



# **CAREER CREATORS CONSULTING**

*PROPEL YOUR CAREER FORWARD*

# Preparing for the Job Search

## Résumés, References & Cover Letters

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PRESENTED BY

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CAREER COACH

CAREER CREATORS CONSULTING

# The Employment Search

**1**  
**S.W.O.T. Analysis  
& Environmental  
Research**

**2**  
**Understand  
Job Search  
Process**

**3**  
**Plan  
& Prepare  
Résumé**

**4**  
**Secure and  
Prepare for the  
Interview**

**5**  
**Complete the  
Interview**

**6**  
**Follow Up,  
Negotiate,  
and Accept  
Offer**





# 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

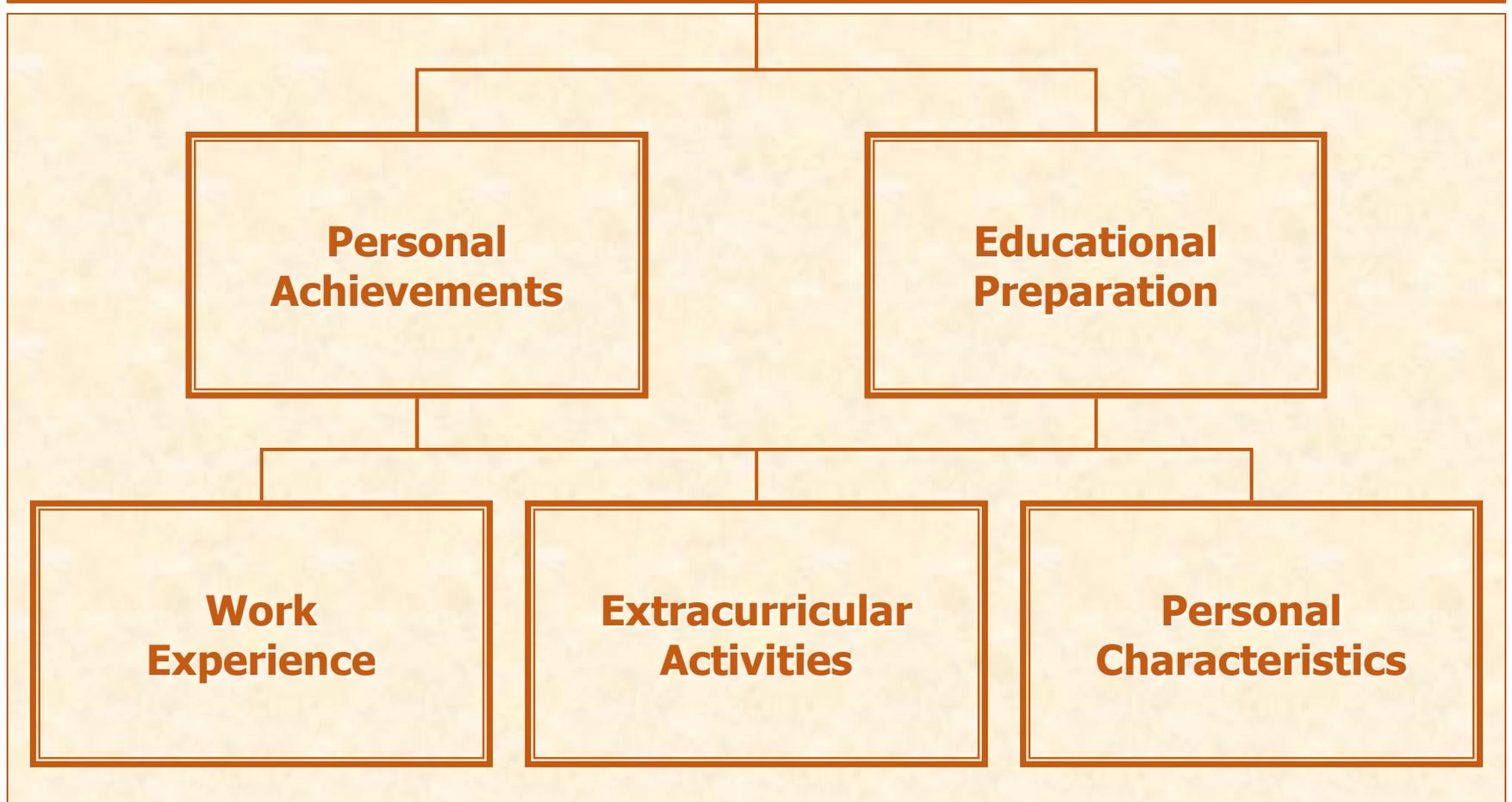


