

From CV to Resume

You've never been outside of college.
You don't know what it's like out there.
I've worked in the private sector...They
expect results.”

-Dr. Raymond Shantz, “Ghostbusters”

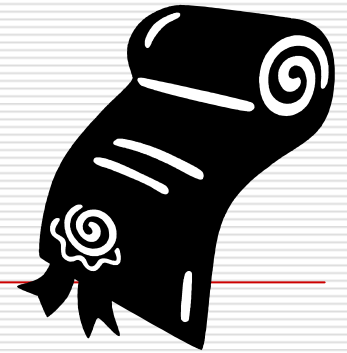
From CV to Resume

Career Connection
Younkin Success Center
1640 Neil Avenue, 2nd Floor
www.careerconnection.osu.edu



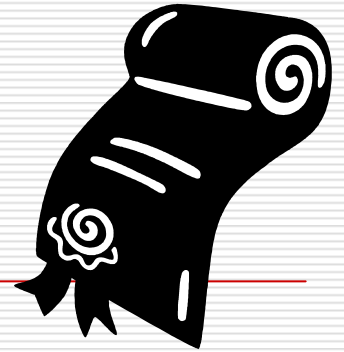
- Individual Career Counseling
- Career Assessments
- Career Planning & Decision-Making
- Resumes, Cover Letters & Interviewing Skills
- Applying to Graduate School
- Career Workshops
- Career Exploration Library

Today's Objectives:



- Recognize your existing skills
 - Relate your skills to target jobs
 - Resume as an instrument to sell your qualifications
-

Today's Agenda:



- Where are employers coming from?
 - Resumes
 - Understand the employer's perspective
 - What is a resume?
 - Identifying your existing skills
 - 7 steps for resume writing
 - Parts of a resume
 - Additional tips
 - A word about cover letters
-

Stereotypes about Graduate Students

- Lack common sense
 - Too intellectual vs. practical
 - Don't understand the business environment.
 - Lack management & collaboration skills
 - Aren't team players—don't take direction
 - We will have to pay them more
-

How to Combat Stereotype



- Translate your credentials
 - Work at being down to earth (Cover Letter)
 - Be position and employer-focused (fit)
 - Pursue additional relevant skills / experiences
 - Emphasize the strengths implied by your grad school experience
-

The Employers 4 Questions



- ❑ **Can you do the job?** Do you have the skills, aptitude, or experience the job requires?
 - ❑ **Will you do the job?** Do you have the motivation and interest?
 - ❑ **Will you fit in?** Will you accept the organization's way of doing things and get along with co-workers and customers?
 - ❑ **Will the economics of hiring you work?** Is this person a real investment?
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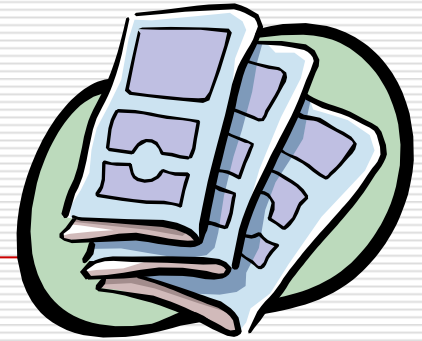
What is a resume?



- The story of your academic and professional life?
- Just a formality, a meaningless piece of paper?
- **NO!** 😊

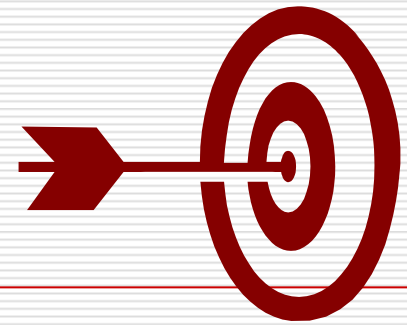
It's YOUR marketing brochure! You are the product; the employer is the consumer

5 Resume key points



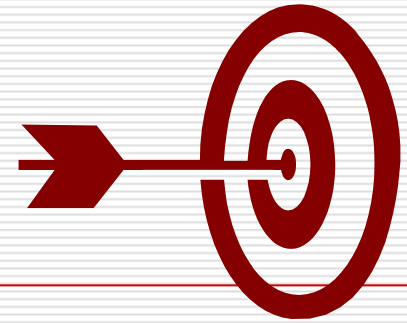
- Targeted
 - Tailored
 - Relevant
 - Specific
 - Concise
-

Steps for Resume Writing



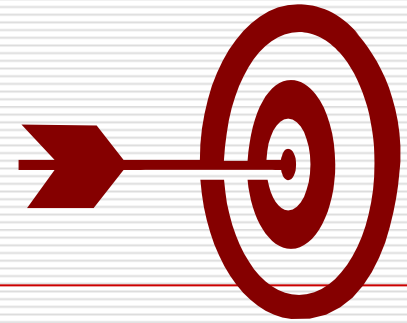
Preliminary step: Recognize your transferable skills

Steps for Resume Writing



1. Determine job target
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Steps for Resume Writing



2. What is needed for this target job?
 - Skills
 - Knowledge
 - Experience
-

Steps for Resume Writing



3. List your strongest skills or abilities that make you a good candidate for the *target job*

Example:

Target job: Geologist position with engineering and environmental service firm

Relevant skills:

- Analytical
 - Writing
 - Technical software knowledge
-

Steps for Resume Writing



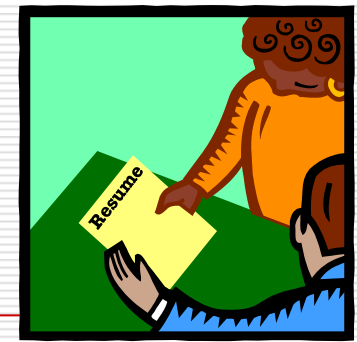
4. Think of several accomplishment statements for each key skill
 - Concise, powerful, action-oriented statements
 - **Winning Formula = Action verb + subject + outcome**
 - Outcome:
 - Quantify
 - Connecting words (to, for, resulting in, improving)
 - “Made, saved, achieved”
-

Steps for Resume Writing



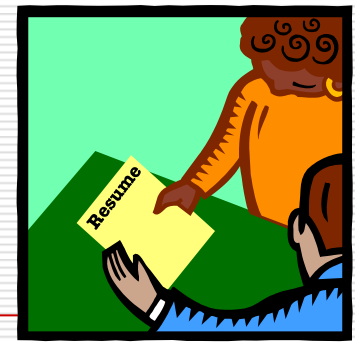
- Step 4 examples:
 - Sampled soil and groundwater of metropolitan and suburban areas, ensuring water quality for Ohio residents
 - Selected to carry out management responsibilities when store owner is absent
 - Observed the inspection of 5 new well installations
-

Steps for Resume Writing

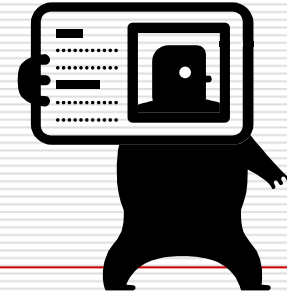


5. List work experience (paid and unpaid) in reverse chronological order
 6. List education and training
-

Steps for Resume Writing



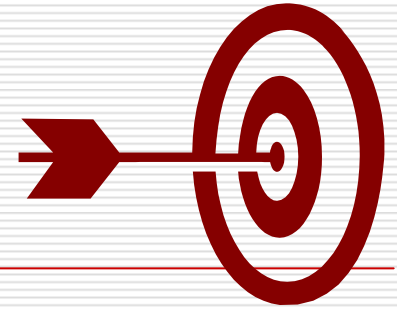
7. Choose a resume format that fits your situation – remember the rule of relevance
 - Functional – more emphasis on skills
 - Chronological – more emphasis on job titles
 - Combination
-



Parts of a Resume

- Identifying information
 - Tell who you are and help employers reach you quickly
 - Give minimal space to this
 - Current and permanent home address
 - Consider local address when relocating
-

Parts of a Resume



Job objective

- Summarizes the type of work/field you are pursuing; position and work setting

- Pick the best objective:

- An exciting position with opportunities for growth and learning, while using my analytical skills

- To obtain an Editor position with a multinational environmental policy organization where I will have the opportunity to implement my research focusing on applications of paleoclimate interpretations of lake system dynamics

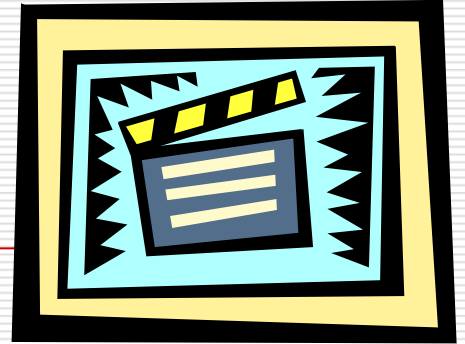
- To obtain a research position with an environmental policy organization

Parts of a Resume



- Qualifications summary
 - Listed below or in lieu of objective
 - Highlights 4 - 7 bullet points summarizing your strongest qualifications for the position
 - Answers two questions:
 - Is this person remotely qualified?
 - Should I read the rest of the resume?
-

Parts of a Resume



□ Experience

- First, are you using functional, chronological, or combination format?
- List position title, name of the organization, and dates (month and year) you worked. Then follow with a description of work performed.
- Concise, powerful, action-oriented content
- Action verb + subject + outcome = winning formula
- Rule of relevance -the more an experience relates to the work you're seeking, the sooner you mention it and the more detail you provide.

Experience example: Taking the “ivory tower” out of teaching

Training and Presentation Experience

Instructor
The Ohio State University

September 2002-January 2005
Columbus, OH

- Independently delivered over 350 hours of training to large group audiences, ranging from 20 to 60 people per session.
- Designed over 30 PowerPoint slide presentations for diverse audiences.
- Effectively integrated a range of presentation tools, including lecture, interactive discussion, team-building exercises, demonstrations, humor, and illustrative multi-media clips.
- Consistently received above-average audience performance evaluations relative to a group of 20 peers.
- Developed proficiency in explaining complex technical subject matter to inexperienced audiences.
- Enhanced team-working skills by facilitating multiple ongoing group projects among training audiences.

Experience example: Translating graduate school research experience.

Finance Related Experience

Economics Student Researcher
The Ohio State University

September 2000-August 2005
Columbus, OH

- Developed expertise in sugar, soy, and corn investment risk management and authored a report with applied suggestions for investment and lending industry experts.
- