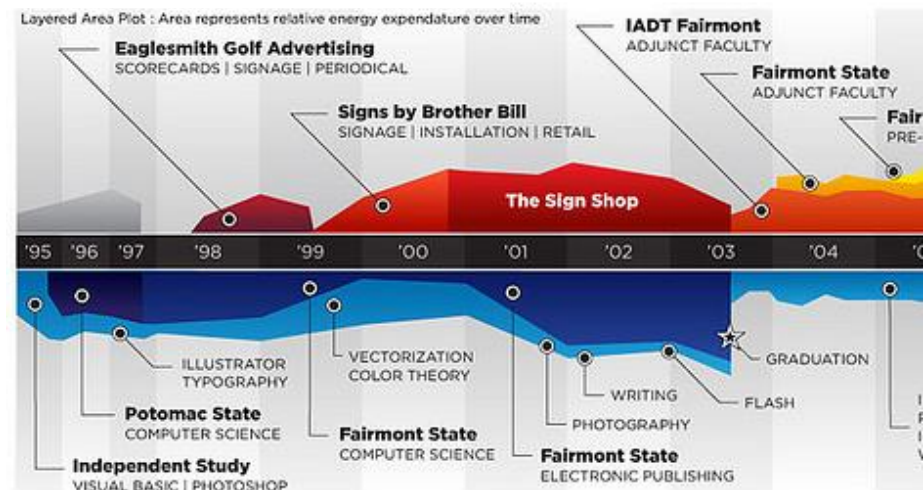
- LinkedIn
- Twitter
- Clean up your profiles

Taking Your Resume to the Next Level

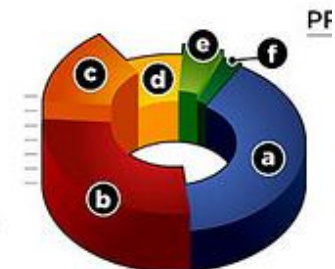
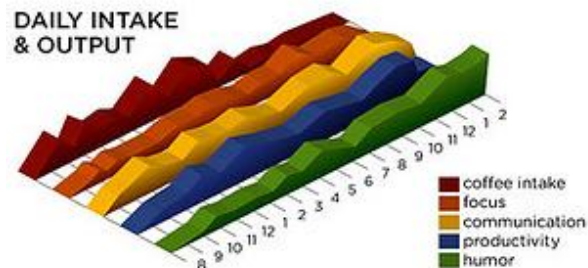
- Online resume
- Personal website
- Infographic resume
- QR coded resume
- Video resume



Michael Anderson RÉSUMÉ / INFOGRAPHICS



DAILY INTAKE & OUTPUT



Real World Resume Questions

- What is the best length for a resume?
- What type of resume is best?
- How do I address long employment gaps?
- How often should I update my resume?

Cover Letters

- Opportunity to sell yourself
- Must be tailored
- Do your research
- Add personality
- Request action

Cover Letter Construction

- Send to the right individual
- Identify the position and how you heard about it
- Match job requirements to your experience
- Make your closing pitch, share follow-up information and include contact details

Sample Cover Letter

March 20, 20XX

Ms. Mary Smith
Hiring Manager
XYZ Company
123 Main Street
Any town, New Jersey 08611

Dear Ms. Smith,

I am responding to your job posting on [websitename.com](#) for the Call Center Specialist position at your New Jersey headquarters. I have extensive experience as a call center agent. As a team lead, I have thrived on education and mentoring other agents, which fits perfectly with your strong training culture and customer service focus.

In my current position, I am a call center agent for a large telecom company where I have progressed from a data entry operator, to an entry-level call center agent, to my existing role as a team lead in the call center. My strong communication skills, both verbal and written, and excellent computer and phone skills contributed to my advancement. I repeatedly ranked in the top 10 of our monthly Customer Service Agent Excellence Survey. I have excelled in the call center environment, and believe that my experience and skills in this environment will be extremely valuable to XYZ company.

I would appreciate an opportunity to discuss how my background and experience could benefit your organization. I will contact you on the 27th to follow up on my application. You can reach me via email at myname@email.com. or by phone at (555) 555-1234.

Thank you for your time and consideration.

You May Think You're Done

- Revise your resume at least once per year
- Revise your summary/value proposition
- Review entries in your resume
- Update skills and training
- Add new accomplishments, results, and positions
- Update keywords

For More Information

- General Career Content – us.manpower.com
- Manpower Career Blog – coming soon
- Follow Up Email
 - Top 10 Real World Resume Tips
 - Webinar replay

Questions?

About Manpower's Career Success Series

Career development is important to Manpower.

Manpower's goal is to help you in your career journey by giving you the resources, tools, and information you need to succeed in today's world of work.

Join us for our next webinar! On **April 11, 2012** we will be discussing **New Rules of the Job Search**.