

# The Job Search, Résumés, and Cover Letters



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2017

***“Think not of yourself as an architect of your career but as the sculptor. Expect to have to do a lot of hard hammering and chiseling and scraping and polishing.”***



--Bertie Charles

Founder, *Forbes*

# Test Your Job Savvy

**This quiz is intended to pique your interest and dispel some myths about job searching.**

**1. Workers between the ages of 18 and 38 can expect to have how many different employers?**

6

8

☒ 10

☐ 12 or  
more

# Test Your Job Savvy

## 2. The biggest change in résumé formats over the last decade has been

greater emphasis on hard skills

greater emphasis on soft skills

switch from job objective to a summary at the top

use of a computer template to prepare one version for all jobs



## Test Your Job Savvy

**3. Having your job terminated ranks in the top 10 of the most severe crises in life.**

**True**

False

# Test Your Job Savvy

## 4. What résumé format do recruiters generally prefer?

*Chronological* (arranged around dates of employment, education)

*Functional* (arranged around skills)

# Test Your Job Savvy

**5. Many experts in the field of recruiting think that the best way for a college graduate to find a job today is by**

searching the Web

sending out  
hundreds of  
résumés

- networking
- reading the classified ads

# Test Your Job Savvy

**6. The best place to look for a job online is at**

Monster.com

Company Web sites

Craigslist

CareerBuilder.com



## Test Your Job Savvy

### **7. You've heard that "networking" is a good way to find a job. Who should be on your list of people to contact about job leads?**

Potential employers, professional organizations, and friends

Family members, neighbors, and business associates

School alumni and former instructors

Your dentist, your doctor, your insurance agent, and others

**All of the choices**

## Test Your Job Savvy

**8. A savvy job candidate would prepare which of the following résumés?**

A print-based presentation résumé

A plain text résumé

- A combination résumé/cover letter

- A scannable résumé

## Test Your Job Savvy

**9. The primary purpose of a cover letter is to ask for a job.**

True

False

**The primary purpose of a cover letter is to request an interview.**

## Test Your Job Savvy

**10. During a job interview, you are asked to “tell a time when you . . . .? What strategy should you use to answer such behavioral questions?**

AIDA strategy

STAR strategy

- KISS strategy

- NASA strategy



# Employment Rules

Nobody owes you a job.

You have to fight to get a job.

You have to fight to keep a job.

You may quit anytime you want to.

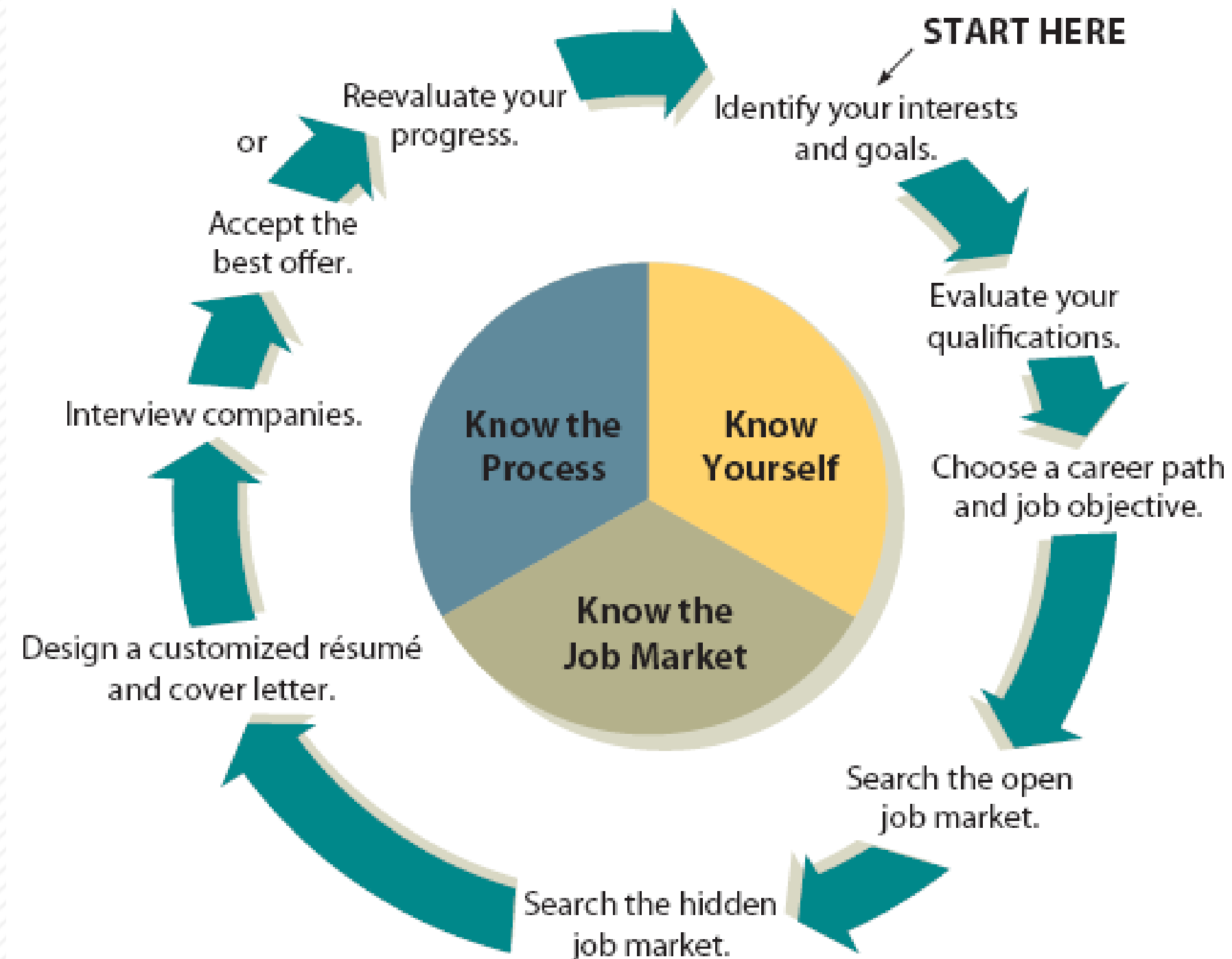
Your employers may fire you anytime they want to.

You have to work hard to make yourself stand out during the job search and in the workplace.



# The Employment Search

**FIGURE 15.1** The Employment Search



# Preparing for the Job Search

- 1 **Identify your interests and goals.**
  - What are you passionate about?
  - Do you enjoy working with people, data or things?
  - Do you need to be your own boss?
  - How important are salary, benefits, location, and so forth?
  - Would you rather work for a large or small company?



# Preparing for the Job Search

## ② Evaluate your qualifications.

- What technology, language, and people skills can you offer?
- Do you learn quickly?
- Do you communicate well when speaking and writing?
- What skill do you have that will make you stand out?
- How can you demonstrate your skills?



