

Résumés

The Art of "Defining Who You Are"

Arapahoe/Douglas Works!
Workforce Center
www.adworks.org
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X @adworks303

in Arapahoe/Douglas Works!

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Thank you for choosing to attend our
Résumés
workshop brought to you by the
Arapahoe/Douglas Works! Facilitation team.

We facilitate all our workshops as if they are in a live classroom setting. For virtual workshops please be respectful and mindful of your camera if your video is on. "To ensure compliance with current A/D Works!

Arapahoe County IT policies for virtual platform use and information storage, attendees are asked **not to use** AI tools to capture notes during any of our workshops currently."

Objectives

Learn how to develop and write ...

- Core Resume
- Targeted Resumes
- Cover Letters



What is the purpose of a resume?



To get an INTERVIEW!

Types of Resumes



Comprehensive (Core)

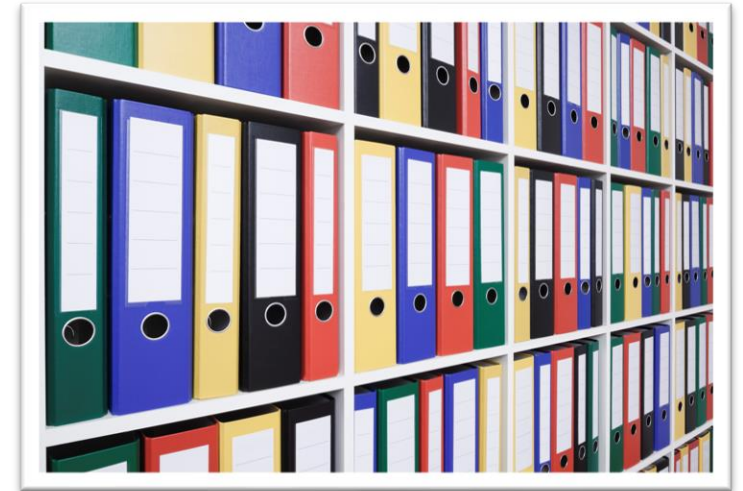
Chronological

Combination / Skill Based

Comprehensive/Core Resume

Contains all your:

- Experience
- Achievements
- Volunteer work
- Knowledge
- Skills
- Abilities
- Education/ Training
- Memberships
- Military Service
- Security Clearance
- Publications
- Awards
- Relevant interests
- Salaries
- Supervisor names
- Phone numbers
- Company Addresses
- Reasons for leaving



***ONLY INCLUDE ON CORE RESUME FOR YOUR OWN REFERENCE**

Targeted Resume

Builds value by:



Focusing on the employer's perspective

Getting past the Applicant Tracking System

Showcasing results and achievements

AND

Targets the Specific Job

Chronological

No gap in employment and in the same career.

Clark Kent

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REGIONAL SALES MANAGER

PROFESSIONAL SUMMARY AND STRENGTHS

Top-ranked sales manager with over 10 years of experience. Recognized for contributions to record-setting sales figures, territory expansion and new account development. Lead sales teams to achieve revenue gains valued over \$1.5 million. Experienced and "fearless" cold-caller, expert presenter, negotiator and closer.

- Retail Store Operations
- P&L Management
- Budgeting & Cost Controls
- Shrink Reduction / Loss Control
- Customer Service Excellence
- Team Building / Training
- Inventory Management
- Merchandising Solutions

PROFESSIONAL EXPERIENCE

General Manager Denver, CO
Gracey's Department Store 03/2014 – Present

- Direct daily operations of high-volume discount retailer with over 100 employees.
- Propelled store to #1 in sales and customer satisfaction district-wide while simultaneously lowering inventory loss and staff turnover to all-time lows.
- Increased sales 8-12% for three consecutive years.
- Launched loss prevention program that reduced inventory loss by 20%.
- Deployed customer service training, improving customer satisfaction by 32%.

Volunteer Denver, CO
Lovable Friends Pet Shelter 11/2013 – 03/2014

- Greeted over 30 visitors a day while providing excellent customer service.
- Fed, bathed, and played with over 40 rescued animals daily.

