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Updated by Sherry Skinner

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Thank you to Right Management, Dallas, TX – Mark Schor

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# Chapter 1: What Is a Résumé?

Times are changing – and your resume must reflect your understanding of hiring requirements **and** technological changes that can impact your ability to get hired! With knowledge and instruction, however, there is nothing to fear! What changes must be considered? There are a few!

* Address information is minimal to protect your identity
* “Objective” is being replaced by a **Brand statement** of who you are (we’ll teach you HOW)
* Employers want to know what PROBLEM you can solve for them
* An ageless resume – whether you are 19 or 70 – allows your skills, talents and abilities to be showcased and not your age
* Years are used, rather than month and year
* If you have a college degree, the years are no longer included on your resume
* Resume can be two pages if printed on front and back
* Social media: What do you know about LinkedIn and is it right for you?

The résumé is a tool that outlines your skills and experiences to an employer. It shows the employer how you can contribute to his/her workplace. The purpose: **you solve a problem for the employer. It must “sell” you quickly.** You may have a résumé that lists everything that’s wonderful about you, but if the employer doesn’t instantly recognize those qualities and see how you “fit” into the organization, then it does not accomplish its purpose. This could take less than 30 seconds!

The most effective résumés focus on a specific job title and address the employer’s stated requirements for the position. It’s critical that you know the required job skills, and organize your résumé effectively. Clearly show what problem you can solve for the employer.

# Chapter 2: Preparing Your Résumé

## 1. Decide Which Type of Résumé You Want

There are three distinct types of résumés: **chronological**, **functional** and **combination**. **Chronological** is the most traditional format and lists experiences according to the order in which they took place. **Functional** is a type of résumé that lists your experiences according to skill. **Combination**, as the name suggests, is a **combination** of the **chronological** and **functional** formats.

* **Chronological is the most traditional format**. It lists employment history with most recent at the top of the list.
* The Functional style is the format to use if you’re changing career direction (and lack direct work experience). Because it displays your functional skills first, work experience, is not the focus. Skills and education are emphasized at the top of the résumé. Employment history is summarized in bullet points or avoided altogether.

While the Combination format combines the best aspects of the Chronological and Functional styles, you must be careful to edit the length. Generally, employers do **not** prefer this format.

You might want to consider more than one format of résumé if you’re applying for multiple jobs. Résumé critique sites that can further help you determine the right style include:

* [CareerBuilder’s Résumé Review](http://www.careerbuilder.com/JobSeeker/Resumes/ResumeCritiqueLanding.aspx?sc_cmp2=JS_Nav_ResCrit)
* [Monster’s Résumé Advice Center](http://career-advice.monster.com/resumes-cover-letters/careers.aspx)

## 2. Create a Header

A header should include your name, email address, phone number and LinkedIn profile link (if you have one). *New: no longer put full address on resume*

Tips:

* **Boldface** your name to make it stand out and use a large font.
* Use a phone number that you’ll answer, and review your voicemail to ensure that it is professional.
* Make sure your email address is professional. If your current email address, for example, is candygirl@mail.com or hotbod@inbox.com, it’s time to set up a new email, such as janesmith@mail.com or jsmith99@inbox.com.
* Ensure LinkedIn profile matches the resume you are posting online. Insert your :30 second profile if you have one.

**🟑Put it to work…**

Create your header here:

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## 3. Create a BRANDING STATEMENT  *New: Replaces the former “Objective”*

**In one sentence,** state who you are and what you are good at doing. *Example:* **KNOWN FOR DELIVERY OF OUTSTANDING CUSTOMER SERVICE.**  Make this statement simple. Consider the type of work you enjoy and how you and others define you.

Tips:

* Think about the type of job and industry you’re interested in.
* **Tailor the branding statement to describe YOU and your talent or skill.**
* You can customize your branding statement based upon different jobs that you apply for.
* Your branding statement should always be tailored to the specific job openings you’re applying to. If you are applying to multiple jobs, you should have multiple versions of your résumé, each with a job-specific information. Keep it short and concise!
* Remember that employers will “word search” for key phrases and responsibilities for the job.

Examples:

* ***KNOWN FOR DELIVERY OF OUTSTANDING CUSTOMER SERVICE***
* ***DEDICATED SELF-STARTER ABLE TO MANAGE TASKS INDEPENDENTLY***
* ***EXCELLENT COMMUNICATOR AND PROBLEM-SOLVER***
* ***DEPENDABLE TEAM PLAYER***
* ***COLLABORATIVE MEMBER OF TEAM***

**🟑Put it to work…**

Think about the career assessment you completed earlier as you answer these questions:

What type of job are you interested in? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What industry are you interested in? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Are you willing to accept a variety of jobs? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

My personal BRANDING STATEMENT: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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## What problem are you solving for the employer? Tie this statement into the job you are applying for.

## Bullet points for skills, abilities, talents – maximum number of 6

 Examples:

* ***Organized***
* ***Collaborative team player***
* ***Problem solver***

##  4. List Your Experiences or Skills

For **Chronological/Combination résumés**, list your experiences.

Starting with your most recent or current job, list your previous work experiences.

