



CAREER CREATORS CONSULTING

PROPEL YOUR CAREER FORWARD

Preparing for the Job Search

Résumés, References & Cover Letters

PRESENTED BY

AMBER TRAVIS-BALLINAS, MBA

CAREER COACH

CAREER CREATORS CONSULTING



The Employment Search





What Do Employers Seek?

Results Orientation

Workplace Achievements

Versatility and Flexibility

Signs of Progress

Standards of Excellence

Communication Skills



Research Potential Employers & Job Opportunities



**Monitor
Business News**

**Research
Specific Firms**

**Seek Employment
Opportunities**



Research Potential Employers & Job Opportunities



**Research
Job Openings**

Build a Network

**Seek Career
Counseling**



Know Yourself – Conduct a S.W.O.T. Analysis



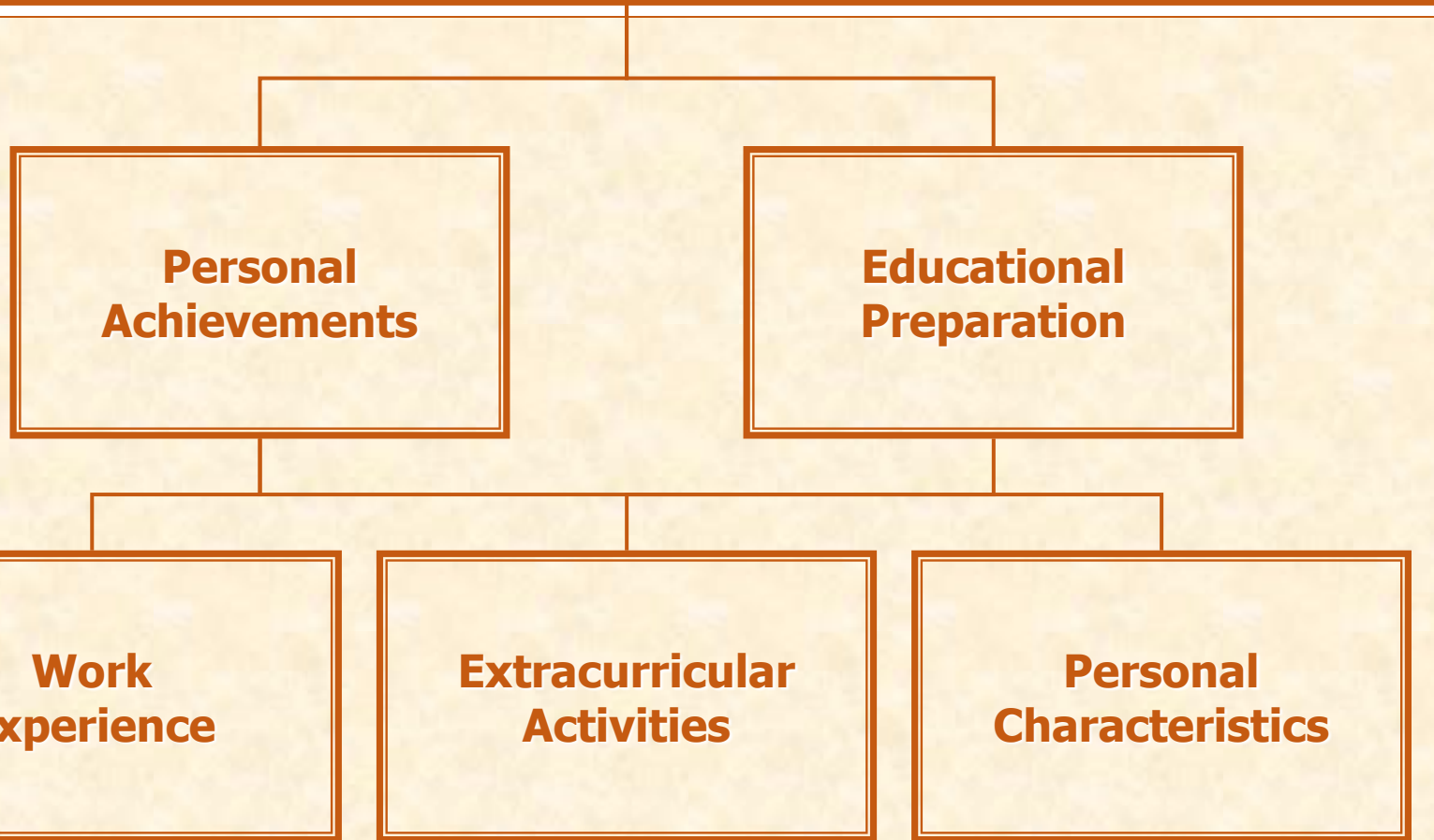
What Can You Offer?

