

Module 5 - How to sell yourself - LinkedIn and Resume

Lesson 1 :RESUME WRITING

A resume is your opportunity to show your skills, knowledge and experience to an employer using a precise and factual format. You should outline your education, work experiences, interests and other information which are relevant to the job you are applying for.

Learning Objectives:

On successful completion of this unit students will be expected, at threshold level, to be able to:

- Identify and demonstrate their own skills, interests and motivations in the context of career decision making
- Understand the nature and purpose of a resume.
- Create, format, and distribute a complete resume that accurately represents your skills, experience, and educational background

What is a Resume?

A resume is a summary of your life to date, which highlights the aspects that would be of interest to a prospective employer or a CEGEP or college admissions tutor.

What should I include?

Essential personal details:

Name

Address

Telephone number

Date of birth

Nationality

Education and training (your school, college, training program etc).

Qualifications gained at school

Qualifications/Certificates gained outside school

Employment and work experience

Interests and hobbies

Future targets/action plan

References – names and addresses of 2/3 referees

What are you "marketing" to the employer?

Your skills and experience are for sale - your resume is your marketing brochure. At first you have to research the employer's needs by exploring the company website and their marketing materials and contacting the contact person for further information. Because you need to **sell** the employer the skills they need, so that they may employ you. To get to the interview stage, you need to **stand out** from the other applicants. To stand out means tailoring yourself directly to the employer and highlighting your unique skills and talents. You can do that with your Professional resume.

Did you know?

- Employers usually spend **less than a minute** scanning resume
- Your resume must be easy to read and follow.
- You should target each resume to the relevant job.
- You must ensure your is clearly set out and well presented.
- It is a good idea to create a **master resume** where you can list all your information and use this to select relevant details each time you create a tailored resume for a particular job / employer.

Resume tips

- Use professional presentation which suits your particular industry
- Consistently use past tense, particularly under the accomplishments and skills developed sections
- Sell your skills to an employer to gain an interview
- List IT/computer skills on your resume if the job description requires them
- Include your visa and/or work status if you are an international student
- Research the employer and tailor your resume appropriately
- Your resume can be between 2 and 4 pages of **relevant** information only.

For each section of your resume ask yourself

- Is this relevant?
- Could it be perceived negatively?
- Can I work this in a positive way?
- Does it add value to my application?

Optional sections to include:

- **Career Profile/Objective:** Must be tailored to specific employers or positions each time you apply for a job. Research suggests that writing a carefully worded 'Career Profile' and 'Key Strengths' section, your resume is more likely to be read by recruiters.
- **High school:** Perhaps include leadership positions, noteworthy achievements or extra curricular activities
- **Key professional skills:** Suitable if you have had previous employment.

- **Required field experience/clinical placements:** You need to include the date, duration, employer and a brief explanation of the skills you developed.
- **Memberships:** Only include memberships to relevant organisations.
- **Multicultural experience/other languages**

Work history tips

- Align your targeted placement as closely as possible with your previous job and experience
- Start with the most current and work backwards
- List the position title then the company name
- List all the skills and responsibilities you developed in the position
- The skills should be framed in terms of transversal or generic skills
- List your achievements in the position - did you have any new responsibilities that were not part of the job?
- Did you make any recommendations which were accepted or implemented?
- Did you contribute to a more efficient workplace or an increase in profit?
- If you have some jobs which are similar, you could group them together to list the skills etc
- Usually the further back you go in your Work History, the less detail is required
- Add in any voluntary or community work
- Make sure you add in any achievements or awards you obtained at work

DO	DO NOT
Use sample margins (2-3 cm on all sides)	Crowded information
Keep personal information at top of first page so as no to waste valuable space	Volunteering information that could be negative or controversial, as it could eliminate you from the competition
Headings aligned left enhance readability	Abbreviating or using acronyms, as employers may not know what they refer to. For example, use 'do not' rather than 'don't'
Leave space between information headings Keep information together	Separating information under a heading by going over a page
Check spelling, grammar (don't rely on Spellcheck)	Including irrelevant information, ask yourself 'does this piece of information add value to my application?'

Eliminate obvious titles (i.e. Resume, Name, Phone), these waste space and clutter	Giving salary expectations on your resume
Use underlined, bold or italicised print to draw the eye to important areas and add to the overall appearance and readability	Putting your resume into fancy folders or binders