Tips:

* This section shows where you have worked and when. It also states specific accomplishments for each position or job. Use bullets and show “action.”
* When choosing experiences to list, pick those that seem most relevant to the position you seek. As sources for your experiences, think of your full-time or part-time work, summer jobs, occasional jobs, internships, fieldwork, volunteer activities and special projects.
* Don’t worry whether your experiences are “good enough.” Employers admire people who have worked hard in a variety of positions.
* Always start each achievement with an accomplishment verb. Examples of accomplishment verbs are: **accelerated, achieved, expanded, influenced, suggested, rescued, solved, maintained, generated, structured, effected, advised, controlled, trained and utilized.**
* Don’t confuse job duties with accomplishments.
* Do you have employment gaps? Volunteer activities, community involvement, special projects – all can be used in the experience section.
* If you are returning to the workforce after an extended absence, show how you’ve kept up-to-date with software and technology.
* If you’ve been out because you raised a family, continued your education, cared for a sick family member, or recovered from an injury, don’t apologize! A negative attitude might affect your résumé ’s quality or damage your interview.
* Use years rather than months and years. (Online applications may request specific dates – but **don’t** use these on your resume.)

Examples:

SOUTHWEST OIL COMPANY, Tyler, TX2010 - Present

*Supplier of oil in the state of Texas*

**Customer Service and Sales**

- Maintained active relationship with fifty customers/companies

- Weekly contact to determine problems or issues that needed to be resolved

- Trained new customer service reps and

- Monitored progress for new hires in probationary periods

RED SCHOOLHOUSE CHILD CARE CENTER, Tyler, TX 2012 – 2015

*Childcare services provided in community*
**Childcare Provider/Office Assistant**

- Cared for children ages 2-3 years of age

- Updated records on each child

- Prepared daily progress reports for parents

- Assisted in daycare office by preparing payment records, health records, and government reporting documents

* + Ordered and maintained kitchen supplies, teaching supplies, and equipment.

JEWEL BOUTIQUE, Tyler, Texas 2014 – Present

*One-of-a-kind boutique offering Tyler the best selection of quality clothing and gifts*

**Customer Service and Sales**

Brand positioning with the unique clients served

* + Providing outstanding customer service with loyal customer-base
	+ Developed welcoming environment for new clients and customers
	+ Listening to the needs of customers, and helping them with selection process
	+ Influencing buying behaviors that builds value in the products and items carried

**🟑Put it to work…**

**List your experiences and skills:**

Where:

Dates:

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Use the back of the page if you have more information to add.

For **Functional/Combination résumés**, list your skills.

The “Skills” section of your résumé is a place where you can show your strengths and individuality. Start by stating each skill. Then back it up with brief explanation of how you learned that skill or why you believe you have it. Make these entries short, clear and concise. Key words in job description is helpful.

Tips:

* List skills that are most relevant to the job you seek. **Think about what the employer is looking for and what problem you can solve.**
* Don’t forget to list computer programs you’ve had experience with, even if you are not a master-level user.

Examples:

* *Self-Motivated:* Organized volunteers to assist with distribution at the community food bank.
* *Bookkeeping:* Maintained accurate, detailed inventory reports at school library; awarded top librarian assistant award three months straight for Smith County.

**🟑Put it to work…**

List your skills and abilities with a summarized description of each:

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Use the back of the page if you have more information to add.

## 5. List Your EDUCATION and PROFESSIONAL DEVELOPMENT

Some job seekers are concerned that their educational credentials might be lacking. If you don’t have a degree but have been participating in on-going training, list them.

Tips:

* List the schools you’ve attended, starting with the most recent one.
* Reserve information such as GPA, class rank or special awards for your online application. Do **NOT** include graduation dates.
* Add any other educational experiences, such as training programs, community college or summer courses, seminars and so on in the PROFESSONAL DEVELOPMENT section
* If you do not have anything to add in this section, it would be removed completely from your résumé.

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Examples:

**EDUCATION**

**Bachelor of Arts degree,** Marketing

Bellhaven College, Jackson, MS

**Tyler Junior College,** Tyler, TX Focus of study: Business Administration

Anticipated graduation Spring 2017

**John Tyler High School,** Tyler, TX Completed all coursework for graduation

Include a separate category called “**PROFESSIONAL DEVELOPMENT**,” and list seminars, courses, on-line training, and conferences in this section.

**PROFESSIONAL DEVELOPMENT**

**Christian Women’s Job Corps of Tyler,** Tyler, TX

Ready-to-Work Graduation certificate, Spring, 2016

**🟑Put it to work…**

**My Education:**

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**My Professional Development:**

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## 6. List Your COMMUNITY INVOLVEMENT Activities

List activities in which you have participated and include what your specific role in each.

Tips:

* This is the place to note membership or leadership positions in clubs, organizations of any kind, athletic teams, community organizations and so on.
* Employers are always looking for people with diverse backgrounds to work for them.
* Community volunteer opportunities
* Do not include hobbies such as golf, reading, sewing

Examples:

* Salvation Army, Volunteer Christmas Bell Ringer 2009 - 2015
* Tyler Community Theater, Actor 2011 - Present
* Red Schoolhouse Elementary School, PTA President 2013 - 2015

**🟑Put it to work…**

**My Community Involvement and Activities:**

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## 7. \*\* This one is tricky \*\* List Any Awards You’ve Won and When You Won Them

Tips:

* When you’ve been recognized by someone else, you should let potential employers know about it. **But you shouldn’t worry if you haven’t received any awards.**
* Work with your Employment Coach to determine where this should be placed on your resume.
* This is no longer a category on the résumé
* Accomplishments MAY fit in PROFESSIONAL EXPERIENCE or PROFESSIONAL DEVELOPMENT
* Include all awards and achievements on your online application, if available

Examples:

* Smith County SPCA, Volunteer of the Year Award May 2015

**🟑Put it to work…**

**My Awards or special recognition:**

**Where does this fit BEST on my resume?**

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## 8. List Your Personal Interests *New: No longer on your resume!*

Tips:

* This section is no longer included on your ageless resume
* IF you are asked about personal interests when completing your online application, include this information there.
* Remember – legally an employer cannot ask your age, but might garner information based upon how you answer
* In a one-on-one personal interview, an employer might begin an interview to break the ice. Unless your hobby or personal interest specifically relates to the job you want, skip this section!
	+ Some interests are better not to list on an online application (e.g., napping, watching reality TV, gossiping). This is about highlighting hobbies that have helped you grow as a person.

