

Resume, References and Cover Letters





Jim Fergle
Job Search Services Manager



The Purpose of a Resume:



Be intriguing enough to get an interview
To reaffirm, after an interview,
your ability to solve a problem



Strategies to Get Noticed

Grab Attention

- Strongest benefit FIRST
- Headlines and Visual Appeal

Capture Interest

- Visual Center Strategy

Create Desire

- Show why employer needs you
- Show how you can satisfy their need
- Prove your Superiority by *fulfilling* that need

Call for Action



ATS
(Applicant Tracking System)
Focus: Keywords - Nouns



HARS
Human Action & Results System
Focus: \$, %, #



Generic Resumes are:



Tailor Resumes to the Position



Deconstruction of the Ad



- Read for overview
- Identify employer need
- Use word clouds to find keywords
- See how words used
- Highlight skills and tools
- Match your skills, and accomplishments
- Write out stories about skills, and accomplishments **use Problem, Action, Results**
- Quantify accomplishments (\$, #, %)
- Re-do your resume to match Ad
- Use Jobscan/Resunate to check % of Match
- Submit



ATS Friendly Resume Format

- **Font Size:** 11 or 12 point
- **Font Style:** Arial, Calibri, Verdana, Helvetica, Tahoma
- **Keep Same Font Size and Style**
- **Graphic Free:** Avoid italics, lines, underlines, tables / columns / text boxes, decorative lines, pictures, open / hollow bullet points.
- **No Headers or Footers**
- **No Templates**
- **No keyword stuffing**
- **Solid Bullet Points**
- **Bold Headings**
- **1.0 margins**
- **Identify Keywords and Skills**
- **How are they used**
- **Incorporate into your resume.**

Delores Wu
55 First St. Sometown, MN 55402
555-555-5555
dw@domain.com

SUMMARY

Advertising Account Executive

Accomplished Account Executive for leading advertising agencies offering integrated project experience in television, radio, newspapers, magazines and digital media. Adept in pitching new accounts, discerning project requirements and communicating client needs to creative teams. Build executive-level relationships and manage the daily work flow of concurrent projects to ensure deliverables are completed on time, on budget and on strategy.

WORK EXPERIENCE

ABC Company, Sometown, MN

Account Executive, April 2008 to Present

Manage six of the agency's largest accounts, serving as the primary liaison between agency staff, client marketing teams and outsourced vendors. Define client requirements and project parameters and guide teams in the development and delivery of campaign strategy and multimedia collateral. Adhere to budgets, oversee account billing and communicate updates to client teams.

- Project-managed dozens of multimedia campaigns. Collaborated with clients from concept to production and launch of nationwide print, TV, Web, mobile-device and social-media campaigns that routinely exceeded client expectations. Portfolio available at someportfolio.com.
- Played a lead role on pitches to current and prospective accounts, delivering presentations that won new and increased existing business to drive multimillion-dollar revenue growth.
- Handled challenging account known for "agency hopping" and last-minute changes. Effectively managed expectations and avoided scope creep. Efforts helped retain client and increased annual billing from \$600,000 in 2008 to \$800,000 in 2011.
- Prevented the threatened loss of a \$1.2M account to a lower-priced competitor by proving the value add of agency's expertise, industry contacts and media buying power.
- Grew portfolio of accounts to generate nearly 20 percent of agency's revenues in 2011. Maintained ongoing communications with all accounts and fostered loyal, lasting relationships.

DEF Company, Sometown, MN

Account Executive, August 2004 to April 2008

Managed portfolio of eight key accounts that generated \$3.5M annually. Built positive relationships with clients, gathered competitive intelligence and assisted in business-development initiatives.

- Cultivated and grew client relationships, landing key accounts that included GHI Company, JKL Company and two universities; helped increase agency revenues by approximately \$1.8M from 2006 to 2007.
- Conducted focus groups and other market research, gleaned insights into consumer behavior and preferences to ensure accurate targeting of advertising campaigns.
- Developed campaign-management tools (e.g., creative briefs, proposal templates, estimate forms and project-tracking spreadsheets) that improved flow of communication and elevated client satisfaction.