What Do You Want?

Your Workplace Value?



What Can You Offer?





What Do You Want To Do?

**Type of
Occupation**

**Nature of
the Job**

**Specific
Compensation**

**General
Career Goals**

**Size of
Company**

**Type of
Operation**

Location

Facilities

**Corporate
Culture**



Three-Step Writing Process

Planning

Analyze

Investigate

Adapt

Writing

Organize

Format

Compose

Completing

Revise

Proofread

Produce



Planning Persuasive Messages

Purpose

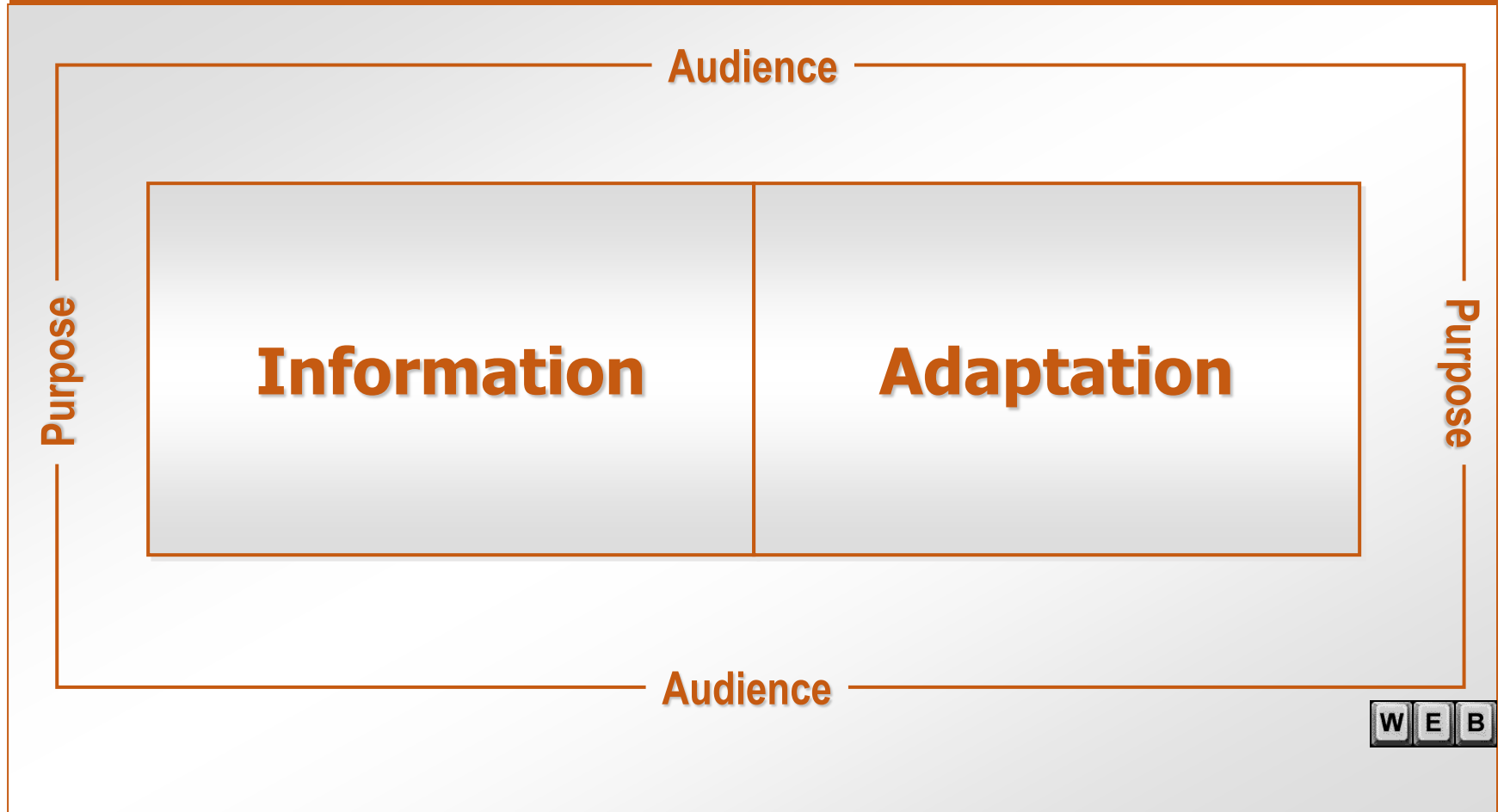
Audience

Credibility

Ethics



Planning Your Résumé



The Job Search Documents

RESUME	COVER LETTER	APPLICATION	REFERENCES
Differentiate yourself from the competition, user friendly, summarize KSA's Show results	Connect the Dots Sell Yourself Ask for the Interview	Legal Document	Vouch for candidate's character, work ethic, and achievements
List of Skills, Education, Experience, Results and Achievements, Job Title, Job Duties, Dates of Employment, Awards Career Progression & Promotions	Introduce yourself, Explain for which position you are applying & why you want to work for that co., How you fit into the company and match the job requirements , Give an example of success	Name of employers, names of supervisors, actual dates of employment, company address and phone number, previous salary, reason for leaving, Job title, duties, and results	3-5 Professional contacts that the candidate has known for a minimum of 2 years on a professional basis. Include the name, daytime phone, email, and manner in which you were acquainted with the reference