## Preparing for the Job Search

- ③ **Learn about careers and choose a path.**
  - Visit your campus career center, search the Web, use your library.
  - Take a summer job, internship, or part-time position in your field.
  - Interview someone in your field.
  - Volunteer with a nonprofit organization.
  - Monitor classified ads.
  - Join professional organizations and student clubs in your field.

# Conducting the Job Search

## ④ Search for a job online.

- Check the big job sites:

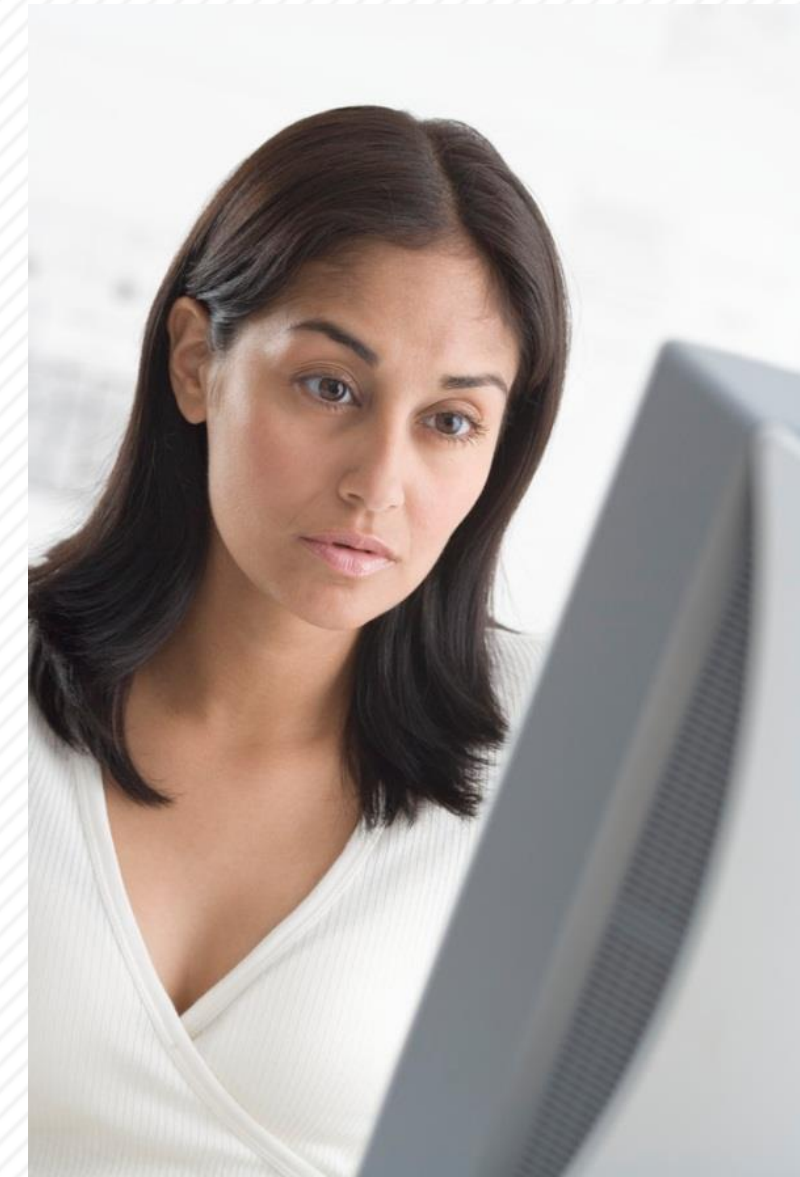
*CareerBuilder*

*Monster*

*CollegeGrad*

*CareerJournal*

- Use these sites for information, but realize that few people actually find jobs on them.



# Conducting the Job Search

## ④ Search for a job online.

Look beyond the big job sites:

- Corporate Web sites
- Professional association sites
- Local employment sites
- Niche sites
- Social media sites  
(such as LinkedIn,  
Twitter, and Facebook)





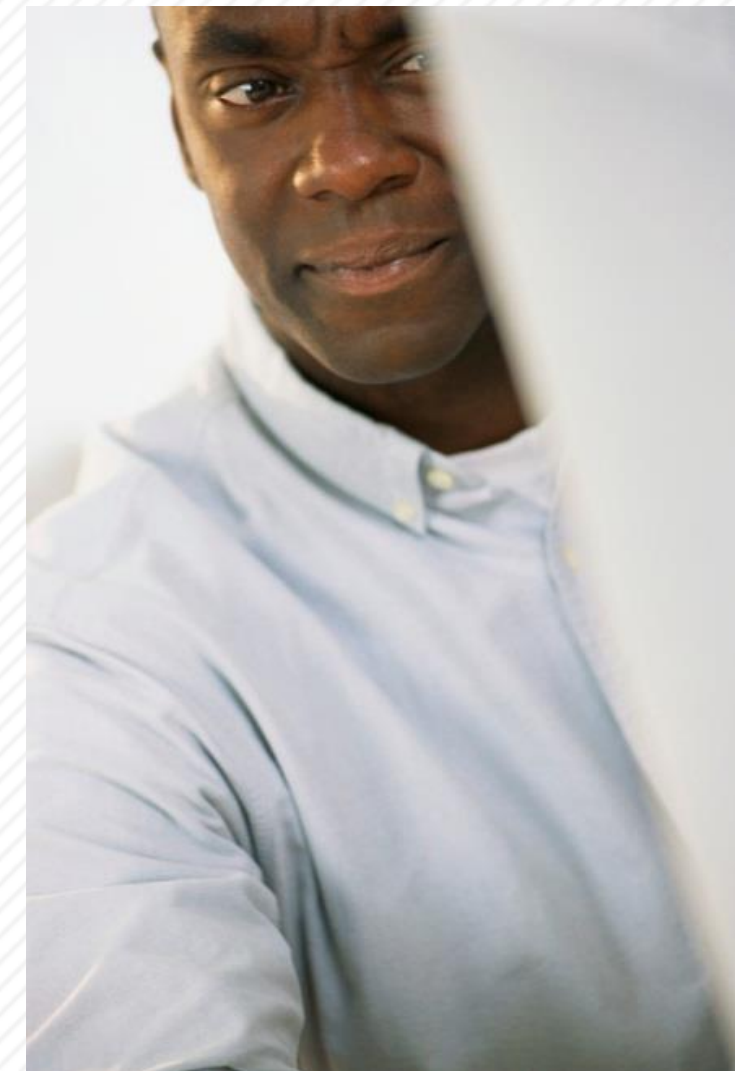
# Safe Online Job Searching

Use only reputable sites.

Never pay to post your résumé.

Be selective about where you post your résumé.

Limit the number of sites on which you post your résumé.





# Safe Online Job Searching

Use a professional  
e-mail address dedicated  
to your job search.

Limit personal information.

Post your résumé  
privately if possible.

Renew your résumé  
postings every 14 days.



# Safe Online Job Searching

Keep careful records.

At end of job search, remove  
all posted résumés.

Never respond to a “blind”  
job posting.

Protect your references.





# Conducting the Job Search

## 5 Search for a job traditionally.

- Check classified ads.
- Check alumni and professional association listings.
- Contact companies directly.



# Conducting the Job Search

- 5 Search for a job traditionally.**
- Sign up for campus interviews.
  - Attend job fairs.
  - Ask for advice from instructors.
  - NETWORK, NETWORK, NETWORK!



# Writing a Customized Résumé

## Preparation

### **Research the job market.**

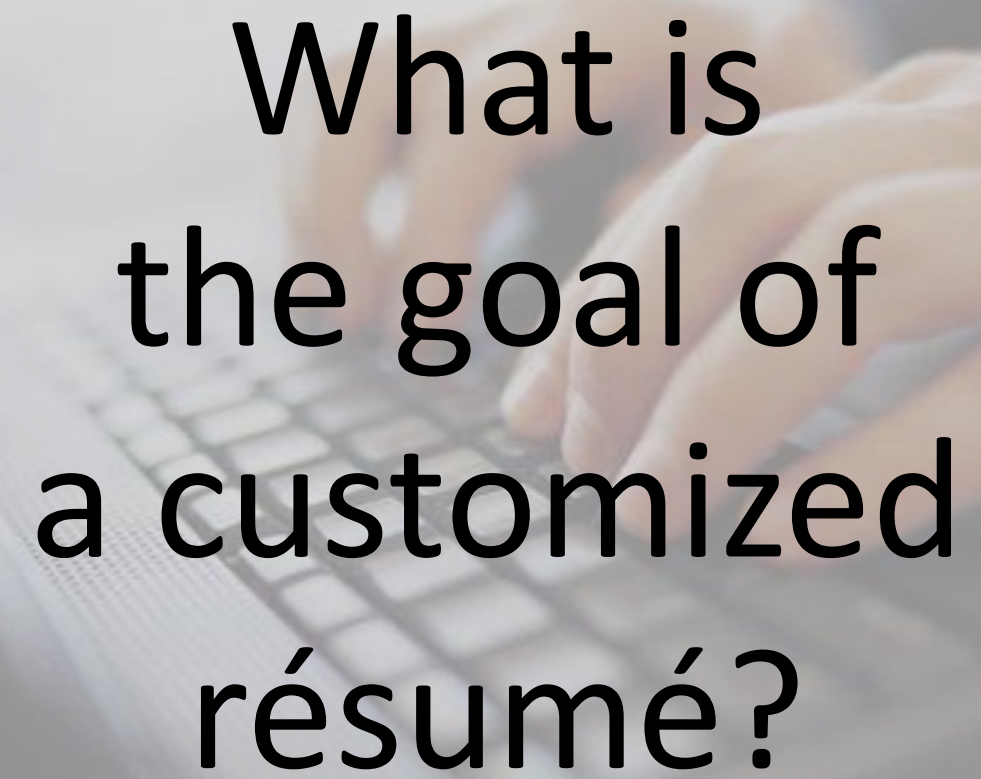
Use the Web, newspapers, and other resources to learn about jobs, qualifications, and employers.

### **Analyze your strengths.**

What will sell you for the job you want?

### **Study other résumés as models.**

Experiment with formatting.



What is  
the goal of  
a customized  
résumé?

To win an  
interview...



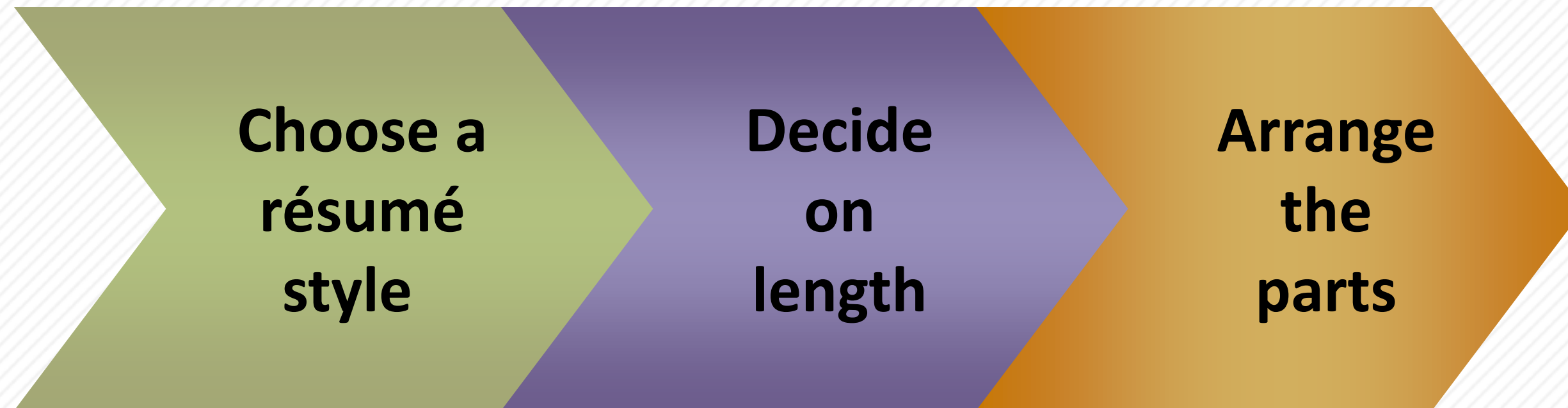


Remember...

You have about 5 seconds  
to catch the recruiter's eye.

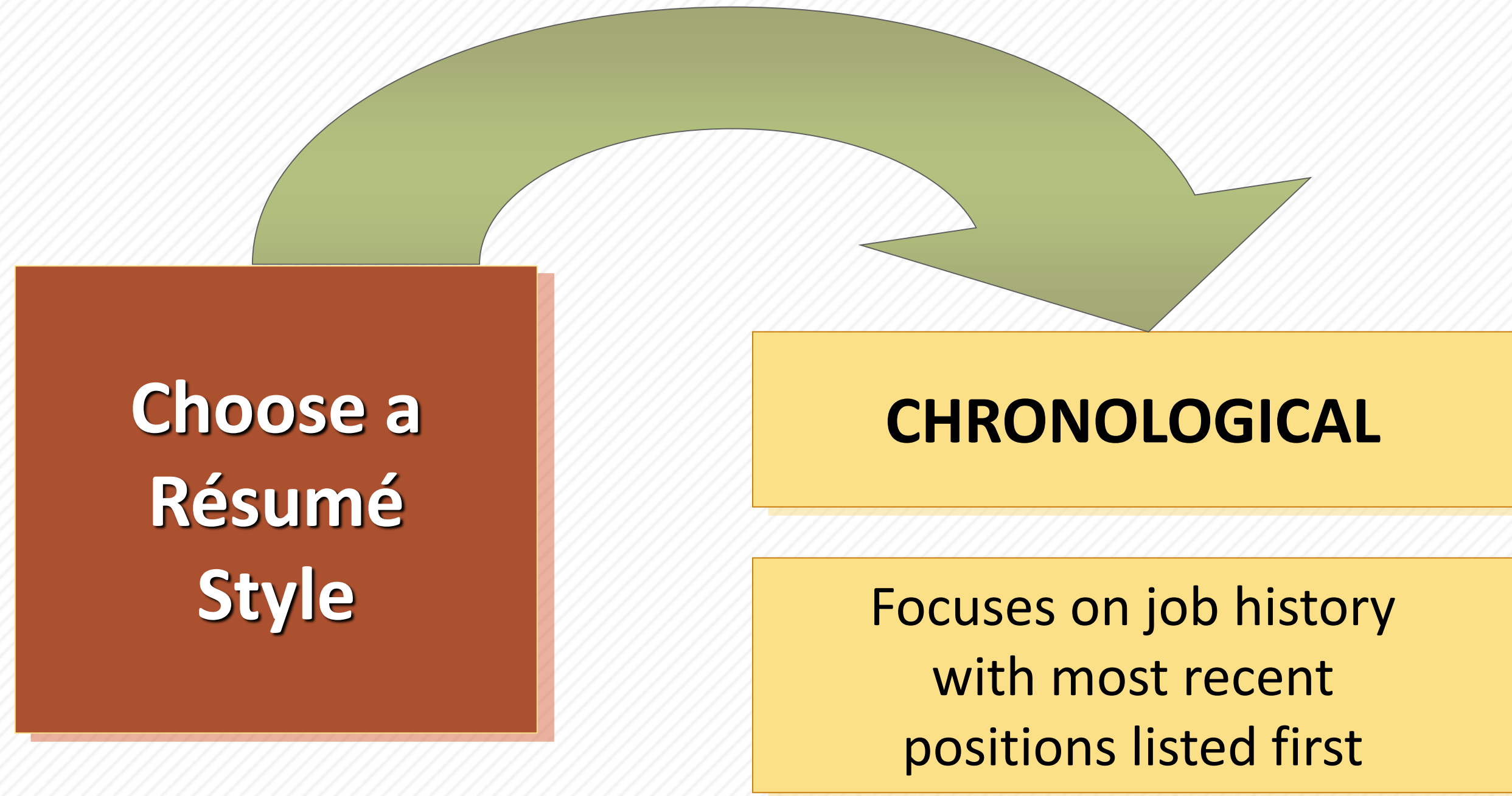


# Writing a Customized Résumé

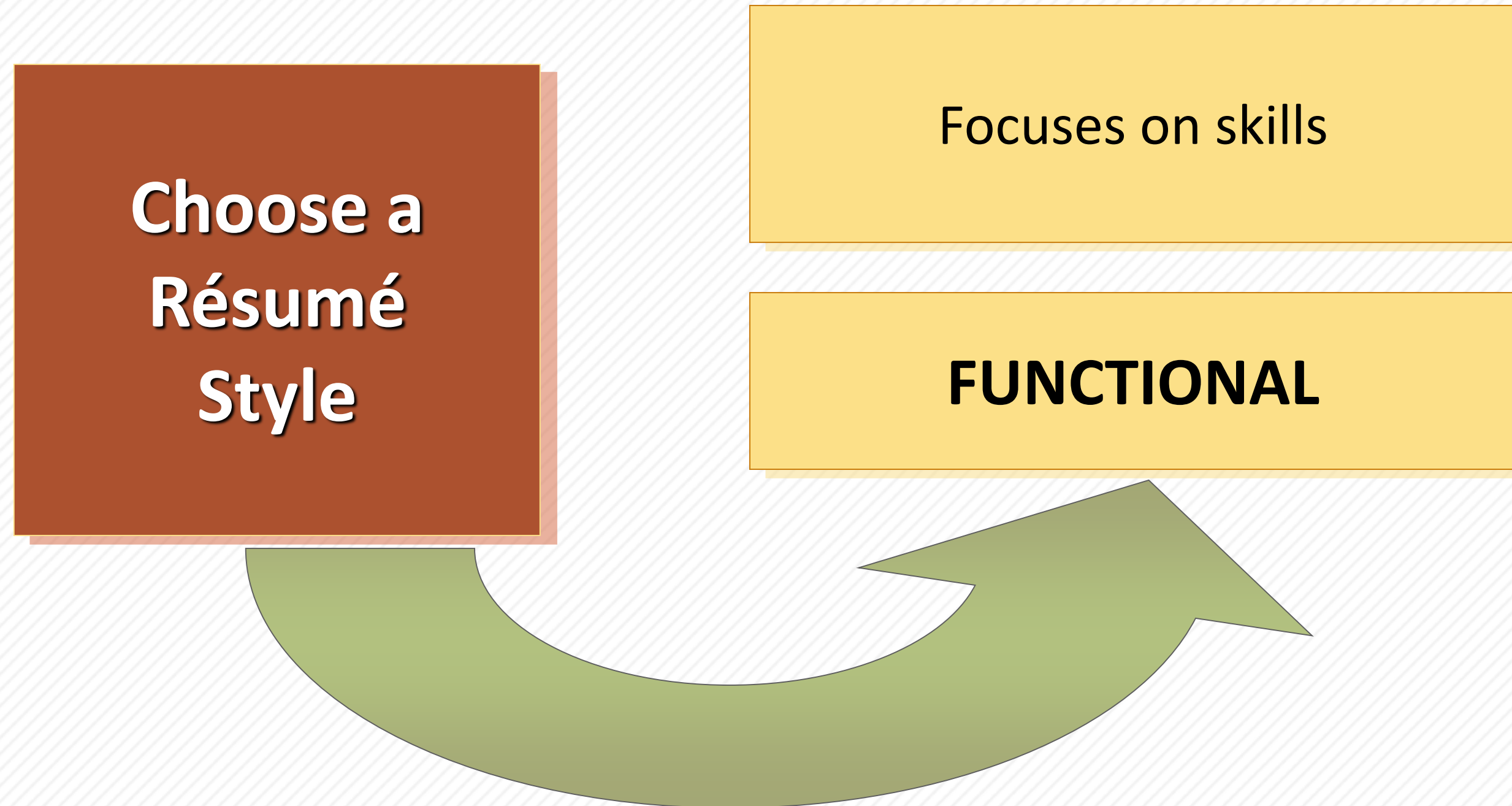




# Writing a Customized Résumé



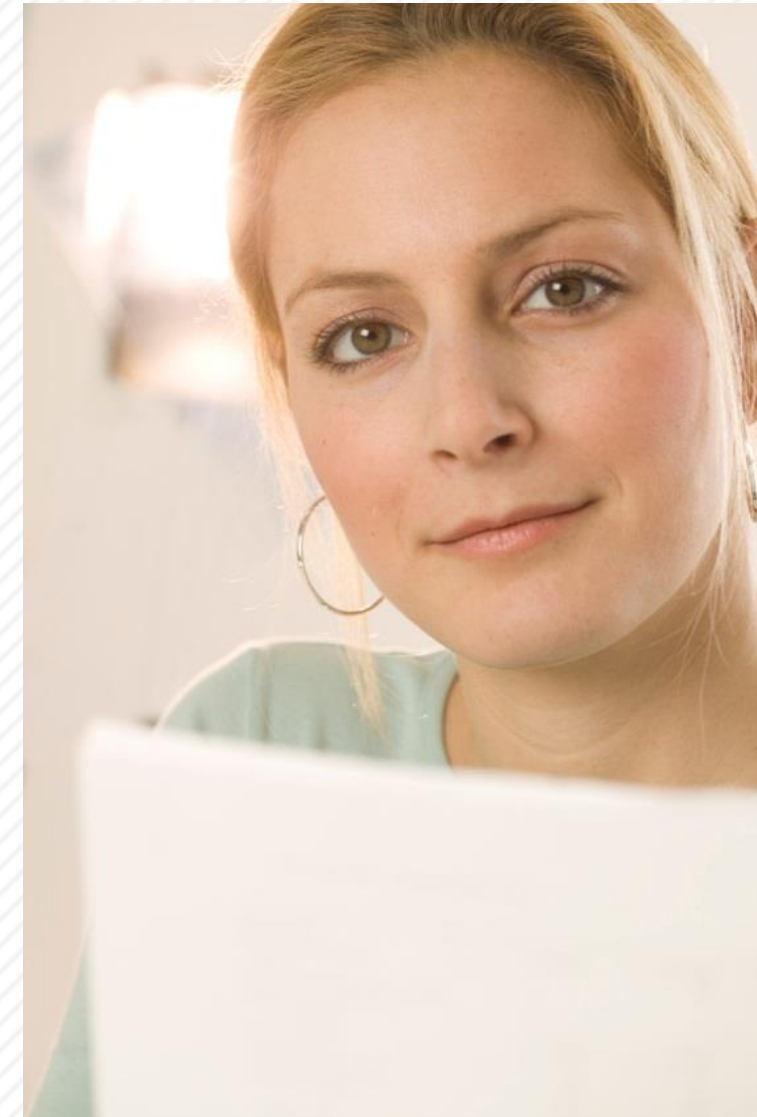
# Writing a Customized Résumé



# Choosing a Résumé Style

## Chronological

- Most popular style
- Preferred by most recruiters
- List work history job by job, starting with most recent position
- Best for those with steady career growth who have experience in the field



# Choosing a Résumé Style

## Functional

- Focuses on skills rather than past employment
- Suitable for frequent jobs changers, recent graduates, employment gaps, career changers, and older candidates to de-emphasize a long job history