Merchandise Manager Parker, CO
Boss Dress for More 09/2010 – 11/2013

- Exceeded quarterly sales goals of \$1.5 million by 5-10% every quarter.
- Won regional award for sales promotion event.
- Contributed to sales increase through effective merchandising efforts.
- Mentored 5 associates who were promoted into leadership positions.

General Manager Colorado Springs, CO
Roots Grocery 01/2006 – 09/2010

- Promoted from Assistant to General Manager less than one year after joining company.
- Won store of the month 5 times in four years by training staff to provide exceptional customer service.
- Redesigned inventory tracking and purchasing procedures to improve cost effectiveness.

EDUCATION & CERTIFICATIONS

BS in Business Management | University of Colorado

Denver, CO

Skills Based / Combination

Gaps in employment
and change in career

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REGIONAL SALES MANAGER

PROFESSIONAL SUMMARY

Top-ranked sales manager recognized for contributions to record-setting sales figures, territory expansion and new account development. Lead sales teams to achieve revenue gains valued over \$1.5 million. Offers an in-depth understanding of the sales cycle process and remains focused on customer satisfaction throughout all stages. Experienced and “fearless” cold-caller, expert presenter, negotiator and closer.

PROFESSIONAL SKILLS

Management

- Directed daily operations of high-volume discount retailer with over 100 employees.
- Promoted from assistant to General Manager less than one year after joining Roots Grocery.
- Mentored 5 associates who were promoted into leadership positions.
- Developed employee training program to reduce onboarding time by 50%.
- Prepared budgets and approved budget expenditures.

Sales/Operations

- Propelled store to #1 in sales and customer satisfaction district-wide while simultaneously lowering inventory loss and staff turnover to all-time lows.
- Increased sales revenue 8-12% for three consecutive years.
- Exceeded quarterly sales goals of \$1.5 million by 5-10% every quarter.
- Contributed to sales increase through effective merchandising efforts.
- Won Pikes Peak regional award for sales promotion event.
- Launched loss prevention program to reduce inventory loss, saving the company over \$30k annually.

Marketing

- Deployed customer service training, improving customer satisfaction by 32%.
- Increased profit and traffic by improving merchandise and marketing operations.
- Coordinated with three departments to develop and implement comprehensive marketing plan.
- Redesigned inventory tracking and purchasing procedures to improve cost effectiveness.

WORK HISTORY

Volunteer, Lovable Friends Pet Shelter	Denver, CO	06/2016 – Present
General Manager, Gracey's Department Store	Denver, CO	08/2013 – 06/2016
Merchandise Manager, Boss Dress for More	Aurora, CO	11/2011 – 08/2012
General Manager, Roots Grocery	Colorado Springs, CO	01/2006 – 11/2011

EDUCATION

BS in Business Management | University of Colorado

Denver, CO

Resume Layout Overview



Identification

Job Title

Summary of Qualifications/Professional Summary

Why you are the perfect person for the job

Discuss years of experience, minimum & preferred qualifications, & education

Include or list most important Soft and Hard skills

Work History

Job Title, Company

City, ST

00/0000 to 00/0000

- List job duties you performed
- How well you performed them
- And results

Education/Training/Certification

Program Studied, School Name, City, State

Graduation Date Optional

Can include completed credits or expected completion date

What Do I Say in My Resume?

What you did and how awesome you did it!

- *What did you accomplish or improve?*
- *Include numbers, dollars, and/or percentages.*

State the results of your accomplishments and duties to show how you made a difference in your past jobs.

Resource: <https://www.jobscan.co/blog/resume-accomplishments-examples/>



Accomplishments and Results

- Maintained a 97% satisfaction rating over a 24-month period as a customer representative.
- Reduced time spent on inventory by 20% through process improvements and the reorganization of physical storage of supplies.
- Directed 5 complex public events with more than 3,000 attendees, generating over \$6 million in revenue.
- Facilitated the opening of 250 new customer bank accounts, a 20% increase YOY.