EDUCATION

ABC UNIVERSITY, Sometown, MN

Bachelor of Science in Business Administration, Major in Marketing, May 2004



Keywords

- What are they?
- Why are they important?
- Where do you find them?
- How do you use them?
- What's Better: To list or to Show?



Recruiters Look for These Keywords

- **Position Titles**
- **Industry Names or Industry Niches**
- **Knowledge Base, Skill Sets, Techniques**
- **“Name Brand” Companies Fortune 500**
- **Prestigious Universities**
- **Degrees, Licenses, Certifications, Training**
- **Conferences or Trade Shows**
- **Software Experience**
- **Technologies frequently used in the position**
- **Products**
- **Professional Associations, Organizations, Affiliations**
- **Telephone Area Codes, City Names**
- **Language Fluency: Bi-lingual, Tri-lingual**



<https://www.bls.gov/ooh/>

Occupational Outlook Handbook

<https://www.onetonline.org/>

O*NET OnLine

<https://www.mynextmove.org/>

Careers by Keywords, Industry and Interest Profiler

<http://jobera.com/resume-keywords/keywords-by-industry.html>

Keywords By Industry

www.thebalance.com/employment-skills

Employment skills listed by Job Title A-Z

<https://zety.com/blog/resume-keywords>

Blog on how to use Keywords

<https://www.job-hunt.org/personal-SEO/personal-SEO.shtml>

Guide to Personal SEO

<https://www.labor.ny.gov/agencyinfo/industrykeywords.shtm>

Keywords by Industry

<https://www.jobscan.co/blog/top-resume-keywords-boost-resume/>

Top 500 Best Keywords for your Resumes

Free Keyword Identification Sites



Word Clouds for Keywords

www.tocloud.com

www.tagcrowd.com

www.wordle.net



Keyword Matching Technology

www.jobscan.co

www.resunate.com

<https://theprofessional.me/>





TYPE OF RESUMES

- **Chronological**

Best for

Those whose work history is very closely related to the desired job

- **Functional / Skills Format**

Best for

Those who want to highlight their skills and people who are seeking a career change

- **Combination**

Best for

Those who have a mix of relevant skills and similar work experiences



HEADING

Jim Fergle

Lisle, Illinois 60532 (optional)

(630) 955-2040

jfergle@gmail.com

<http://www.linkedin.com/in/jimfergle>

** Designate an email account specifically for job search and keep it active**



Professional Summary

Pioneering manufacturing Plant Manager with proven success in devising manufacturing and plant operating strategies that eliminate redundancies, increase production output, and deliver productivity, quality, and efficiency improvements.

- **Eliminate Redundancies:** State Accomplishment with \$, #, %. (Company Name)
- **Increase Production:** State Accomplishment with \$, #, %. (Company Name)
- **Deliver Improvements:** State Accomplishment with \$, #, %. (Company Name)



Which Professional Summary Works ?

Both target a job that wants cost-cutting, Lean, and Kanban skills.

Passionate, highly-skilled, experienced healthcare Project Management Professional with over 10 years experience managing multiple projects simultaneously in a high-volume hospital. Responsible for all PMP duties and skilled in Vendor Management.



Certified Project Manager, PMP, with 10+ years of experience, seeking to increase profitability for C.S. Mott Children's Hospital. At Seton Hospital, a **200-bed** hospital, **slashed costs by 32%** in 6 months by implementing **Lean** training across all departments. Cut stockroom waste by 65% with a new **Kanban** system. Skilled in Continuous Improvement, Agile, and Business Process Improvement.

Certified Project Manager, PMP, with 10+ years of experience, seeking to increase profitability for C.S. Mott Children's Hospital.

- At Seton Hospital, a **200-bed** hospital, **slashed costs by 32%** in 6 months by implementing **Lean** training across all departments.
- Cut stockroom waste by 65% with a new **Kanban** system.
- Skilled in Continuous Improvement, Agile, and Business Process Improvement.