**What Can You Offer?**

**What Do You Want?**

**Your Workplace Value?**

# What Can You Offer?





# What Do You Want To Do?

<b>Type of Occupation</b>	<b>Nature of the Job</b>	<b>Specific Compensation</b>
<b>General Career Goals</b>	<b>Size of Company</b>	<b>Type of Operation</b>
<b>Location</b>	<b>Facilities</b>	<b>Corporate Culture</b>





# Three-Step Writing Process

## Planning

Analyze

Investigate

Adapt

## Writing

Organize

Format

Compose

## Completing

Revise

Proofread

Produce



# Planning Persuasive Messages

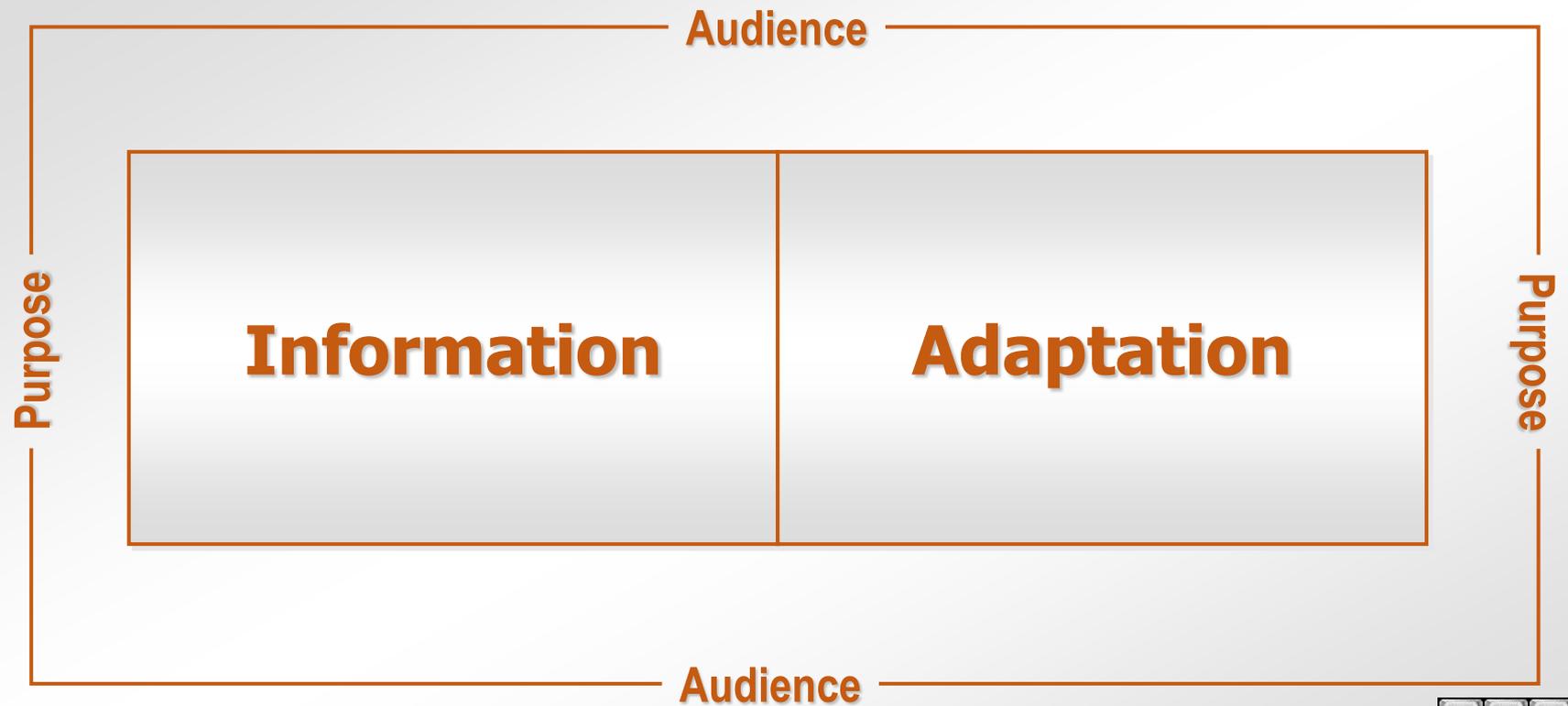
**Purpose**

**Audience**

**Credibility**

**Ethics**

# Planning Your Résumé



# The Job Search Documents

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## RESUME

Differentiate yourself from the competition, user friendly, summarize KSA's  
Show results