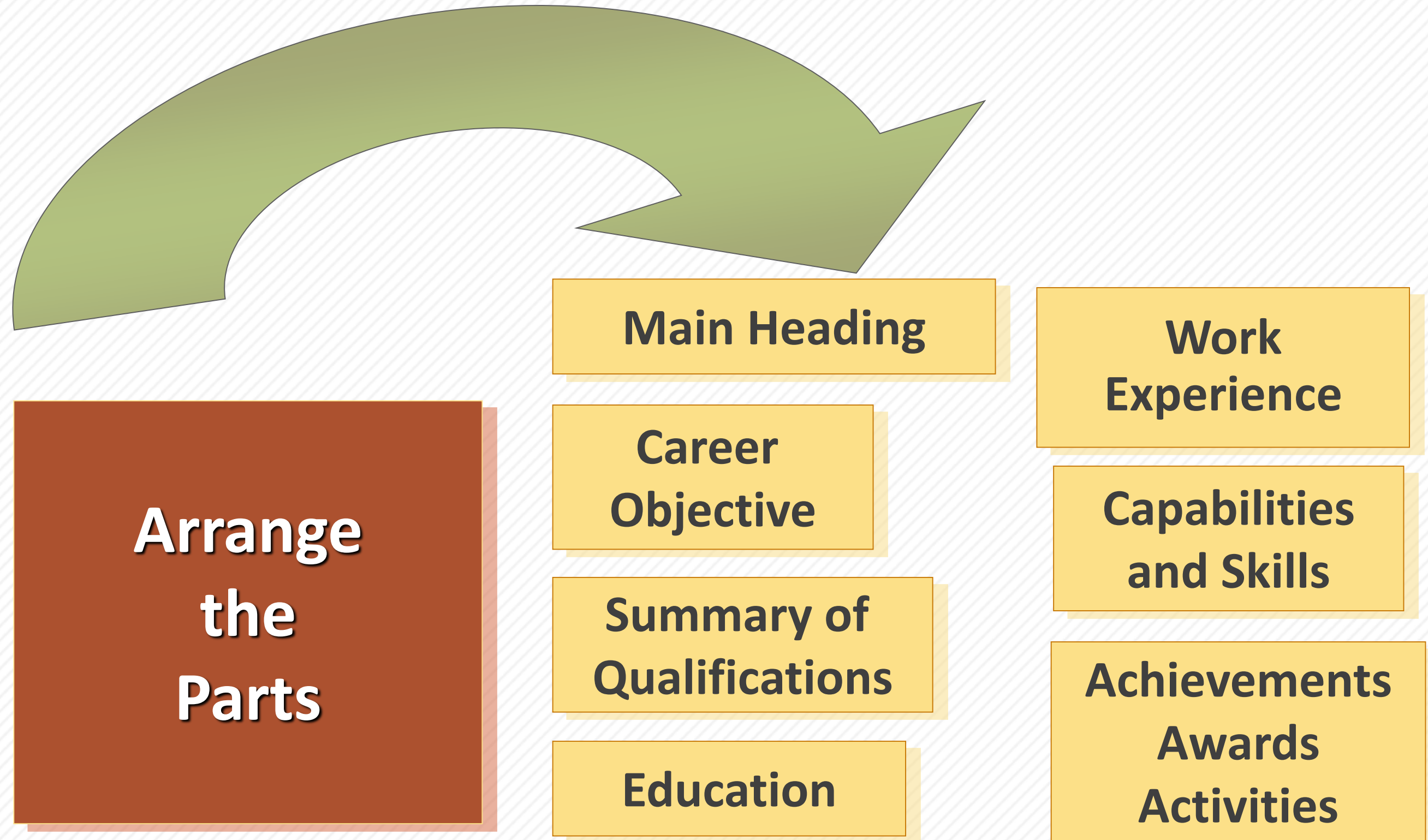
# Writing a Customized Résumé



**Decide  
on  
Length**

Make your résumé as long as needed to sell your skills to recruiters and hiring managers.

# Writing a Customized Résumé



# Arranging the Parts

## Heading

- Full name  
Place on first line; make it stand out.
- Contact information  
Full address  
Area code/phone number
- Personal, professional sounding e-mail address

## Arranging the Parts

### **Career Objective**

Optional, but many recruiters prefer it.

Be specific about the type of job you are seeking.

Focus on the employer's needs.

Don't be self-serving.

Don't downplay your talents.

Be concise (no more than three lines).