Résumé Components

**Name and
Address**

**Career Objective
or Summary**

**Academic
Credentials**

**Employment
History**

**Activities and
Achievements**

**Relevant
Personal Data**



Avoid Common Résumé Problems

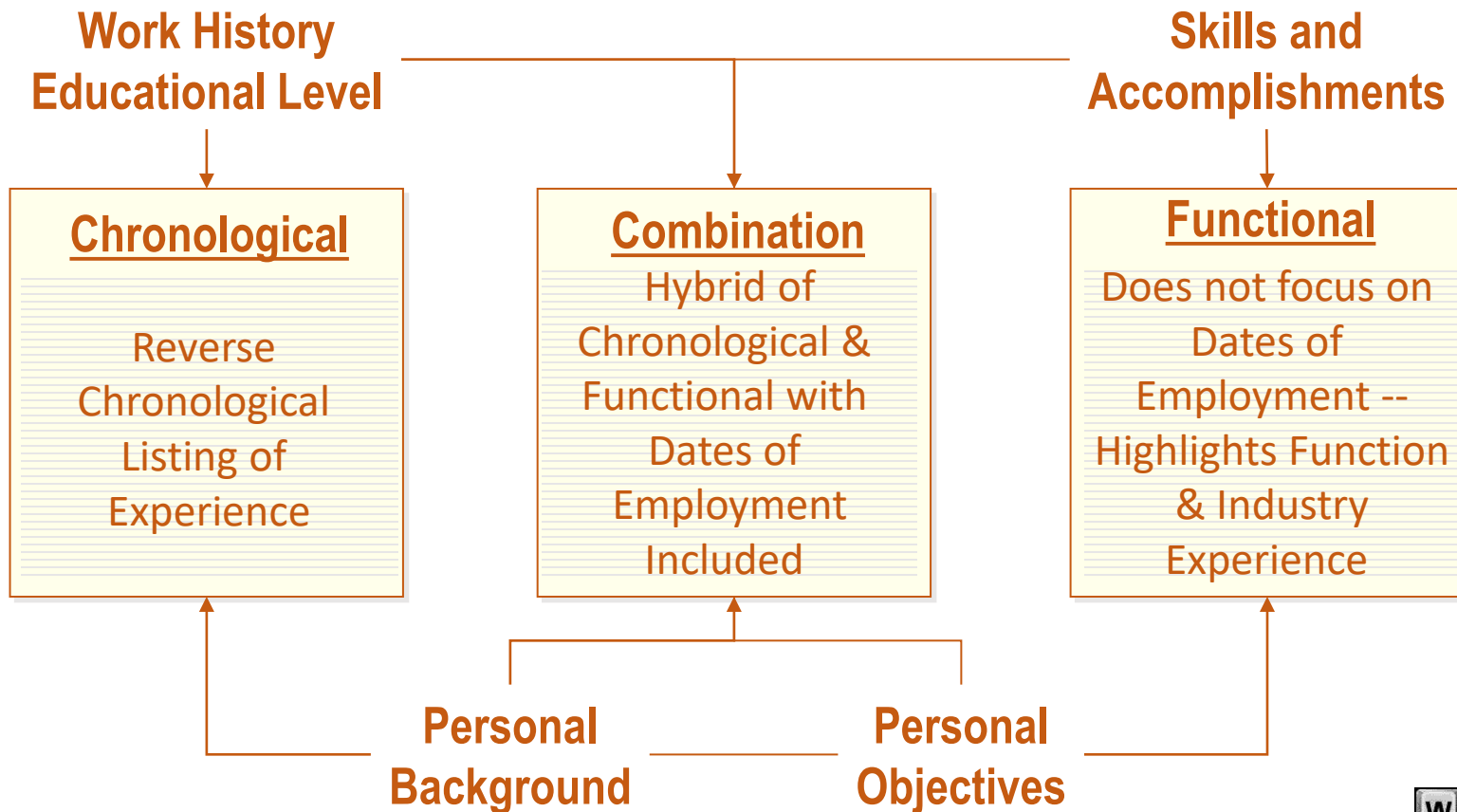
- | | |
|--|---|
| <ul style="list-style-type: none">• Overall content• Hard to read• Wordy• Too slick• Poorly reproduced | <ul style="list-style-type: none">• Amateurish• Boastful• Dishonest• Gimmicky• Carelessly written |
|--|---|



Avoid Résumé Deception

- Exaggerating education or experience
- Inflating grade point average
- Stretching employment dates
- Claiming self-employment
- Referring to defunct companies
- Omitting embarrassing jobs

Organizing Your Résumé



Resume Format - CHRONOLOGICAL

- Lists jobs, education and events in a chronological order.
- Items are presented “backward,” starting with the present and working back in time.
- Most common and easiest to write if you have a long stable work history. Can show progression in your career field.

Chronological resume. EXHIBIT 2.1

ANN CONNELL

4021 WEST 120TH AVENUE
WESTMINSTER, COLORADO 80235

(303) 541-7866
ACONNELL@AOL.COM

PROFESSIONAL OBJECTIVE
Long-term employment that allows for advancement in both learning potential and professional development within the drafting field. Am open to residential and/or commercial design.

QUALIFICATIONS
CAD Operation—Completed training on “virtual reality” software, invested 300 hours in lab study. Am knowledgeable in AutoCAD 14 and 2000.
Architectural Drafting and Design—Created models and architectural drawings for urban design, also researched applications for federal grants, and made final sketches accompanied by notes and specified dimensions.
Specifications Writing—Rendered directions and explanations of architectural plans for use by contractors and other on-site building personnel, prepared program development reports regarding cost analysis and building code analysis, and assisted with design proposals for low-cost housing for senior citizens.