Professional Summary

Medical Office Assistant, certified in Medical Billing, known for accuracy in medical coding to avoid insurance claims problems for both the patient and the medical office. Compassionate dealings with patients. Ability to calm worried patients and schedule them for follow-on, specialist, or surgical appointments in a timely manner.

Core Qualifications

- Medical coding verification procedure
- Medical and office supplies management
- Patient greeting and check-in procedure
- Insurance verification
- Confirm current patient information
- Polite and respectful phone etiquette



Professional Summary

DOT Qualified Truck Driver with recent training and possession of a CDL A license with all endorsements; HAZMAT, Doubles and Triples, Air Brakes. Trained on International Kenworth dual transmission and Mack 6 speed transmissions with hands-on experience on 26', 45', and 53' trailers. Extensive experience with 6-speed straight truck with airbrakes. Strong background in warehouse, forklift, and truck dispatch procedures.



Career Focus

- ✓ Effective for the job seeker in career transition and post-training.
- ✓ ***Career Change: Position, recently acquired and transferable Skills***

Seeking a Patient Care Technician position where recent training, skills, and interest in healthcare will contribute to providing excellent patient care. Seeking opportunities in medical office, hospital or home health settings. Self-starter with excellent interpersonal skills with doctors, staff, patients, and family members.



SUMMARY TITLES

- Professional Profile,
- Summary of Qualifications,
- Career Summary,
- Professional Summary,
- Executive Summary,
- Qualifications and Specialization,
- Background Summary,
- Highlights of Qualifications.



Professional Summary

Outgoing **Customer Service Representative** known for outstanding interpersonal, organizational, and prioritization skills, as well as people-management know-how that consistently elicits positive interaction with internal and external clientele.

Professional Summary

Outgoing **Customer Care Representative** known for outstanding interpersonal, organizational, and prioritization skills, as well as people-management know-how that consistently elicits positive interaction with internal and external clientele.



Resume Components



- **Professional Summary**
- **Competencies**
- **Professional Development**
- **Licenses / Certifications**
- **Professional Experience / Work History**
- **Education**
- **Community Services**
- **Professional Associations**



***SKILLS : Goal-Directed, well-organised
behaviours acquired through practice
and performed with economy of effort***

HARD SKILLS

Rule-based
Technological / scientific
Industrial / mechanical
Tools / techniques
Specialised
Procedural / methodical
Replicable
Predictable
Tangible



SOFT SKILLS

Experience-based
People-related
Attitudinal
Behavioural
Non-domain-specific
General
Trans-situational
Non-technical
Intangible





Job / Work Content Skills:

Types of Machines: Dayton P11 Combination Lathe / Milling Machine, 115VAC

Software: Microsoft Office: Word, Excel, Access, PowerPoint; QuickBooks

Tools: Micrometers and Calipers, Read Blueprints, Calibration Equipment

Functions: Bookkeeping, auditing, payroll, spreadsheets

Technical: Java, Python, HTML, AWS

Foreign Languages: Fluency in Spanish, German, Mandarin

Transferrable Skills:

Attitude, Communication, Problem-solving, Teamwork,
Time Management, Customer Service, Work Ethic

Personality Traits:

Determined, Assertive, Creative, Precise, Resourceful, Tenacious, Outgoing



Professional Summary

Sales Management Professional

A high-energy, Sales Manager with a solid track record of performance in consumer goods and retail businesses. Key strengths include the ability to meet and exceed goals, a knack for connecting with decision makers and the ability to transfer the secrets of sales and account management to sales team. Excellent presentation, negotiation, closing, and follow through skills. Available for travel.

SKILLS:

Territory Management & Market Share Growth | Teambuilding, Coaching, & Leadership | Key Account Acquisition & Management | Retail Merchandising Strategies | Sales Analysis & Reporting | Market Research & Trend Analysis



SKILLS



Computer Technical Skills Section

Skills - Technical

Languages: C, C++, Assembly, RTOS, Wireless, Embedded, DSP, DSP
Assembly, HTML, XML, Pascal, MATLAB, Visual Basic, Java C#

Databases: SQL Server, MS Access, Oracle

Platforms: DSP

Operating Systems: UNIX, Solaris, Linux Windows NT, 2000

Software: PowerBuilder, Unix Shell, Perl, OLTP, Artificial Intelligence
Software, Documentum, ATG Dynamo