# Improving a Career Objective

**Weak (too general)**

*A challenging position in the accounting field with opportunity for growth*

**Improved**

*An auditor position in an internal corporate accounting department where my accounting skills, computer experience, knowledge of GAAP, and attention to detail will help the company run efficiently and ensure that its records are kept accurately*

# Improving a Career Objective

## Weak (too self-serving)

*To obtain a meaningful and rewarding position that enables me to learn more about the graphic design field and allows for advancement*

## Improved

*Position with advertising firm designing Web sites, publications, logos, and promotional displays for clients, where creativity, software knowledge, and proven communication skills can be used to build client base and expand operations*

## Arranging the Parts

### **Summary of Qualifications**

- Include three to eight bulleted statements that prove you are the ideal candidate for the position.
- Mention experience, education, unique skills, awards, certifications, and other accomplishments you want to highlight.
- Include numbers wherever possible.
- Target qualifications the employer is seeking.



# Summary of Qualifications

## **Example for college student with some experience:**

Over two years' experience in administrative positions, working with business documents and interacting with customers

Proficient with Microsoft Word, Excel, Access, PowerPoint, QuickBooks, and Publisher

Competent in Web research and using social media tools

Skilled in written and oral communication, Web design, computer software troubleshooting, and proofreading and editing business documents

Trained in Flash, Photoshop, and Web Studio

Experienced in planning all-day seminars and making travel arrangements

# Summary of Qualifications

## **Example for college student with related experience:**

Over three years' experience as a bank teller

Proven ability to interact professionally, efficiently, and pleasantly with customers

Reputation for accuracy and ability to work well under pressure

Speak Spanish fluently

Experience using Excel, Word, PowerPoint, accounting software, banking CRT, and the Internet

Member of First Federal Bank's Diversity Committee

Received First Federal Bank Certificate of Merit as an outstanding new employee

# Summary of Qualifications

## **Example for graduate with substantial experience:**

- Over 12 years' comprehensive experience in the accounting industry, including over 8 years as a controller
- Certified Public Accountant (CPA)
- Demonstrated ability to handle all accounting functions for large, mid-sized, and small firms
- Ability to isolate problems, reduce expenses, and improve the bottom line, resulting in substantial cost savings
- Proven talent for interacting professionally with individuals at all levels, as demonstrated by performance review comments
- Experienced in P&L, audits, taxation, internal control, inventory management, A/P, A/R, and cash management



# Arranging the Parts

## Education

Start with your current or most recent school. Include the following about each one:

College name, city, state

Dates of attendance (or anticipated date of completion)

Major field of study

Degree received (or degree working toward)

# Arranging the Parts

## Education

Include your GPA only if it's impressive.

Don't list all courses you've taken.

Don't include high school information.

Include relevant certificates earned, seminars attended, workshops completed, scholarships awarded, and honors received.



# Education

## **Current college student:**

Diablo Valley College, Pleasant Hill, California. 8/11 to present  
Major: Business Administration, specializing in accounting  
AA degree expected 8/13  
GPA: 3.98

## **College Graduate:**

University of Georgia, Athens, Georgia. 9/10 to 6/14  
Major: International Business  
Degree: Bachelor of Business Administration (BBA)  
GPA: 3.87



# Arranging the Parts

## Work Experience

If your work experience is significant and relevant to the position sought, place this section before education.



# Work Experience



**List your  
previous  
jobs**

Start with the most recent jobs.  
Include employer's name, location,  
dates of employment (month,  
year), and most significant title.

*Salesperson, Target, Dayton, Ohio. 4/11 to 5/12*

*Manager, Subway, Kettering, Ohio. 6/12 to present*

*Tax Preparer, Volunteer Income Tax Assistance program.*

*March 2012 to present. Sinclair College, Dayton, Ohio*

# Work Experience



Describe  
your  
experience

Use action verbs to summarize achievements and skills relevant to your targeted job.

***Prepared** state and federal tax returns for individuals with incomes under \$35,000.*

***Conducted** interviews with over 50 individuals to elicit data regarding taxes.*

***Determined** legitimate tax deductions and recorded them accurately.*



# Examples of Action Verbs

Accelerated	Enabled	Introduced	Reviewed
Achieved	Encouraged	Managed	Revitalized
Analyzed	Engineered	Organized	Screened
Collaborated	Established	Originated	Served
Conceptualized	Expanded	Overhauled	Spearheaded
Constructed	Expedited	Pioneered	Spurred
Converted	Facilitated	Reduced	Strengthened
Designed	Improved	Resolved	Targeted
Directed	Increased	Restructured	Transformed

# Work Experience



**Include  
non-  
technical  
skills**

Give evidence of communication, management, and interpersonal skills. Employers want more than empty assurances. Try to quantify your skills.

*Organized holiday awards program for 1,200 attendees and 140 awardees.*

*Praised by top management for enthusiastic teamwork and excellent communication skills.*

# Arranging the Parts

## Capabilities and Skills

Highlight your special skills.

- Web, social media, software
  - Office equipment
  - Communication technology tools
- Foreign languages, sign language
  - Exceptional aptitudes





# Arranging the Parts

## **Awards, Honors, and Activities**

Show that you are well-rounded.

- Awards and honors that demonstrate leadership, teamwork, interpersonal skills
  - Scholarships, fellowships, dean's list
- Recognitions, commendations, certificates
  - School, community, volunteer, professional activities

# Arranging the Parts

## References

Prepare a list of individuals willing to discuss your qualifications.

Include the following:

- Instructors/professors

- Current or previous employers

- Colleagues or subordinates

- Other professional contacts

Always ask permission first!

# Sample Reference List

Provides reference list to be left at interview

Prints reference list with heading that matches heading on résumé

Lists professional, not personal, references

Lists only people who have given permission

Uses parallel form for all entries

**References**  
**Casey J. Jepson**  
1103 Wood Road  
Boscobel, WI 53805

Home: (608) 375-1926    Cell: (608) 778-5195    E-mail: cjepson@tds.net

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**Mr. Jeff Schmitz**  
Loan Supervisor  
Community First Bank  
925 Wisconsin Avenue  
Boscobel, WI 53805  
(608) 375-4116  
jschmitz@commfirstbank.com

**Ms. Sue Winder**  
Work Study Supervisor  
Southwest Wisconsin Technical College  
1800 Bronson Boulevard  
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(608) 822-3611, Ext. 1200  
swinder@swtc.edu

**Ms. Sondra Ostheimer**  
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Southwest Wisconsin Technical College  
1800 Bronson Boulevard  
Fennimore, WI 53809  
(608) 822-3622, Ext. 1266  
sostheimer@swtc.edu



# Polishing Your Résumé

## Additional Tips

Omit references (unless specifically required).

Look for ways to condense your data.

Double-check bulleted lists for parallel phrasing.

Avoid personal pronouns

Omit humor.



# Polishing Your Résumé

## Additional Tips

If printing, use quality paper and a quality printer.

Be completely honest.

Project professionalism and quality.

Have a friend or colleague critique your résumé.