Examples:

* + *Ceramics, camping, reading, soccer, automotive repair, carpentry*

**🟑Put it to work…**

My interests:

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# Chapter 3: Résumé Length *New: No more than 20 years of experience listed!*

Résumé length is very important. This is not an autobiography! Keep your résumé concise and focused on selling yourself. Leave out past experiences that do not market your value to the hiring manager/employer. Keep these tips in mind when deciding on your résumé ’s length:

* A one-page résumé (print front and back) is best if you have less than 10 years of experience, if you are pursuing a career change or if you’ve held one or two positions with the same employer.
* A two-page résumé is acceptable if you have up to 20 years of experience related to your goal, or if the position requires specific experience and you need the space to list and prove your expertise.
* **No more than 20 years of experience are listed on resume! This is new.**
* **To capture additional information IF the experience has relevance is listed out only by company and job title. No YEARS or dates are included.**
* Avoid repeating information. Did you perform the same or similar job tasks for more than one employer? Instead of repeating them, list accomplishments at each position.
* Eliminate old experience. Employers want to know what you did recently, so focus on the last 10-15 years.
* Don’t include irrelevant information. Don’t list hobbies and personal information, such as date of birth or marital status. Do not list outdated technical or business skills.
* Cut down on job duties. Instead, create bullet points using ACTION verbs that briefly highlights the scope of your responsibility and provide your most impressive accomplishments.
* Remove “References Available Upon Request.”
* Review your writing style. Eliminate personal pronouns (I, me, our).
* Edit unnecessary word. Review your résumé for unnecessary phrases such as “responsible for” or “duties include.”
* Customize your résumé for your job target. Include info relevant to your goal.
* Spell and grammar check your résumé. Have your grandmother review your résumé. If it doesn’t make sense to her – it won’t make sense to an employer!

# Chapter 4: Pet Peeves of Recruiters and Employment Services

Your first impression is the most important. Remember: Check your résumé for these errors before you submit it. Proofread, proofread, proofread! Have at least 3-4 people who have good grammar and spelling skills proofread your résumé as well.

Here are some of those pet peeves:

* Spelling errors, poor grammar, typos
* Too duty-oriented and not accomplishment oriented
* Inaccurate dates or none
* Poor formatting
* Long résumés
* Long paragraphs
* Unqualified candidates
* Personal information not related to the job

# Chapter 5: Submitting Résumés Online and Online Job Applications

Just as the Internet has changed the way you look for a job, it’s also changed the way you can submit a résumé. More and more job applicants are posting their résumés online to résumé banks and personal web pages and submitting them through email. The Internet can be a powerful tool for job seekers, it also comes with some new considerations. Setting up a simple LinkedIn account is another consideration that we will learn about.

# Chapter 6: Emailing a Résumé *New: Use Microsoft Word – no more PDFs*

When emailing a résumé, you have two options:

* Insert the résumé into the body of the email
* Send it as an attachment.

Review the job listing carefully to see if there is a preferred method. Document formatting is also crucial. Plain text (.txt) files are an accepted method. Microsoft Word documents (.docx) are the preferred format. Do not use the Adobe Acrobat Portable Document Format (.pdf) unless the online sight SPECIFICALLY requests this format. Again, double-check to see if the organization you’re applying to has a preference.

No matter how you choose to email your résumé, you’ll want to include a brief [online cover letter](http://www.myfuture.com/careers/articles-advice/creating-your-cover-letter#online-cover-letter) in the body of the email. Keep it short, but include the same basic information you would in a traditional cover letter.

# Chapter 7: Posting a Résumé

When submitting your résumé to an online résumé bank, formatting is your first concern. While some sites accept Microsoft Word documents, many will not recognize specialized text, bullets, tabs, boldface text or formatted text. Any résumé with that kind of formatting runs the risk of showing up on an interviewer’s computer screen as gibberish. This is not the way you want to be perceived. Avoid formatting issues by creating a plain text version. If you want to emphasize something, instead of using a bold font, use capital letters. And when you’re finished, email it to yourself or a friend. This will give you an opportunity to make sure formatting is effective.

Utilize job-specific **keywords** when submitting your résumé online. Employers often search résumé banks using software that looks for special words or requirements specific to a job description. You can identify such keywords by visiting company websites, reviewing job postings, reading industry trade magazines or checking out keyword resource books and websites. Including more keywords in the brand statement and body of resume, will increase your chances of being flagged as a potential match. You should also use such keywords in the title and brief description of yourself which most job sites request.

**Power words** are words that convey an added level of expertise and give your resume a more professional tone and express ACTION. Use power words throughout your resume, substituting words that are used over and over with ones that reinforce action and accomplishment. You can find a list of power words in the Appendix of this document.

# Chapter 8: Keyword Examples

Keywords tend to be nouns that are industry-specific qualifications, skills or terms. Some keyword examples include degrees or certifications, job titles, computer lingo, industry jargon, product names, company names and professional organizations. Here are some specific examples of popular keywords employers look for in résumés. Using such keywords and those specific to your industry, will help your résumé stand out.

* Strategic planning
* Problem-solver
* Critical thinker
* Influencer
* Performance and productivity improvement
* Organizational design
* Infrastructure development
* New media
* Microsoft Word expertise
* Change management
* Team-building
* Leadership
* Competitive market
* Instructional materials
* Investor and board relations
* Oral and written communications
* Problem-solving and decision-making
* Project management
* Customer retention
* Business development
* Photoshop
* Long-range planning
* Certification
* Cost reduction
* Administrative assistant
* QuickBooks

If you’re posting your résumé to a personal web page or résumé bank, be sure to follow the new ageless resume tips and conceal your contact information from casual viewers. An additional safeguard: Avoid this by activating the **privacy settings** offered on most résumé banks or by only providing an email address on your web page and communicating your preference for employers to contact you for additional information.

# Chapter 9: Video Résumés *Technology changes quickly; currently, not widely used*

Video résumés are gaining popularity with many job seekers and employers. While few, if any, companies request them, they can be a terrific way to showcase your skills and experience while giving a real sense of your personality. If you’re applying for a job in a very traditional or conservative field, know your audience – this rarely used option would not be your best choice. If used, keep your video short and professional and focus on your accomplishments. This is a résumé tool, not a music video!

Some sites that offer video résumés:

* [www.thevault.com](http://www.vault.com/membership/video-resume.jsp)
* [www.hirevue.com](http://www.hirevue.com/)
* [www.résumé video.com](http://www.resumevideo.com/)

# Chapter 10: LinkedIn Introduction using Video!

LinkedIn is one of the most widely used tools that employers make use of to learn about job candidates. It is also an opportunity for you to stand out from others competing for the same position. LinkedIn will have you post a current photo, and with the chance to upload a :30 second spot, YOU have the unique opportunity to show what you’re all about. Video LinkedIn spots are optional in the basic classes, and will be used in intermediate and advanced coursework. The video will showcase you, what problem you can solve or talent you have, and will be a resource for developing a network of connections. It’s cutting-edge, and very cool!

# Chapter 11: Submitting Résumés by Mail or in Person

If you want to have printed copies on hand for an interview, or if an organization requires you to submit your résumé by mail, start with a well-formatted document and make sure it has been proofread. Use high-quality paper rather than regular copy paper; it will make a much better impression. Make sure your printer has fresh ink and then print a test run to check for any errors or inconsistencies. You should **always** bring extra copies with you to an interview. And – for interviews – make sure it’s the same version that you submitted previously. If you’re mailing your résumé, use an envelope that matches your paper in size and quality and print the address on it.

Dependent upon the job or industry, online applications are what many employers prefer.

# Chapter 12: Finding Personal References

While you don’t submit references with your cover letter and résumé, often job applicants are asked to provide them later if you are being seriously considered. It’s important for you to establish your reference list **in advance** and have a list ready when the request comes in.

Tips:

* **Never use someone as a reference unless you have his or her permission**.
* Keep your references updated about the jobs you’ve applied for, and remind them you listed them as your reference
* Good reference choices are former supervisors, co-workers, customers, professors and colleagues.
* Do **not** use your parents, guardian or friends as references. Omit anyone you don’t get along with or jobs you’ve lost or been terminated from.

Examples:

Karen Smith, Human Resources

ABC Company

123 Easy Street

Tyler TX 75735

Cell: 903-595-9876

ksmith@abc.com

Sherry Skinner, Executive Director

CWJC of Tyler, Inc.

310 W. Ferguson

Tyler, TX 75702

Work: 903-592-4693

Sherry.skinner@cwjctyler.org

George Brown, Manager

Jiffy Software Corporation

61450 Corporate Parkway

San Francisco CA 95150

Cell: 615-123-4567

george.brown@jiffysoftware.com

**Put it to work…**

List your references here:

**Name, Title**

**Company**

**Address**

**Address**

**Cell**

**Email**

**Name, Title**

**Company**

**Address**

**Address**

**Cell**

**Email**

**Name, Title**

**Company**

**Address**

**Address**

**Cell**

**Email**

**Name, Title**

**Company**

**Address**

**Address**

**Cell**

**Email**

**Name, Title**

**Company**

**Address**

**Address**

**Cell**

**Email**

**Name, Title**

**Company**

**Address**

**Address**

**Cell**

**Email**

# Chapter 13: Creating a Cover Letter – One size does not fit all!

Cover letters represent your chance to validate your personal brand, make an impression and land the job!

**Note**: You may be applying for jobs in which you will NOT know the hiring manager. We’ll discuss the two situations and how to handle the letter. (The cover letter is written differently if you do not know who the hiring manager will be or you are applying directly to an organization online.)