Professional Development

- ✓ Training courses or seminars relevant to position or industry
- ✓ Certification courses
- ✓ Licensures



Professional Development

➤ School, Location, Enrollment Status, Coursework

MicroTrain Technologies Lombard, Illinois
Currently enrolled in **Agile ScrumMaster Training**

MicroTrain Technologies Lombard, Illinois
Completed **Agile ScrumMaster Training**

MicroTrain Technologies Lombard, Illinois
Certified **Agile ScrumMaster (CSM)**



Work Experience (10-15 years)

Company First

Company Name City, State

Job Title

Position

Dates

Dates

workNet DuPage – Lisle, Illinois
Manager, Job Seeker and Veteran Services

- Accomplishment: Promoted...
- Accomplishment

Results: \$, #, %

12/2005 – 3/2019

12/2010 – 3/2019

Career Resource Facilitator / **Trainer**

- Accomplishment
- Accomplishment

12/2005 -12/2010



What are your Accomplishments in previous jobs ?

- How did you help your former employer make or save money? Contribute to ROI?
- What did you do that made you proud? List Successes
- When did you take the lead?
- When did you receive special recognition, award, or promotions?
- When did you do more than was asked of you?
- What difference did you make Customer, Co-worker)?
- How did you solve specific problems or overcome challenges?
- How I helped my former company be more competitive? Increase Efficiency?
- What mistakes or failures have you have and what did you do?
- What did you do when faced with difficult situations?
- Resolve disagreements with Boss.
- Ability to lead or collaborate with team members.



Quantifying Accomplishment Statements

1. Saved X amount of time by making Y improvement.
2. Finished project X amount of time ahead of schedule.
3. Ran marketing campaigns for X number of products.
4. Placed stories in X number of publications.
5. Increased email subscriber base by X percent in Y amount of time.
6. Improved conversion rate by X percent using Y process.
7. Increased customer satisfaction rating by X percent.
8. Boosted revenues X percent using Y process.



Job Description = Task

Accomplishment = **how well** Task performed

Job Responsibility	Resume Accomplishment
Spearhead sales and marketing initiatives for a newly developed territory	Spearheaded sales and marketing initiatives for new developed territory by leading the turnaround of a poorly performing district and increasing sales from \$1 million to \$8 million in 15 months.
Planned events	Organized a sold-out charity event for 300 people and raised \$125,000
Conducted training sessions	Conducted compliance training for 80+ managers across three locations
Saved company money by cutting costs	Implemented new payroll and tax accounting systems that saved the firm \$1 million in personnel costs over the next 10 years





Is your Resume Boring or Packing Punch



- Helped solve low workshop attendance.



PROBLEM: Low Attendance

ACTIONS: Presented solutions targeting customers

RESULTS: Increased attendance, increased workshops, made \$100,000

- Presented solutions that turned around low customer interest by targeting specific markets that increased attendance and the number of workshops per year by 2-3 times plus generated \$100,00 in first year revenue.





Education



- ✓ List degrees in order from **highest to lowest**
- ✓ **You may include years**
- ✓ If recently graduated, move up under Summary

For example, MA in Investigative Journalism could be M.A. or Master of Arts. So search LinkedIn to find the most common spellings.

For example, [AvidCareerist](#) performed a study:

- About 6K users use *C.P.A.*, but a whopping 862K members use *CPA*.
- About 1.1M go with *M.B.A.*, but 3M members use *MBA*.



References

- ✓ Employment Verification vs. References
- ✓ *What will my previous Employer say about me?*
- ✓ Contact Human Resources Department at previous job if unsure of terms of exit.
- ✓ Request copy of personnel file, if necessary.