Soft Skills

Adaptability

Teamwork

Collaboration

Problem-solving

Persuasion

Interpersonal skills



Leadership

Organization

Creativity

Decision-making

Active listening

Public speaking

Hard Skills

Technical

Microsoft Office

Marketing

Management

Languages

Certifications

Software Applications



Computer Skills

Analytical

Presentation

Writing

Design

Licenses

Project Management

Resume Content: A Closer Look

Identification

Job Title

Summary of Qualifications/Professional Summary

Why you are the perfect person for the job

Discuss years of experience, minimum & preferred qualifications, & education

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Work History

Job Title, Company

City, ST

00/0000 to 00/0000

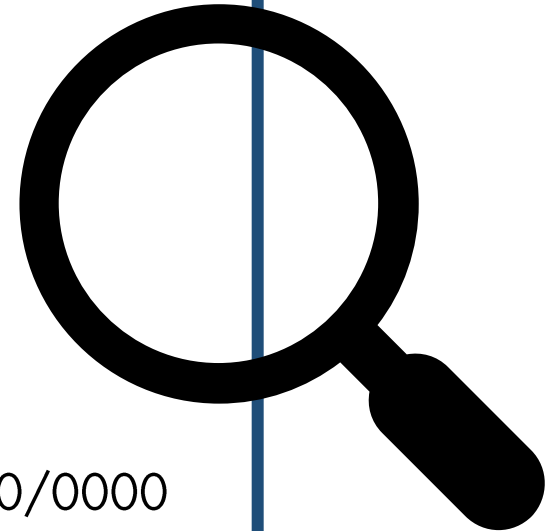
- List job duties you performed
- How well you performed them
- And results

Education/Training/Certification

Program Studied, School Name, City, State

Graduation Date Optional

Can include completed credits or expected completion date



Identification



Real Name

(not nickname)

Physical Address

(optional)

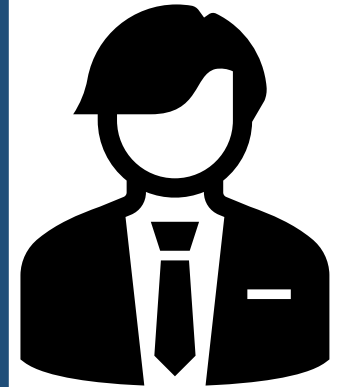
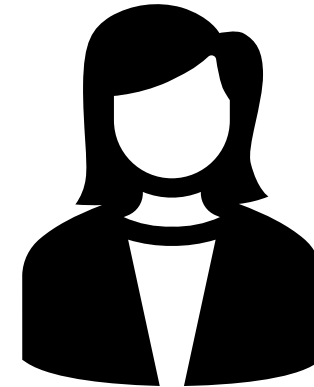
Telephone Number

Professional e-mail for job search only

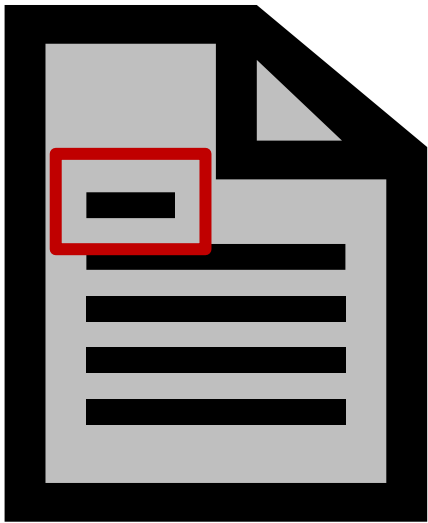
(Not SuperStud1967@ Or SleepingBeauty@

email@AOL.com or email@juno.com)

LinkedIn Profile/Personal Website



Job Title



- What job are you applying for?
- Make it simple for Recruiter or Hiring Manager
 - ***Use the company's job title***
- Do NOT use an Objective Statement

Professional Summary / Qualifications

Your Billboard



- Your opportunity to... **Tell how great you are!**
- Use **“their”** words
- **Focus** on the position you are applying for
- Use **paragraphs...** or **bullets**

Work History



Job title City, ST 00/0000 to 00/0000

Company name

- Uses action verbs and concise descriptions
- Proper and consistent tenses
- Targets the job you are applying for by removing irrelevant information
- Highlight Successes: Use data (# \$ %)

Professional Skills

Think of 2-3 job "titles" or skills you would say describe who you are/ what you have done

Job/Skill Title

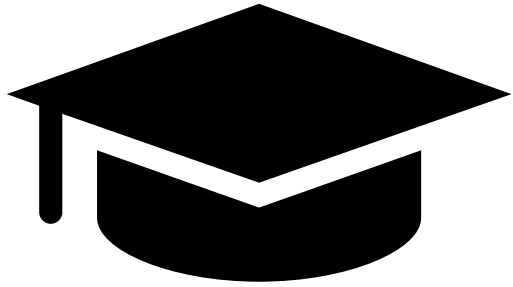
- 3-5 examples of when you were this title/position
- Uses action verbs and concise descriptions
- Proper and consistent tenses

Job/Skill Title

- 3-5 examples of when you were this title/position
- Uses action verbs and concise descriptions
- Proper and consistent tenses



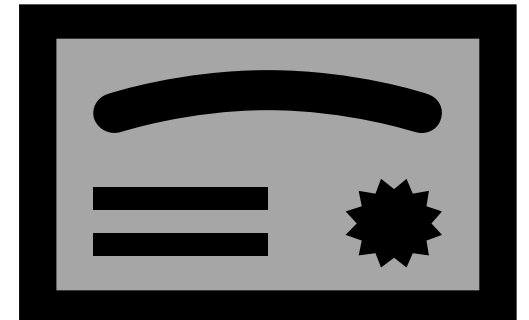
Education / Training / Memberships



Bachelor of Arts Social Work

University of Awesomeness Aurora, CO

- Make it **relevant** and **targeted**
- Include skill specific training/certifications
- Relevant memberships
 - ✓ Chamber of Commerce
 - ✓ National Association of...



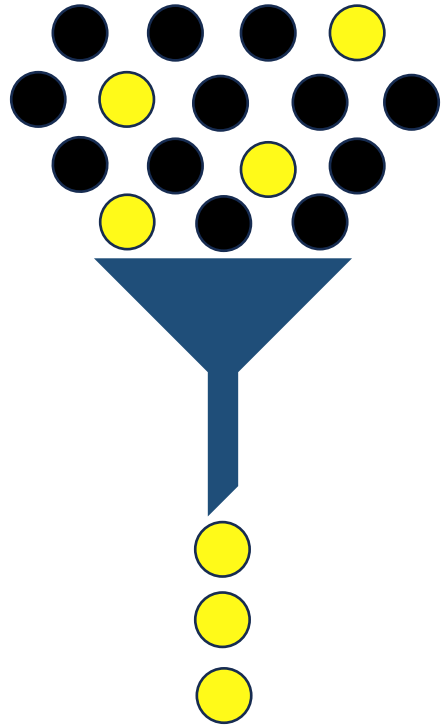
Showcase Your Knowledge

Target the job and get past the Applicant Tracking System (ATS) by showcasing your industry knowledge

- Job specific words
- Job postings
- Industry specific knowledge & words
- www.onetonline.org



Applicant Tracking Systems



Utilize the following tips to get past the Applicant Tracking Systems (ATS)

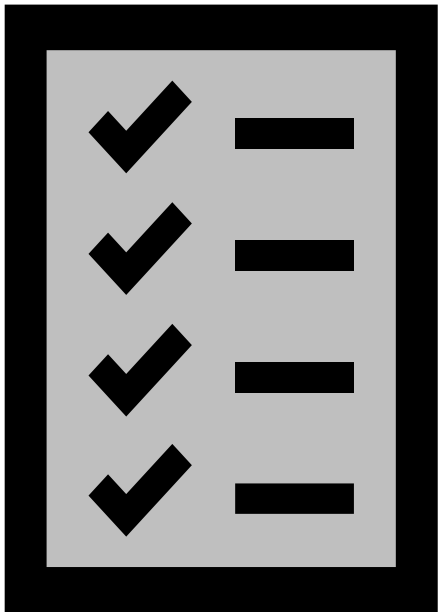
Article Link: <https://www.ramseysolutions.com/career-advice/how-to-beat-applicant-tracking-systems>