**Cover Letter – you know who will be making the hiring decision**

**by name and position**

You will want your résumé cover letter to:

* **One page.** Directly below your information line – in **bold** list the job you are applying for.
	+ Example: **CUSTOMER SERVICE REPRESENTATIVE**
* **Seize attention**. You want the prospective employer to know exactly what position you are applying for! In the very first sentence, grab the manager’s full attention by telling him/her exactly what you can do for the organization or what problem you can uniquely solve.
* **Perk interest**. Whet the manager’s interest by telling him/her how you got his/her name. If you have a friend, relative, or referral who knows the manager, ask if you can use their name in your letter.
* **Use the Hiring Manager’s name**. Example: Mr. Johnson, please consider this my formal application for the position of Customer Service Representative with Suddenlink Communications.
* **Make your pitch**. You just graduated, just got out of the military, or if you have some hands-on experience, say so! Second: **explain why you chose this company.** It also becomes another opportunity in which you can articulate what problem you can solve. If you know someone who works there, if you use their products, or if you’ve heard about their good reputation – mention it. Third: State that you have researched the career opportunities in the company. Fourth: Ask the manager if he/she could refer you to a representative of the company that could meet with you, interview you, etc. Show initiative, while being collaborative and respectful. Hiring Managers are often overwhelmed, and they do not have time for friendly conversations – they are about business. Show them that you, too, are about helping them with their business and you’re ready to start!
* **Show your qualifications**. State directly that you are qualified to handle this job. Thank the manager for reviewing your resume and cover letter.
* **Wrap it up**. Since the manager may not call you, tell him/her when they can expect your call.

**Cover Letter – you do not know who will be making the hiring decision, online application with Cover Letter requested**

You will want your résumé cover letter to:

* **One page.** Directly below your information line – in **bold** list the job you are applying for.
	+ Example: **CUSTOMER SERVICE REPRESENTATIVE**
* **Seize attention**. You want the prospective employer to know exactly what position you are applying for! In the very first sentence, grab the manager’s full attention by telling him/her exactly what you can do for the organization or what problem you can uniquely solve.
* **Use the generic name**. Example: Hiring manager and team, please consider this my formal application for the position of Customer Service Representative with Suddenlink Communications.
* **Make your pitch**. You just graduated, just got out of the military, or if you have some hands-on experience, say so! Second: **explain why you chose this company.** It also becomes another opportunity in which you can articulate what problem you can solve. If you know someone who works there, if you use their products, or if you’ve heard about their good reputation – mention it. Third: State that you have researched the career opportunities in the company. Fourth: Ask the hiring manager and team DIRECTLY for an interview so that you can discuss why you would be a good fit for their team. Hiring Managers are often overwhelmed, and they do not have time for friendly conversations – they are about business. Show them that you, too, are about helping them with their business and you’re ready to start!
* **Show your qualifications**. State directly that you are qualified to handle this job. Thank the manager for reviewing your resume and cover letter.
* **Wrap it up**. You can’t call for follow-up. You can let the reader know you ARE the right candidate, and you’re excited to hear the next steps in the hiring process.

**Suzy Q. Smith**

**Ageless Format**

Include LinkedIn link

**BOLD** name of job you are applying for

suzy.q.smith@gmail.com **(903) 123-4567 linkedin.com/in/SuzyQ-Smith-88**

**CUSTOMER SERVICE REPRESENTATIVE**

**Seize Attention**

In the very first sentence, grab the manager’s full attention by telling them exactly what you want—to formally apply for a job opening.

September 5, 2017

Mr. Dustin Goodguy, Senior Manager

Tyler Superb Bank

100 Main Street

Tyler TX 75702

**Perk Interest**

Whet the manager’s interest by telling how you got their name. If you have a friend, relative, or referral who knows the manager, ask if you can use their name

Dear Mr. Goodguy:

Please consider this my formal application for the position of Customer Service Representative with your bank. Tyler Superb Bank has a stellar reputation in our community. I am contacting you directly, Mr. Goodguy, because Brad Wallace, a former co-worker and now an employee at Tyler Superb Bank, gave me your name. Brad knows my passion for excellent customer service, as well as my ability to solve problems for customers.

**Make Your Pitch**

First, explain you would like to join their organization. Explain what YOU can uniquely do for the organization.

Be respectful, but direct – you want a job. Busy Hiring Managers do not have the time to meet with you to “chat” about opportunities.

I would like the opportunity to speak with you personally about my skills, abilities and potential next steps to join your team at Tyler Superb Bank.

I am enclosing my resume for your review. It highlights the skills and qualities I can offer to your company and the customers you serve. In summary:

**Show Your Qualifications**

Give a short synopsis of why you would be an asset to the company. Be sure to include some of the required qualifications listed in the job posting.

 Well-spoken with a neat appearance

 Experience in delivering world-class customer service – JD Powers

* Trained in collections with 92% collection rate
* Proficient in Microsoft Excel, Access, and QuickBooks

**Wrap It Up**

Since the manager will probably not call you, tell them you’d like to follow-up and ask for an appointment to be interviewed.

I will call your office on Tuesday afternoon next week to determine if you could schedule a personal interview with me. I look forward to meeting you. Thank you for your consideration.

  Sincerely,

Suzy Q. Smith

**Suzy Q. Smith**

**Ageless Format**

Include LinkedIn link

**BOLD** name of job you are applying for

suzy.q.smith@gmail.com **(903) 123-4567 linkedin.com/in/SuzyQ-Smith-88**

**CUSTOMER SERVICE REPRESENTATIVE**

**Seize Attention**

In the very first sentence, grab the manager’s full attention by telling them exactly what you want—to formally apply for a job opening.

September 5, 2017

Hiring Manager and Team

Tyler Superb Bank

100 Main Street

Tyler TX 75702

**Perk Interest**

Whet the manager’s interest by telling how you got their name. If you have a friend, relative, or referral who knows the manager, ask if you can use their name

Dear Hiring Manager and Team:

Please consider this my formal application for the position of Customer Service Representative with your bank. Tyler Superb Bank has a stellar reputation in our community. I have noticed the great customer service and attention I receive as one of your customers.

**Make Your Pitch**

First, explain you would like to join their organization. Explain what YOU can uniquely do for the organization.

Be respectful, but direct – you want a job. Busy Hiring Managers do not have the time to meet with you to “chat” about opportunities.

I would like the opportunity to speak with you and your team personally about my skills, abilities and potential next steps to join your organization at Tyler Superb Bank. My passion for excellence, resolving customer problems quickly, while building loyalty are qualities that I possess, and would be beneficial to the bank as we serve our community.

I am enclosing my resume for your review. It highlights the skills and qualities I can offer to your company and the customers you serve. In summary:

**Show Your Qualifications**

Give a short synopsis of why you would be an asset to the company. Be sure to include some of the required qualifications listed in the job posting.

 Well-spoken with a neat appearance

 Experience in delivering world-class customer service – JD Powers

* Trained in collections with 92% collection rate
* Proficient in Microsoft Excel, Access, and QuickBooks

I will call your office on Tuesday afternoon next week to determine if you could schedule a personal interview with me. I look forward to meeting you. Thank you for your consideration.

**Wrap It Up**

Since the manager will probably not call you, tell them you’d like to follow-up and ask for an appointment to be interviewed.

  Sincerely,

Suzy Q. Smith

🟑Put it to work…

Use the format on the preceding page to draft your cover letter:

# Chapter 14: Job Hunt Readiness

* Is the information on your résumé up to date?
* Have you chosen the format you want to use?
* Does your résumé list your current residence?
* How many people other than yourself have proofread your résumé?
* What kind of paper is your résumé printed on?
* How many copies of your résumé do you have on hand?
* Do you have proper interviewing attire?
* Do you have career goals? Does your résumé reflect those goals?
* Have you asked your current employer if he/she may be contacted?
* How many professional references do you have?
* How many personal references do you have?
* When was the last time you contacted your references to confirm you have their permission to use them?
* How long have you been at your current job?
* Do you know the business address and main phone number of your current employer or others you have listed on your résumé?
* Is your email address professional?
* Is your phone answering message professional?
* Does your Facebook, LinkedIn, Pinterest, Twitter, or any other social media contain information, pictures, or other items that might hamper you from getting an excellent job?

# APPENDIX

1. Sample Chronological Résumé Using Ageless format
2. Sample Functional Résumé Using Ageless format
3. Power Words
4. LinkedIn
5. Ageless Résumé Template

Sample Chronological Résumé

SUZY Q. SMITH

**suzy.q.smith@gmail.com** **(903) 123-4567 linkedin.com/in/SuzyQ-Smith-88**

**COLLABORATIVE PROBLEM SOLVER**

Collaborative problem solver with excellent communication skills and ability to help resolve all customer problems. Passion to serve others with great customer service.

-Organized -Task oriented

-Microsoft Word and Excel -Team player

-Influencer -Responsible

**PROFESSIONAL EXPERIENCE**

**Tyler Pipe Company,** Tyler TX 2012 – 2015

*Custom piping offered to customers in East Texas*

**Office Assistant**

* Eliminated $125,000 in delinquent customer accounts in a 3-month period
* Established training program for employees in customer service techniques
* Wrote employee manual for accounts receivable collection procedures

**McDonald’s,** Tyler TX 2010 – 2012

*Fast food restaurant service*

**Cashier and Teller**

* Greeted customers as they entered restaurant
* Took orders, handled cash, balanced cash tray at end of shift
* Performed maintenance and housekeeping tasks as assigned
* Managed register and reconciliation

**EDUCATION**

**Tyler Jr. College**

Completed business coursework

**John Tyler High School, Tyler TX**

**PROFESSIONAL DEVELOPMENT**

**Christian Women’s Job Corps of Tyler**  2017

Ready-to-Work certificate and graduate

* Skills assessment with metrics
* Completed training in Microsoft Word and Microsoft Excel
* Received job skills and life skills training and EXCELLENCE Award

Sample Functional Resume

**SUZY Q. SMITH**

suzy.q.smith@gmail.com (903) 123-4567 linkedin.com/in/SuzyQ-Smith-88

**COLLABORATIVE PROBLEM SOLVER**

Collaborative problem solver with excellent communication skills and ability to help resolve all customer problems. Passion to serve others with great customer service.

-Organized -Task oriented

-Microsoft Word and Excel -Team player

**PROFESSIONAL EXPERIENCE**

Office Administration

* Responsible for all office administration tasks for a small construction office

Home Healthcare

* Provided nursing support for disabled patients in their homes

**WORK HISTORY**

**Williams Construction Company**, Tyler, TX 2010-Present

**Home Healthcare Associates**, Tyler, TX 2005-2010

**EDUCATION**

**Tyler Jr. College**

Completed business coursework

**John Tyler High School, Tyler TX**

**PROFESSIONAL DEVELOPMENT**

**Christian Women’s Job Corps of Tyler** 2017

Ready-to-Work certificate and graduate

* Skills assessment with metrics
* Completed training in Microsoft Word and Microsoft Excel
* Received job skills and life skills training and EXCELLENCE Award