EMPLOYMENT HISTORY
Gerold Mills Architectural Associates, Littleton, Colorado, 2001–2004
Architect
Was responsible for urban design of large-scale architectural projects and site plans that shaped an urban environment. Created and rendered urban design plans and concepts.
Norwalk Architects, Denver, Colorado, 1996–2001
Began as draftsperson and was promoted to Senior Draftsperson.
CAD and board design plus writing specifications for use by contractors for low-cost housing.

EDUCATION
University of Colorado, Boulder, Colorado, Graduate, Architecture degree, 1999.
Internship with Howdershell Planners, Westminster, Colorado.
Bay Valley Technical Institute, Hays, Kansas, Associate's degree in Architectural Drafting, 1995.

Licensed: State of Colorado
Membership: American Association of Architects

Resume Format - FUNCTIONAL

- Lists the information gathered under skill headings without focusing on dates.
- Main section “Qualifications Summary,” under which the skill sets you wish to market or emphasize are listed with descriptions that demonstrate your abilities. Use action verbs.
- Good for recent grads, career changers, or a desire to highlight certain skills.

MATTHEW ALLEN

2102 West 153rd Avenue, New York, NY 10024
(212) 567-3000, Cell: (212) 340-9080
mallen@evernet.com

OBJECTIVE

A position in the field of Electronics, prefer Satellite/Communications Systems related.
FIVE-YEAR CAREER GOAL: Communications Analysis Management.

SUMMARY OF QUALIFICATIONS

Electronics Applications—*Four years.* Installed, maintained, transferred, and repaired 2-way radios, telecommunications, electronic, and data equipment. Experience with electrical controls, circuit construction and applications.

Computer Applications—*Three years.* Computer programming and microprocessors to include UNIX and C++ programming.

Mathematics—*Four years.* Performed daily algebraic/geometric and trigonometric calculations with emphasis in Electronic Communications systems.

Teamwork—*Seven years.* Worked on diverse teams in different applications stemming from military career, electronic employment, and the mechanical aspect of maintenance repair in the communications industry.

EDUCATION

New York Institute of Electronics, New York, NY, 2004

Associate's degree with double major: Computer Programming and Electronics Emphasis in programming, microprocessors, electronic applications with enhanced troubleshooting skills. GPA: 3.9 with Honors. Peer Counselor Team member, Tutor for Algebra, Trigonometry, and Computer Programming/Assembly. Perfect Attendance.

University of California, Irvine, Irvine, California, 2001

Completed Veterans' Upward-Bound Program with advanced studies in Mathematics, Science, and English. 120 clock hours.

EMPLOYMENT BACKGROUND

Arrow Electronics, New York, New York

G.I.N. Rentals, Irvine, California

Astech, Division of Electronic Research, Irvine, California

United States Navy, San Diego, California

REFERENCES

Professional references are available upon request

Resume Format - HYBRID

- Combination of Chronological and Functional formats.
- You list functional transferable skills and jobs held (usually in years rather than dates).
- You can include dates of employment under “Employment History.”