Tips For ATS

- Utilize networking opportunities
- Customize and tailor your resumes
 - ✓ Every job = **Targeted** resume
- Don't apply for too many jobs at one company
- Utilize skills and key words
- Job description, company website, and industry vocabulary

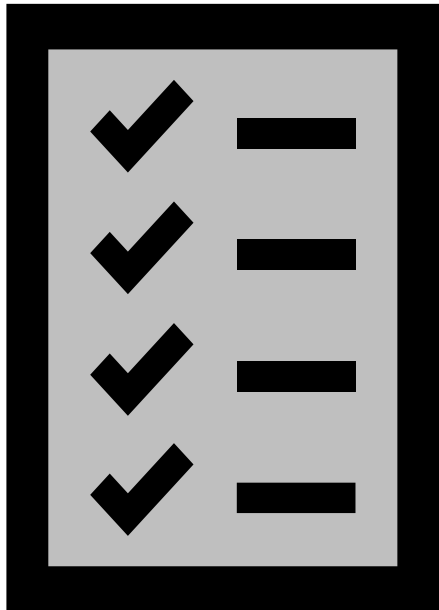


Tips For ATS *(continued)*



- Stick to standard section headings
 - ✓ *i.e.: Professional Summary, Work Experience, Education*
- Pay attention to how what type of document they want (PDF vs Word)
- Always have dates of employment
- Follow up with the employer
- Meet the minimum qualifications
 - ✓ *Highlight the preferred qualifications*

More...Tips For ATS (*continued*)



- Use acronyms AND spell out words
 - ✓ *Applicant Tracking System (ATS)*
- Avoid fancy formatting
- *Columns, graphics, headers/footers, and tables*
- Use common fonts
 - ✓ *Arial, Calibri, and Garamond*

Application/Resume Activity

Step 1: Print/save/email the job vacancy

Step 2: Highlight keywords and relevant information

Step 3: Pay attention to the way the qualifications and job responsibilities are ordered

Step 4: Study the language and terminology

Step 5: Compare it to your research on the company and similar positions



Application

Application
With Verbs

Application With
Verbs and Job
Activities

Application With Verbs
and Job Activities And
Clarifications

The Employer's Perspective

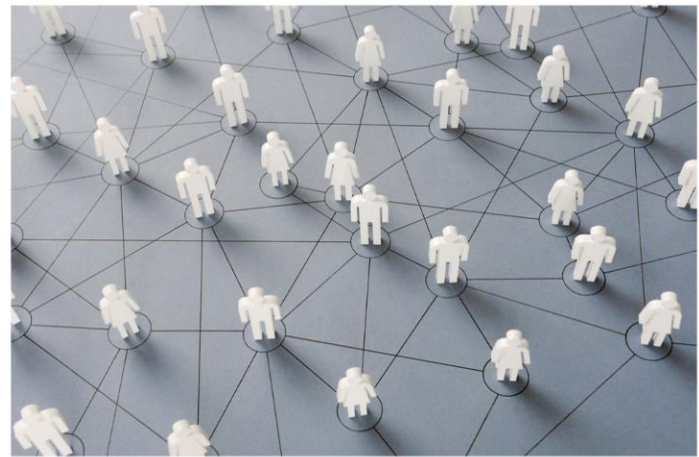
Finding the Employer's
Perspective

- Visit the company's website
 - ✓ What does the company say about itself?
- Check the "about us" section
 - ✓ Mission and Vision Statement
 - ✓ Leadership principles
 - ✓ Information on primary work
 - ✓ Culture
 - ✓ Benefits