Power Words

**A**

accelerated

acclimated

accompanied

accomplished

achieved

acquired

acted

activated

actuated

adapted

added

addressed

adhered

administered

admitted

adopted

advanced

advertised

advised

advocated

affected

aided

aired

allocated

altered

amended

awarded

amplified

analyzed

answered

anticipated

appointed

appraised

approached

approved

arbitrated

arranged

ascertained

asked

assembled

assessed

assigned

assisted

assumed

attained

attracted

audited

augmented

authored

authorized

automated

avail

**B**

balanced

bargained

borrowed

bought

broadened

budgeted

built

**C**

calculated

called

canvassed

capitalized

captured

carried out

cast

catalogued

centralized

chaired

challenged

changed

channeled

charted

checked

chose

circulated

clarified

classified

cleared

closed

co-authored

cold

collaborated

collected

combined

commissioned

committed

communicated

compared

compiled

completed

compiled

composed

computed

conceived

conceptualized

concluded

condensed

conducted

conferred

consolidated

constructed

consulted

contracted

contrasted

contributed

contrived

controlled

converted

convinced

coordinated

corrected

corresponded

counseled

counted

created

critiqued

cultivated

cut

**D**

debugged

decentralized

decided

decreased

deferred

defined

delegated

delivered

demonstrated

depreciated

described

designated

designed

determined

developed

devised

devoted

diagrammed

directed

disclosed

discounted

discovered

dispatched

displayed

disassembled

distinguished

distributed

diversified

divested

documented

doubled

drafted

**E**

Earned

eased

edited

effected

elected

eliminated

employed

enabled

encouraged

endorsed

enforced

engaged

engineered

enhanced

enlarged

enriched

entered

entertained

established

estimated

evaluated

examined

exceeded

exchanged

executed

exempted

exercised

expanded

expedited

explained

exposed

extended

extracted

extrapolated

**F**

facilitated

familiarized

fashioned

fielded

figured

financed

fit

focused

forecasted

formalized

formed

formulated

fortified

found

founded

framed

fulfilled

functioned

furnished

**G**

gained

gathered

gauged

gave

generated

governed

graded

granted

greeted

grouped

guided

**H**

handled

headed

hired

hosted

**I**

identified

illuminated

illustrated

implemented

improved

improvised

inaugurated

increased

incurred

indoctrinated

induced

influenced

informed

initiated

innovated

inquired

inspected

inspired

installed

instigated

instilled

instituted

instructed

insured

interfaced

interpreted

interviewed

introduced

invented

inventoried

invested

investigated

invited

involved

isolated

issued

**J**

joined

judged

L

launched

lectured

led

lightened

liquidated

litigated

lobbied

localized

located

**M**

maintained

managed

mapped

marketed

maximized

measured

mediated

merchandised

merged

met

minimized

modeled

moderated

modernized

modified

monitored

motivated

moved

multiplied

**N**

named

narrated

negotiated

noticed

nurtured

**O**

observed

obtained

offered

offset

opened

operated

operational

orchestrated

ordered

organized

oriented

originated

overhauled

oversaw

**P**

participated

passed

patterned

penalized

perceived

performed

permitted

persuaded

phased out

pinpointed

pioneered

placed

planned

polled

prepared

presented

preserved

presided

prevented

priced

printed

prioritized

probed

processed

procured

produced

profiled

programmed

projected

promoted

prompted

proposed

proved

provided

publicized

published

purchased

pursued

**Q**

quantified

quoted

**R**

raised

ranked

rated

reacted

read

received

recommended

reconciled

recorded

recovered

recruited

rectified

redesigned

reduced

referred

refined

regained

regulated

rehabilitated

reinforced

reinstated

rejected

related

remedied

remodeled

renegotiated

reorganized

repaired

replaced

reported

represented

requested

researched

resolved

responded

restored

restructured

resulted

retained

retrieved

revamped

revealed

reversed

reviewed

revised

revitalized

rewarded

route

**S**

safeguarded

salvaged

saved

schedule

screened

secured

segmented

selected

sent

separated

served

serviced

settled

shaped

shortened

showed

shrank

signed

simplified

sold

solved

spearheaded

speculated

spoke

spread

stabilized

staffed

staged

standardized

steered

stimulated

strategized

streamlined

strengthened

stressed

structured

studied

submitted

substantiated

substituted

suggested

summarized

superseded

supervised

supplied

supported

surpassed

surveyed

synchronized

synthesized

systematized

**T**

tabulated

tailored

tended

targeted

taught

terminated

tested

testified

tightened

took

traced

traded

trained

transacted

transferred

transformed

translated

transported

traveled

treated

tripled

**U**

uncovered

undertook

unified

united

updated

upgraded

used

utilized

**V**

validated

valued

verified

viewed

visited

**W**

weighed

welcomed

widened

witnessed

won

worked

wrote

# LINKED IN

<http://www.wikihow.com/Create-a-LinkedIn-Account>

### Part1

### Creating Your Account

**1** **Open the**[**LinkedIn webpage**](https://www.linkedin.com/)**.** It will open to a page with several text fields in the middle of it.

**2** **Enter your personal information.** You'll do this in the fields provided on the main page. LinkedIn needs the following information:

* + **First Name**
	+ **Last Name**
	+ **Email** - Your preferred email address at which LinkedIn can contact you.
	+ **Password** - Your preferred password for your LinkedIn account.

**3** **Click Join Now.** It's the yellow button below the information entry fields.

**4** **Click the box below "Country".** Doing so will prompt a drop-down menu of countries.

**5** **Click on your current country of residence.**

**6** **Type in your current ZIP code.** You'll do so in the "ZIP code" box below the "Country" box.

**7** **Click Next.** It's below the ZIP code box.

**8** **Indicate whether or not you're a student.** To do so, click the **Yes** or the **No** box at the top of this page.

**9** **Type in your job title and the company at which you work.** You'll do so in the "Job title" and "Company" fields on this page.