Sample Reference Format

John Doe

1212 South Bay Avenue
Little Town, IL 60005
630-555-8888

REFERENCE

Business

John Smith,
Vice President of Operations
ABC Company, Chicago, IL
Working relationship: Direct Supervisor
630-449-4512 e-mail: jsmith@abccompany.net

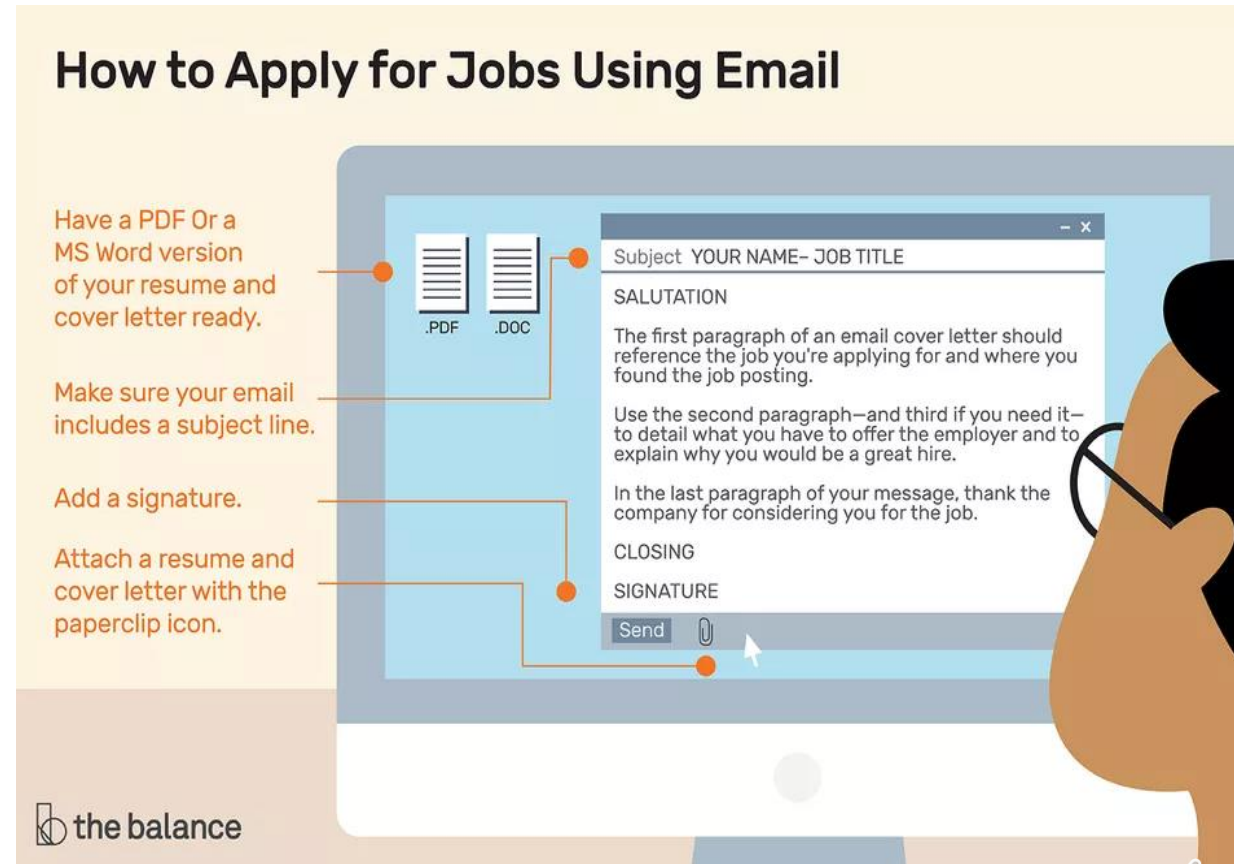


The Cover Letter

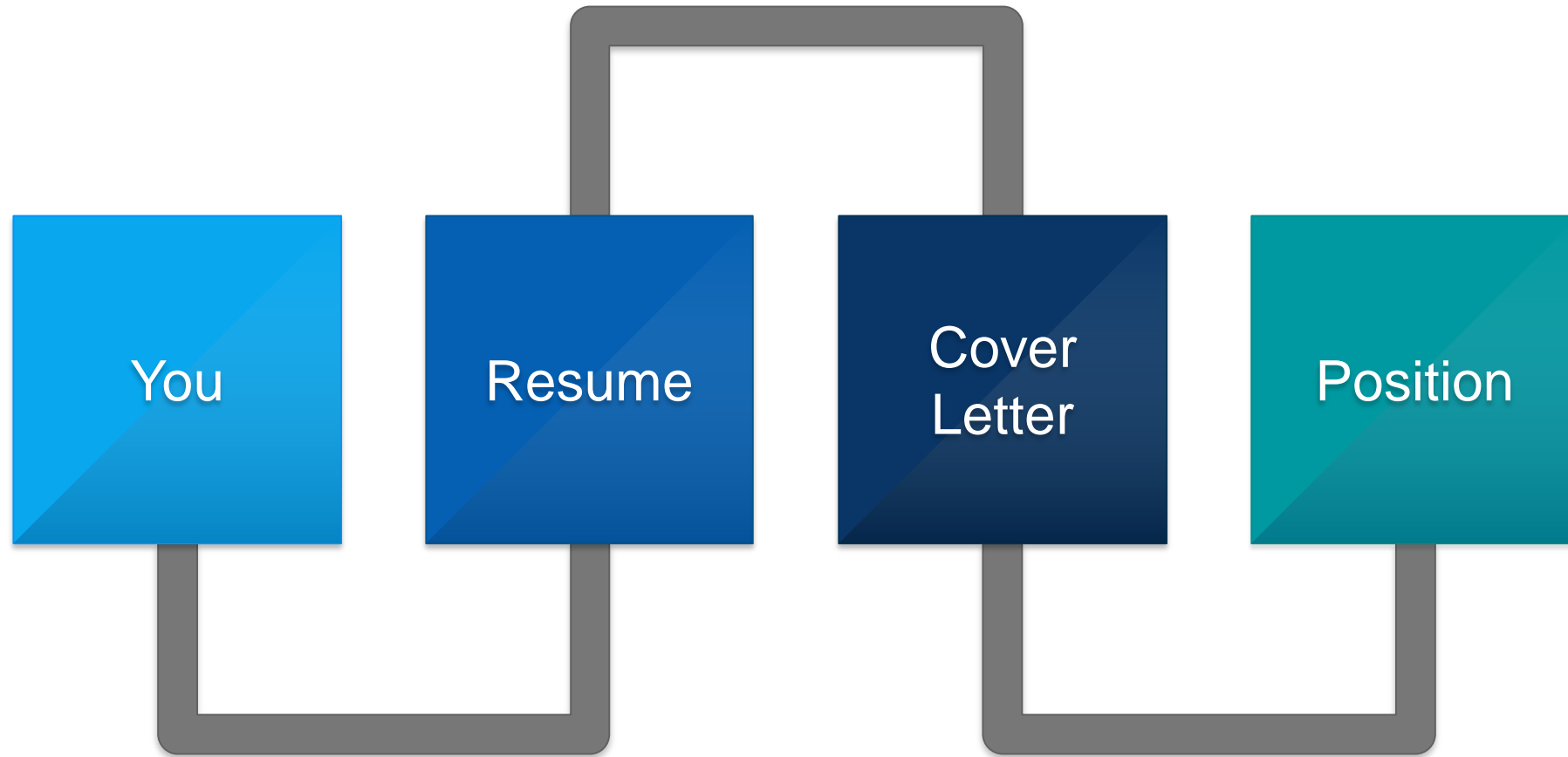
✓ Should you send attach / send a Cover Letter ? YES

✓ What does it reveal?

- ✓ Your Interest company and position
- ✓ Who referred you
- ✓ You have read the job description
- ✓ Show how you add value
- ✓ Allows you to show Personality
- ✓ Demonstrate Communication skills
- ✓ Experience and background
- ✓ Professionalism
- ✓ Work habits and enthusiasm



Purpose of the Cover Letter



Connects you to Position



The Cover Letter Made Easy

- ✓ **Brainstorm**
- ✓ **Draft letter**
- ✓ **Review and revise**
- ✓ **Type**
- ✓ **Proofread for clarity, spelling, and grammar**
- ✓ **Send / Attach**

