



Career Renewal Ministry
St. Anne Church

**Comprehensive Preparation
for a Successful Job Search**

D. Resumes and Cover Letters



We gather with our sisters and brothers in need.

We are aware of the struggles in our economy that we all face and share.

We recognize that we are called to help one another.

We reach out to our heavenly Father to acknowledge the many gifts that we have been given and understand that God is always there for us.

Comprehensive Preparation for a Successful Job Search

Basic Tools for a Job Search

- A. Accomplishments
- B. PARs
- C. Power Stories
- D. Resumes & Cover Letter**
- E. Networking Bio & 2-Minute Elevator Speech**
- F. Web Presence**
- G. Interviewing Preparation**
- H. Networking**

What Will I Learn and DO?

- ▶ Your Resume is an advertisement whose purpose is to get you a phone or in-person interview
- ▶ Learn to create an effective chronological resume
- ▶ Create a draft of your resume using your accomplishments and PAR Statements
- ▶ Learn to create a cover letter from a job description
- ▶ Create a customizable cover letter template



Your resume is an ad, not a personal history

- ▶ **Make sure you're presented in the best possible light**
 - Take the time to do it right – it represents YOU.
 - Resumes are used as a screening tool. It can get you eliminated if not done well.
- ▶ **Build interest and excitement in what you can do!**
 - Get employers excited enough to want to meet you!
- ▶ **Be honest!**
 - Recruiters and HR personnel are fluent in “exaggeration.”

**A good resume will help get you an interview.
It's up to you to get the job!**

Most Common Reasons for Rejection (No particular order)



- ▶ **Skills don't match needs or are hard to find**
 - Not targeted/Not explicit
 - Not customized to that particular opportunity
- ▶ **No examples of achievements / results**
 - Examples show how you can help their company
- ▶ **Irrelevant or personal information**
 - Include only what is relevant to the advertised job
- ▶ **Poor English, Grammar or Typos**
- ▶ **Not following explicit directions**
 - Specific file formats, all required fields, “no calls”

There are multiple formats , but you should use a standard chronological resume

- ▶ **Easy to see the natural progression of your experience**
- ▶ **1 page preferred; no more than 2 pages**
- ▶ **List jobs in reverse chronological order with your current or most recent job first**
- ▶ **Suspicious about non-standard formats**
 - **May look like you are hiding something**
 - **Special situations may call for other formats!**

Organize your resume into 4 different sections

A. Contact Information

Name, Professional email address, Phone, and LinkedIn

B. Qualifications Summary (Job Title)

- The most important words on the page; **it must keep them reading!**
- Write and rewrite; customize for each job if needed; use the same language from job description

Organize your resume into 4 different sections

C. Professional Employment History

- Focus on quantifiable accomplishments
- Include SPECIFIC benefits. Measured by:
 - sales, cost & profit, dollars, percent, time or schedule
- If not quantifiable, explain what your accomplishment *meant* to the company

D. Education/Training

- Degrees / Certificates / Coursework in Progress
- School or Organization

A. Contact Information

BEVERLY JONES

(714) 962-4321

BJones@msn.com

<http://www.linkedin.com/in/beverlyjones>

- ▶ Name
- ▶ No mailing address
- ▶ Phone number
- ▶ Email address
- ▶ Your website or LinkedIn address

- **Avoid using a nickname**
- **Omit home or other mailing address** – some employers will use as filter
- **Use a ‘professional’ email address or website**
 - Create a special email address for your job search, e.g. BeverlyAJones@gmail.com (some domains may “age” you)

B. Qualifications Summary

- ▶ This is where you make an **IMPACT!**
- ▶ Use the “**SUMMARY**” to tell the employer “what you can do for them”
 - An “objective” statement can give the wrong focus: Your resume should **NOT** be about “what you want”
- ▶ Tailor this section for every specific job application
- ▶ Use standard fonts and format
- ▶ Emphasize skills important to the employer, especially those that might not be obvious
- ▶ Use positive and powerful words; avoid being wordy; focus on your title, level of experience, and “big picture skills”



Qualifications Summary

- ▶ Brief paragraph of your relevant qualifications (your brand)
- ▶ Example of a bulleted list of qualifications:
Mechanical Engineering Major with expertise in the following areas:
 - Using **CAD programs** to support projects
 - Communicating with customers** in project environments
 - Working in teams** to successfully complete projects

Pack this with KEYWORDS

Refer to your Accomplishments

Create Resume- Qualifications



- ▶ Fill-in your Summary of Qualifications worksheet
 - Draw from your PARs/ Accomplishments and summarize “**what you can do for the employer**”
 - Tailor this section to a specific job application
 - Use bold sparingly to highlight a few key words

Summary of Qualifications Worksheet

- ▶ Write at least three Qualification Statements

1. _____

2. _____

3. _____

4. _____

5. _____

C. Employment History

Focus on **ACCOMPLISHMENTS**
to tell what you have done

- ▶ They don't have to be big, but must show that you achieved results
 - ▶ Something which made a difference to your previous employer
 - ▶ Routine activities can be important when you show how you have HELPED the organization
 - ▶ Use your Accomplishments and PARs that relate best to the job opening
- ▶ Do NOT list RESPONSIBILITIES that tell what your job duties were
- ▶ Always QUANTIFY (in measure or meaning)
 - Measured by sales, cost & profit, dollars, percent, time or schedule

Always **QUANTIFY** accomplishments

- ▶ **Made or saved money; How much? In what time?**
- ▶ **Improved productivity and efficiency; By how much? Over what time?**
- ▶ **Implemented new systems, processes, or capabilities; With what result? And what future outcome?**
- ▶ **Launched new products or services; With what result?**
- ▶ **Achieved more with (same or fewer) resources**
- ▶ **Quantify the *meaning* if you cannot fix a cost, time or efficiency number; “Improved employee morale significantly by reducing the backlog of reimbursements.”**

Why are these good examples?

- ▶ “Launched computer learning center projected to reduce outside vendor training cost by 20% within the first 12 months.”
- ▶ “Placed 1st or 2nd in sales for every promotion event in the past 9 out of 10 years.”
- ▶ “Generated over \$1 million annually by modifying a special instrument which is now recognized as an industry standard.”
- ▶ “Improved positive corporate brand by launching a *smile before you answer* telephone campaign for receptionists and administrative assistants.”

Create Resume– Current/Previous Job



- ▶ Prepare one past job section
 - Write your past position, company, and time in position
 - Use your accomplishments to show what you achieved

Documenting the Job Section of the Resume (Worksheet 1 of 2)

? Write your company, past position, and time in position

? Company _____

? Position: _____

? Time in Position: _____

? Identify Accomplishments for this job

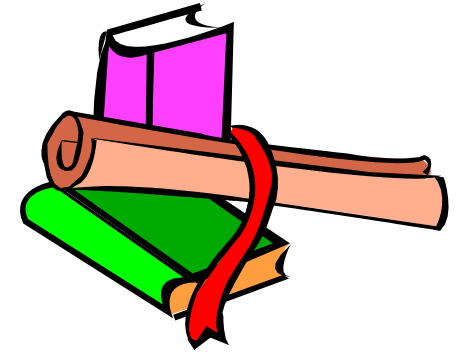
1. _____

2. _____

3. _____

4. _____

D. Education



- ▶ **Begin with the highest degree**
- ▶ **List:**
 - University attended
 - Degree earned
 - Major/minors
- ▶ **Graduation date inclusion?**
 - It is recommended to not include graduation dates
- ▶ **Don't imply that you earned a degree if you did not**
(this is one of the first things employers will verify)
- ▶ **Recent grads or students should include details**
 - Grade point average and scale (i.e. 3.2/4.0)

Resume Sample

(714) 555-1212

Mary J. Smith

mjsmith@gmail.com

Qualifications Summary - PRODUCTION ASSISTANT

- Over 10 years experience with world's leading media and entertainment companies
- Lead liaison between Project Managers, Project Coordinators and Program Production
- Created and maintained master program deliverables list for each project
- Mastered proficiency at JobSuite, REACT, and all standard storage media equipment and devices
- Efficiently created and led management of master library and documentation schemes

PROFESSIONAL EMPLOYMENT HISTORY

Universal Studios

Oct 2009 – Current

Senior Production Assistant

One sentence overview of job function.

- Accomplishments

NBC Universal

Mar 2006 – Sept 2009

Production Assistant

One sentence overview of job function

- Accomplishments

EDUCATION / TRAINING

Bachelor of Arts in Graphic Design, California State University Fullerton , 1998,

Resume – Third Party Review



- ▶ Once you complete your resume have it reviewed by family, friends, co-workers, instructors.....
- ▶ The more people that review your resume, the more likely that misspelled words and awkward phrases will be identified and corrected.
- ▶ “I’d appreciate your comments on how to improve my resume” is a polite way to ask.
(Don’t ask, if you aren’t willing to make changes!)
- ▶ Email your completed resume to your mentor/coach for their feedback.

Cover Letter

Cover Letters–2 Approaches

Interests

- ▶ Send to HR
- ▶ Replay the job description
- ▶ Skills Match (you are fully qualified to fulfill their needs)
- ▶ Let them know you are the ideal candidate
- ▶ Written in first person

Skills vs. Requirements

- ▶ Send to Hiring Manager
- ▶ Introduce yourself
- ▶ Shared Vision
- ▶ You are looking forward to solving their problem
- ▶ State qualifications to meet job requirements

Cover Letter – Interests

Date

Name
Title
Company
Address

Subject: Job Opportunity

Dear _____,

Please find attached a copy of my resume for your review and consideration regarding the opportunity for the _____(job title)

The following may be of particular interest to you:

- _____
- _____
- _____

I look forward to hearing from you. For your convenience I have provided my contact information.

Best regards

Mary J. Smith
Sr. Network Engineer
mjsmith@gmail.com
714-555-1904

Cover Letter – Skills vs. Requirements

Date
Name
Title
Company
Address

Dear Tony,

When I heard about your position for an EVP and Managing Director of Sales, I immediately noticed a win-win situation. There appears to be a very strong match of my qualifications and the job specifications of this position. Some of my professional highlights are noted in the attached resume. In addition, I have taken the liberty to point out how close the fit is between us.

Your Requirements

- Start-up Environment
- Full Range of Sales Skills
- Build Sales Organization
- Process Industries
- 10+ yrs Sales Mgt in Enterprise Software

My Qualifications

- Former Business Owner
- Sales Process, Territory Plans, Qualifying, Leads
- Building and Coaching Sales Teams
- Worked at Edison, Customers: Shell, BP
- 15+ years ERP: SAP, Commerce One

In view of the close parallel between my qualifications and the position specifications, a personal meeting would be advantageous to each of us. I look forward to speaking with you.

Best regards

John Doe
Phone email

Create Cover Letter



▶ Prepare an Interests Cover Letter

- Use the Cover Letter Worksheet
- Put together the format
- Include 3 skills that you have
- Complete the letter

Cover Letter – Interests Format Worksheet

Date: _____

Name: _____

Title: _____

Company: _____

Subject: Job Opportunity- _____ (position)

Dear _____,

Please find attached a copy of my resume for your review and consideration regarding the opportunity for the _____ (job title)

The following may be of particular interest to you:

- _____
- _____
- _____
- _____

I look forward to hearing from you. For your convenience I have provided my contact information.

Best regards,

_____ (Your Name)

_____ (Contact Info)

Action Plan.....

Homework
Assignment
a) Great-full
b) Prayerful
c) Hopeful

- ▶ Prepare/Revise your resume based on the material presented
- ▶ Have it reviewed by at least one third party
- ▶ Complete a draft of a cover letter (either type) for a position you have applied for
- ▶ Print your revised Resume with a Cover Letter and bring it to the next Workshop. Email your completed resume to a Career Renewal mentor/coach for their feedback
- ▶ Remember to quantify your accomplishments as much as possible

CLOSING

- **Discuss with your Facilitator any issues you think you might encounter completing this homework**
- **What can you do to overcome any obstacles?**
- **You can find more information about Resumes and Cover Letters (and other elements of the Job Search Portfolio) at:**

www.stannesealbeach.org/career-renewal-ministry

(Click on “Career Renewal,” under the Ministries Tab)

Come Prepared to have your Resume and Cover Letter reviewed at the beginning of next week’s session

Please bring your Portfolio Folder including your Accomplishments, PAR’s, Power Stories, Resume(s) & Cover Letter(s)

Your Portfolio is really taking shape!

Next Workshop –

▶ Review:

- PARs / Accomplishments
- Power Stories
- Resume
- Cover Letter Sample

▶ Next Portfolio Elements:

- Networking Biography
 - 2–Minute Elevator Speech
 - Business Cards
- 