* + Depending on your place of employment, you may also have to select a field from an "Industry" box on this page.
	+ If you're a student, you'll type in your current school, the year at which you started school, and when you plan to graduate.

**10** **Click Next.** Now you'll need to customize the kind of content and connections you'll see in your LinkedIn Home page.

### Part 2

### Personalizing Your LinkedIn Feed

**1** **Select an account personalization option.** Once you do, you'll be prompted to verify your email address. These options control what type of information LinkedIn shows you in your Home page:

* + **Finding a job**
	+ **Building my professional network**
	+ **Staying up-to-date with my industry**
	+ **Keeping in touch with my contacts**
	+ **Not sure yet. I'm open!**

**2** **Open your email address.** This should be the account you used to sign up for LinkedIn.

* + Make sure you don't close out of the LinkedIn page when you do this.

**3** **Open the email from the "LinkedIn Messages" sender.** Its subject will say "[Name], please confirm your email address."

* + If you don't see this email in your inbox, check the Spam folder (and the **Updates**folder if you're using Gmail).

**4** **Click Confirm your email.** It's the blue button below the six-digit code in the email's body.

* + You can also copy the code here and paste it into the code field on your LinkedIn page.

**5** **Decide whether or not to import contacts.** If you want to import contacts from your email address, click **Continue**. Otherwise, click **Skip**.

* + Choosing to import contacts will prompt you to allow LinkedIn access to your email account, and you'll need to check each person you wish to add on LinkedIn.
	+ If you click **Skip**, you may need to click a pop-up **Yes** to confirm your decision.

**6** **Add a photo of yourself.** To do so, click the **Upload Photo** box and select a photo from your computer.

* + If you'd rather not do this right now, click **Skip**.

**7** **Click Continue.** Doing so will save your profile image.

**8** **Select channels to follow.** The channels you decide to follow will determine the kind of information you see on your LinkedIn Home page.

**9** **Click Follow [number] channels.** Doing so will cause your LinkedIn profile to follow your selected channels.

* + You can also click **Skip** at the bottom of the page to skip this step.

**10** **Select influential LinkedIn profiles to follow.** The information posted on these profiles will show up on your Home page.

* + Following profiles does not mean the profiles in question are in your contacts or LinkedIn connections.

**11** **Click Follow [number] influencers.** Doing so will cause your LinkedIn profile to follow your selected accounts.

* + You can also click **Skip** at the bottom of the page to skip this step.

**12** **Click Next.** It's in the bottom right corner of the screen. Now that your LinkedIn profile is officially set up, you can add information about your skills to your account.

### Part3

### Editing Your Profile

**1** **Click the Me tab.** It's in the top right corner of your profile, directly to the right of the **Notifications** icon.

**2** **Click View Profile.** This option is at the top of the **Me** drop-down menu.

**3** **Click the pencil icon.** It's to the right of your profile image at the top of your profile page. Doing so will allow you to edit your intro, including the following things:

* + **First and Last Name**
	+ **Headline** - A catchphrase or brief personal description.
	+ **Current Position** - Your position at your current company (for example, "Writer at Forbes").
	+ **Location Information** - This includes your current country, ZIP code, and city.
	+ **Summary** - A description of your goals, accomplishments, and/or mission statement.
	+ **Add Education** - This option allows you to add a school or university to your profile.

**4** **Click Save.** Doing so will save your changes to your LinkedIn intro.

* + This is information that public LinkedIn users will be able to see.

**5** **Add professional experience by clicking +.** It's to the right of the "Experience" section which is a bit below your profile image.

* + When adding a professional experience, you'll enter information about the workplace (e.g., which company you worked at) as well as how long you worked there, what your title was, and a brief summary of your duties.

**6** **Click Save.** Doing so will add your new work experience to your LinkedIn profile.

**7** **Edit a work experience by clicking the pencil icon.** The pencil icon is to the right of an experience listed on your profile. You can edit anything listed here, from the business' name to the length of time for which you worked there.

**8** **Click Save when you're done.** It's at the bottom of the edit page. Your LinkedIn profile is now complete.

**NAME**

NAME@gmail.com 903-XXX-XXX linkedin.com/in/

**[BRAND STATEMENT]**

**Exceeds organizational goals by developing trust and delivering stellar customer service**

Collaborative problem-solver possessing excellent communication skills and ability to deliver all assignments with sound solutions. Passion to serve others.

**-Very Organized -Customer Relationship Management**

**-Collaborative Problem-solver -Servant-leadership Model**

**PROFESSIONAL EXPERIENCE**

NAME, Tyler, Texas 2006 – Present

*Description*

**Job**

Work in all grade level classroom in absence of teacher.

* Bullet point
* Bullet point
* Bullet point

NAME, Tyler, Texas 2006 – Present

*Description*

**Job**

Dependable and well-organized in work assignments, with professional demeanor in all relationships.

* Bullet point
* Bullet point
* Bullet point
* Bullet point
* Bullet point
* Bullet point

NAME, Tyler, Texas 2006 – Present

*Description*

**Job**

Well-organized leader delivering world-class customer service to suppliers, customers, employees and co-workers.

* Bullet point
* Bullet point
* Bullet point
* Bullet point
* Bullet point

**EDUCATION**

**Tyler Junior College,** Journalism

 Tyler, Texas

**PROFESSIONAL DEVELOPMENT**

**Christian Women’s Job Corps of Tyler**  Certificate of Graduation, November 2016

**COMMUNITY INVOLVEMENT**

* Christian Women’s Job Corps, office volunteer
* Luke the Righteous Church, teacher
* Salvation Army, volunteer