**Proofread!**



# Polishing Your Résumé

Do not include any of the following:

## **Any basis for discrimination:**

**Race**

**Gender**

**Religion**

**Age**

**Marital status**

**Health status/disability**

**Children**

**National origin**

**A photograph**

**Social security number**

**Salary history/requirements**

**High school activities**



# Polishing Your Résumé

Do not include any of the following:

**Full addresses of colleges or employers (city and state only)**

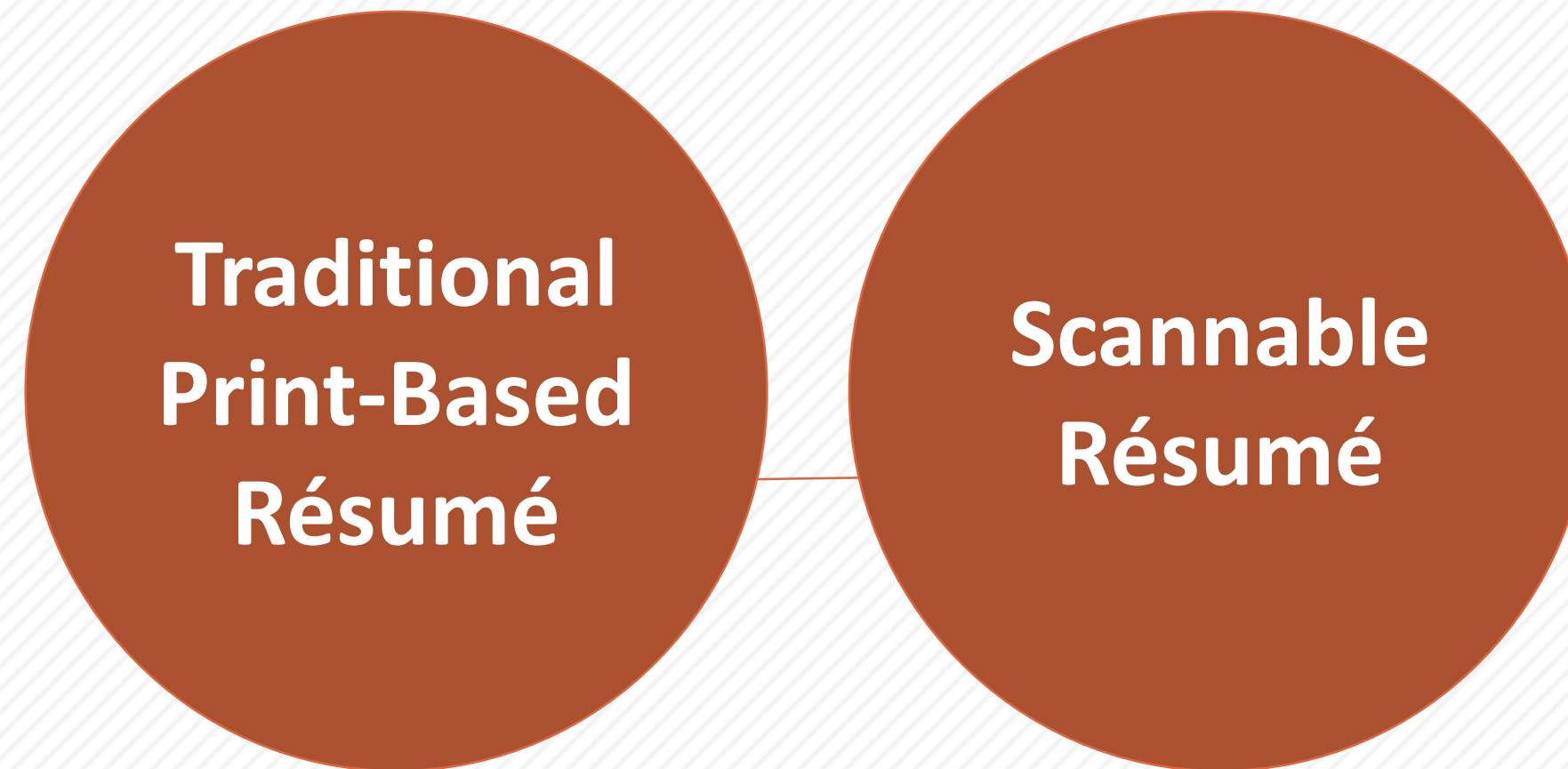
**References (use separate page)**

**Reasons for leaving previous positions**

**Inaccurate, dishonest information**

**The word *Résumé***

# Two Résumé Versions Needed



# Designing a Print-Based Résumé

Also called a “presentation résumé”

Attractively formatted to maximize readability

Use word processing software to prepare

Include headings and bulleted lists

Bring to job interviews to make a good impression





# Preparing a Scannable Résumé

## Maximizing Scannability

Use 10- to 14-point type.

Avoid fancy formatting.

Be sure your name is on the first line.

List each phone number on its own line.

Avoid double columns.

Use smooth white paper, black ink, and quality printing. Provide white space.

# Preparing a Scannable Résumé

## **Maximizing “Hits”**

Focus on specific keywords and keyword phrases.

Incorporate words from the job listing.

Use typical headings (Objective, Education, Skills, etc.)

Use accurate names; watch abbreviations.

Describe interpersonal traits and attitudes.

# Being Honest and Ethical

Do not inflate your education, grades, or honors.

Do not enhance job titles.

Do not puff up accomplishments.

Do not alter employment dates.

Do not hide keywords in online résumés.

Do be honest, ethical, and careful.



# Submitting Your Résumé

Employers may ask you to submit your résumé in one of these ways:

Word document

Plain-text document

PDF document

Online form

Fax



# What Turns Recruiters Off When Reading Résumés?

**A focus group  
of nine expert  
recruiters gave these  
individual responses:**

# What Turns Recruiters Off When Reading Résumés?

“Personal data. That’s a major ‘red flag.’ Also typos, inconsistent punctuation, and huge paragraphs that look like job descriptions.”

“Odd-sized résumés from services saying ‘Presenting the candidacy of . . .’ I don't even read them anymore. They’re a major rip-off.”

“Résumés that show no research; not looking at the employer’s needs.”

“Omissions in terms of dates. And misspellings!”



# What Turns Recruiters Off When Reading Résumés?

“Long cover letters and résumés over two pages.”

“Excess cosmetics, substituting form for content. A résumé should look nice but not go overboard.”

“A photo. I have to remove them because managers must be color and gender blind.”

“Not sending the résumé to the right place.”

# What Do Recruiters Consider Most Important in a Résumé?

**A focus group  
of nine expert  
recruiters gave these  
individual responses:**

# What Do Recruiters Consider Most Important in a Résumé?

“The objective. Plus dates when things happened and accomplishments.”

“Information about skills that apply to the job; less about job history and past duties.”

“The candidate’s address and phone number. Lots of people put them only in the cover letter!”



# What Do Recruiters Consider Most Important in a Résumé?

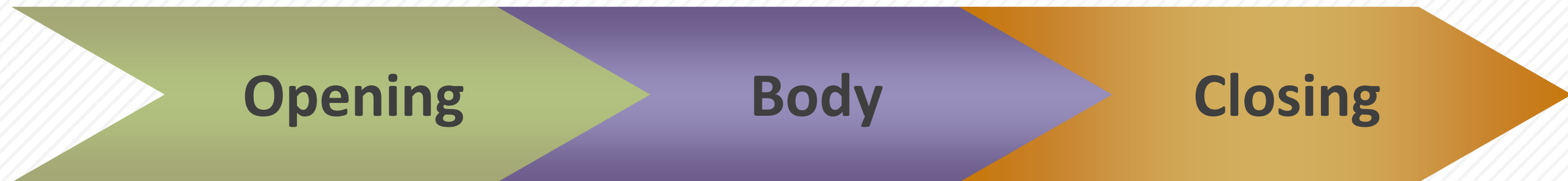
“Valid information in an easy-to-read, attractive style.”