List of Skills, Education, Experience, Results and Achievements, Job Title, Job Duties, Dates of Employment, Awards  
Career Progression & Promotions

## COVER LETTER

Connect the Dots  
Sell Yourself  
Ask for the Interview

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

## APPLICATION

Legal Document

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

## REFERENCES

Vouch for candidate's character, work ethic, and achievements

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



# 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

Work History  
Educational Level

Skills and  
Accomplishments

## Chronological

Reverse  
Chronological  
Listing of  
Experience

## Combination

Hybrid of  
Chronological &  
Functional with  
Dates of  
Employment  
Included

## Functional

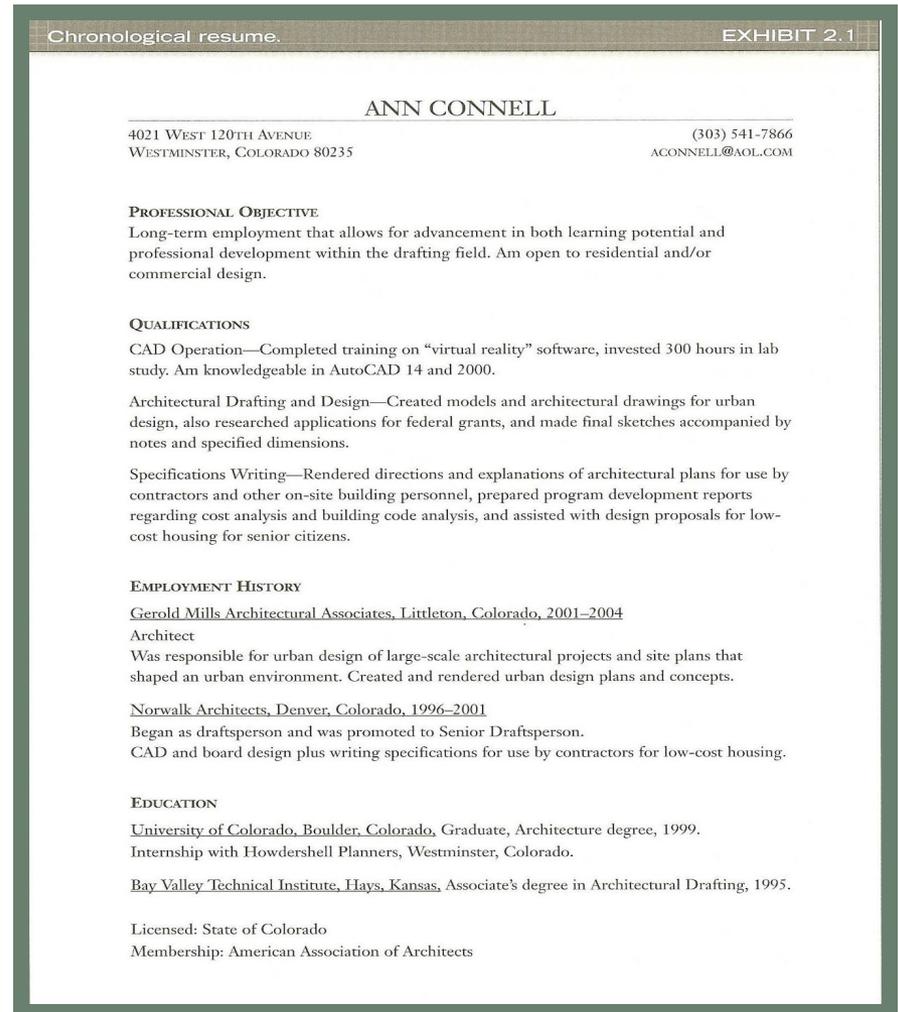
Does not focus on  
Dates of  
Employment --  
Highlights Function  
& Industry  
Experience

Personal  
Background

Personal  
Objectives

# 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.



# 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!**

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