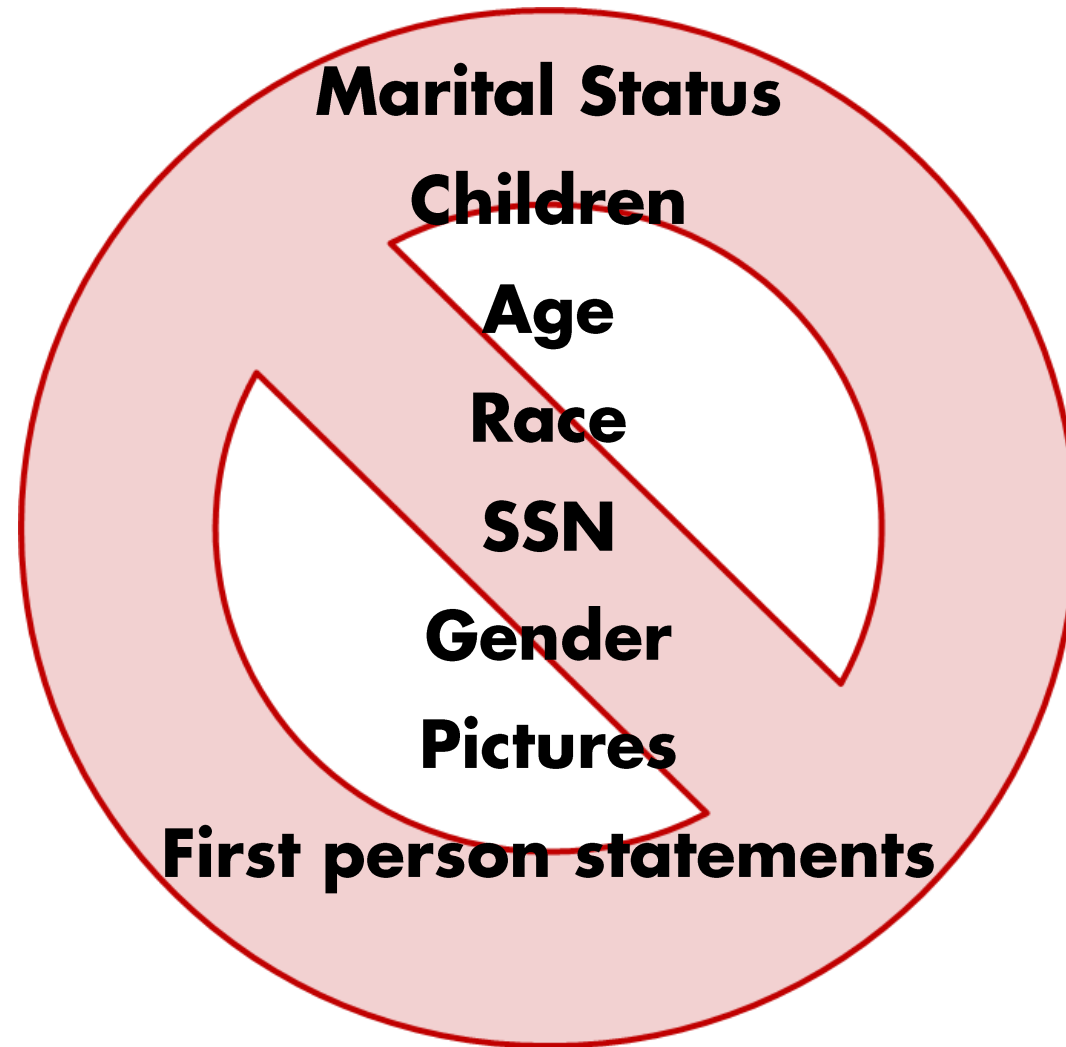
The Employer's Perspective *(continued)*

Additional research on what the company has to say about itself:



- Social Media
- Articles/Blogs
- Company Reviews
- Competition or Collaborations
- Networking: know or connect with someone on the inside