EXHIBIT 2.3		Hybrid resume.
EDWARD F. MARTINEZ		
9803 Aspen Road, Thornton, Colorado 80229 (303) 252-9187, Cell: (303) 367-9023, efmartinez@rockynet.net		
OBJECTIVE:	A position in the medical field, preferably as a Medical Assistant in a free-standing emergency center or a fast-paced medical office.	
SKILLS SUMMARY:	Training in the processing of insurance claim forms, surgical procedures, EKG and radiology, front and back office procedures, computer applications including DOS, Excel, WordPerfect, Windows, and Medisoft. Typing speed of 55 wpm.	
EDUCATION:	Parks Junior College, Thornton, Colorado 2004 Associate's degree in Medical Assisting, GPA: 3.9 (4.0) Internship: University of Colorado Medical Center University of Northern Colorado, Greeley, Colorado 2002 Completed 100 credit hours in Biology/Human Anatomy and Pre-chiropractic Medicine.	
EMPLOYMENT:	COMPUTER ROOM ASSISTANT, Parks Junior College 4/04 to present. Data entry, running programs and printing rosters. JOB COACH, Shafer Rehabilitation Center, Denver, Colorado 12/02–4/04. Helped in the instruction of mentally disabled adults in learning how to work in the community. VETERINARY ASSISTANT, New Life Center, Fort Collins, Colorado. 1/02–12/02. Front office duties of answering phones, making appointments, billing and filing. Back office responsibilities of assisting in surgery, removing sutures, giving injections, and sterilizing equipment.	
ACHIEVEMENTS:	Alpha Beta Kappa Director's List for GPA of 3.5 or above Perfect Attendance Awards Colorado State Scholarship recipient	
REFERENCES:	See attached reference letters.	



Digital Résumés



Plain Text Version

Non-Formatted

Keywords

Industry Jargon



Résumé Documents

**Clean
Typeface**

**Printed on
High-Grade
Paper**

**Ample
Margins**

**Laser
Printed**

**Appropriate
Length
(1-2 pages)**

**Professional
Design
or
Template**

Completing Your Résumé

Revising

Proofreading

**Printing &
Producing**



Resume Best Practices



- Write in the third person present or past tense
- Be concise and use impactful and descriptive words
- List demonstrated skills and experience relevant to the job description and employer's needs
- Use action verbs to describe how you created results
- Include tangible, quantifiable data, results, and achievements relevant to each position
- Show job progression / promotions / lateral transfers
- Add work or academic projects relevant to the industry
- List additional responsibilities not common to role (i.e. training coworkers / managing teams)
- Include relevant volunteer work experience
- Note awards, accolades, and recognitions
- Include professional and academic affiliations

Professional References

An applicant should always be certain that a hiring manager has at least three professional references that they could easily contact who will vouch for the suitability of the candidate—either verbally or via email.

The applicant must provide the contact information for each reference including their name, current or past position / title and company name, daytime phone number, and email address.

Additionally, it is helpful to include a brief explanation of the manner in which the applicant is acquainted with the reference, for example, *'Former Supervisor at XYZ Company'*.

Professional References

Current or former
supervisors

Current or former
coworkers

Current or former
clients,
distributors, or
suppliers

Current or former
subordinates

Teachers or
Coaches

Affiliates from
Professional
Associations or
Organizations

Criteria for a Professional Reference

Known applicant for minimum of two years

Knowledgeable about applicant's character, work habits, capabilities, and overall suitability for employment

Do not use your family, friends, a priest, reverend, or rabbi as a reference--unless they are / were your employer!!!

Reference Rules to Remember



The applicant should first ask permission of the reference before providing the references' personal contact information to an employer.



The applicant should inform their references when they are actively searching for a job.



The applicant should give the references details about the types of employers and positions for which they are applying.

Reference Rules to Remember



The reference document should be a separate document--independent of the resume.



The job applicant's complete contact information should be included in the first section of the reference document.



The applicant should provide reference information **ONLY** when it is formally requested.

Types of Application Letters





Writing Application Letters

Be Specific

**Do Not Include
Salary Details**

**Keep it
Concise**

**Aim for
High Quality**

Cover Letter Format

Opening

- Make a personal connection with a specific individual or a title of the person in charge of the position applying for.

First paragraph

- Why you are writing the letter – position applying for.
- How you match the listed job requirements or company vision.

Second / third paragraph

- State qualifications you have for the position.
- Relate your qualification to THEIR needs.

Closing paragraph

- Thank the reader for taking time to review your resume and always ask for an interview.

Careers@CareerCreators.Consulting
www.CareerCreators.Consulting

THANK YOU!

Amber@CareerCreators.Consulting

1250 Capital of Texas Hwy South Building 3, Suite 400 Austin, TX 78746

Office Phone: (512) 788-2012