“Meeting the qualifications for the job.”

“The presentation and the objective.”

“A clear objective, backed up with qualifying experience and continuity in the work history.”

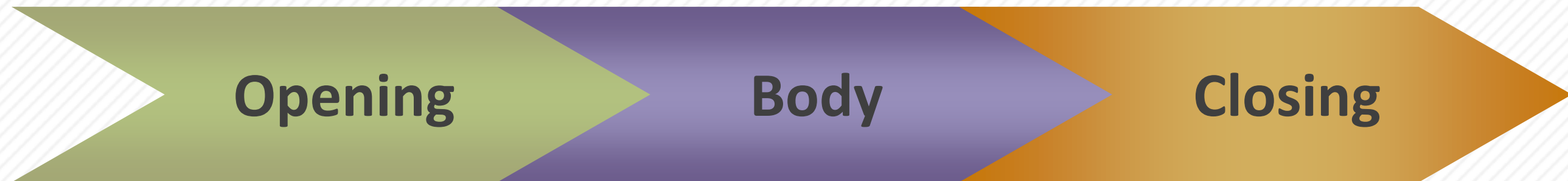
# Writing a Customized, Persuasive Cover Letter



## Solicited Jobs

- Address the letter to an individual by name
- Mention the name of an employee in the company.
- Refer to the source; include date and publication or Web site.
- Include the exact job title and show that your qualifications fit the job specifications.

# Writing a Customized, Persuasive Cover Letter



## Unsolicited Jobs

- Address the letter to an individual by name
- If someone referred you, name that person.
- Demonstrate your interest in and knowledge of the company.
- Show how your special talents and background will benefit the company.



# Writing a Customized, Persuasive Cover Letter



- Highlight your strengths.
- Demonstrate that your background and training meet the job requirements.
- Summarize your principal assets from education, experience, and special skills.
- Avoid repeating specific data from your résumé.

# Writing a Customized, Persuasive Cover Letter



- Tell a success story.
- Avoid weak phrases such as *I think* and *I feel*. Sound confident!
- Refer to your résumé
- Prove you read the job posting!



# Writing a Customized, Persuasive Cover Letter



- Ask confidently for an interview.
- Suggest reader benefits and review your strongest points.
- Make it easy to respond. Tell when and where you can be reached (during office hours). Some recruiters prefer that you call them.



***“If you aren’t presenting yourself as a superstar, why are you sending the letter?”***

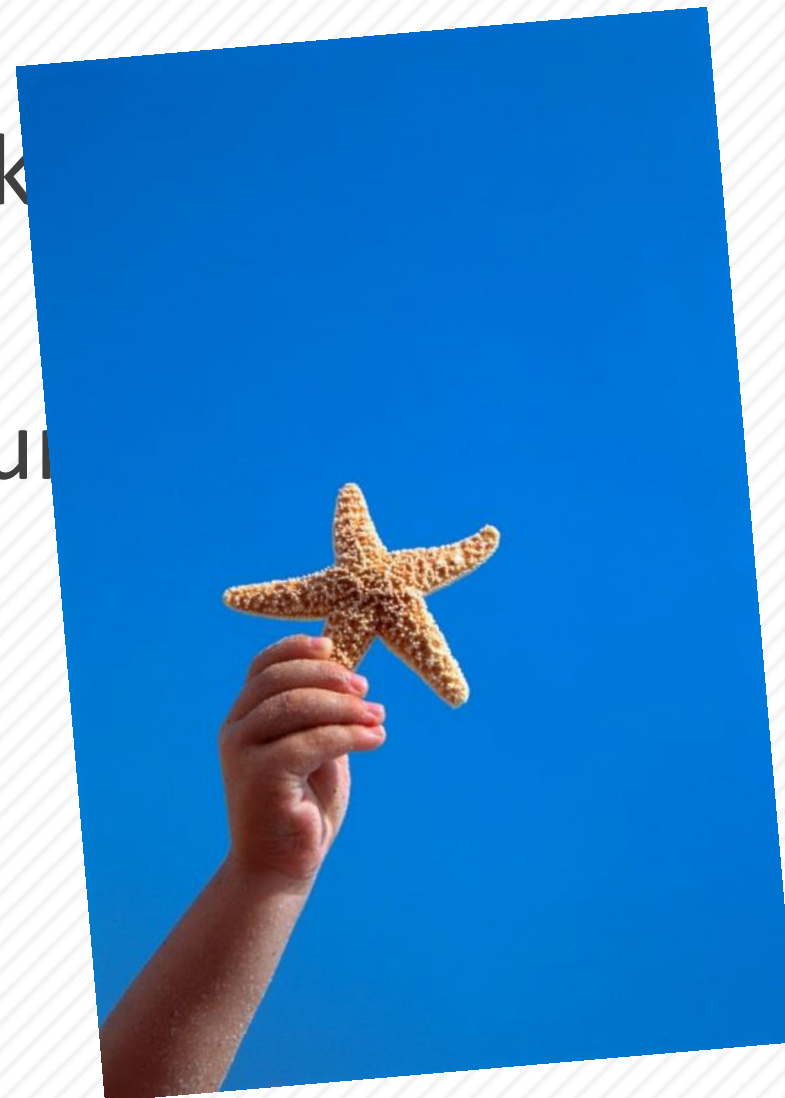
--Penelope

Author and

Brazen Careerist

Trunk

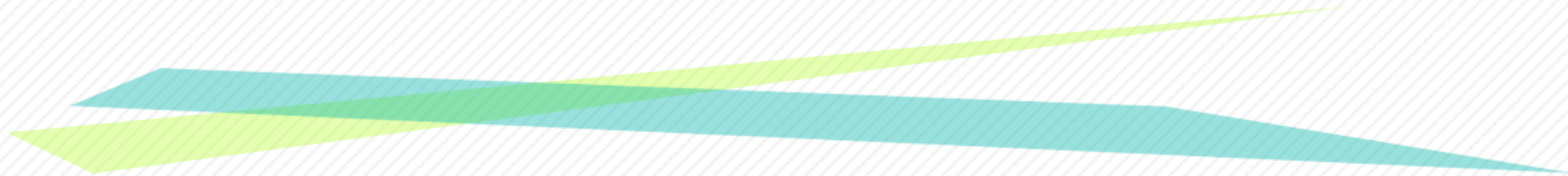
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# REFLEKSI

- Informasi penting hari ini
- Manfaat penting dari informasi penting hari ini
- Tindak lanjut yang dapat saudara lakukan







# Thank You! 😊

Any Questions?