Things NOT to Include



Fine Points of Resumes



- Careful with the fonts (would you want to read this all day?)
- Left/Center justification (for the most part)
- Include a heading on page 2: (Jane Doe, Page 2)
- Let the space help (too much space may mean not enough detail! Too little space means too hard to read)
- No templates – No text boxes
- Don't wrinkle, staple or fold (why would you purposefully wrinkle your resume anyway?)
- **Proofread, proofread, proofread (*that's why we're here*)**



Cover Letter



1st Paragraph

Tells what job you are applying for, where you found the job posting, and why you're interested

2nd Paragraph

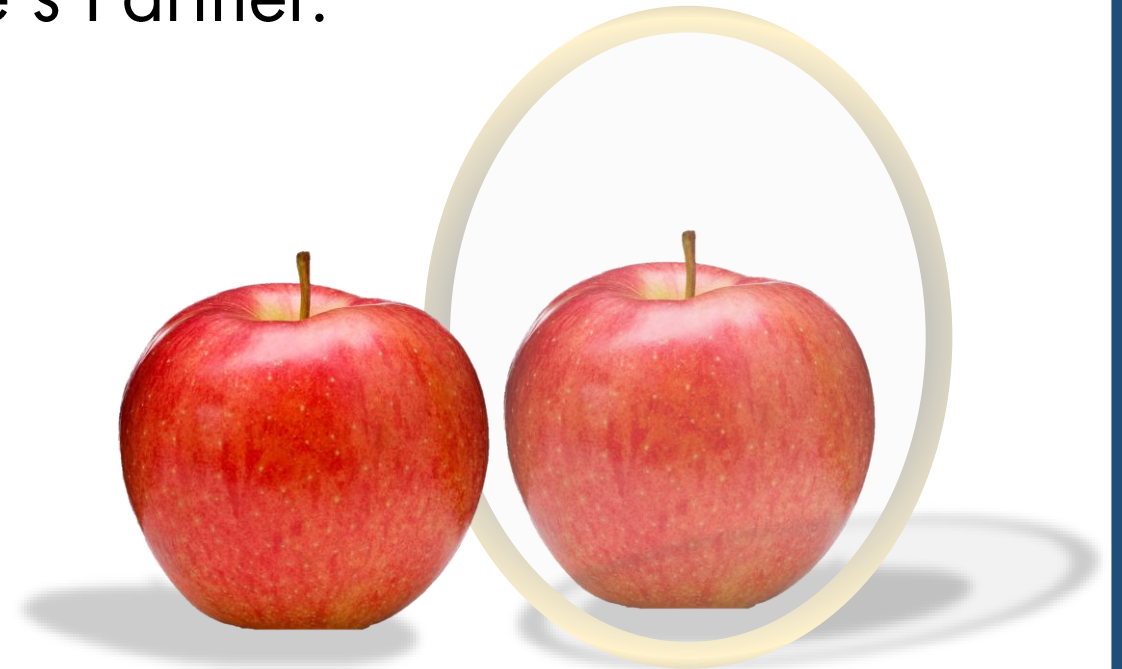
Indicates why you should be considered for an interview and highlights why you are the perfect candidate

Closing

Thank the employer, let them know you have attached your resume, gives them your contact information

Fine Points of Cover Letters

- Your Cover Letter is your Resume's Partner.
- Use the Same:
 - ✓ Heading
 - ✓ Paper
 - ✓ Margins
 - ✓ Font
- Sign it!
- Proofread it, have others proofread it, and proofread it again.



Objectives Review

Today we learned how to develop and write ...

- Core Resume
- Targeted Resumes
- Cover Letters



Thank you for attending our workshop today.

We'd appreciate your feedback. Please click on the link below to access our workshop evaluation.

We especially enjoy your personal comments.

Workshop Evaluation, link:

<https://fs8.formsite.com/adworks/Evaluations/index.html>



PowerPoint and Handout, link:

<https://www.adworks.org/index.php/job-seekers/online-powerpoint-workshops/>

To reach a Career Services Advisor, link:

<https://www.adworks.org/upcoming-events/>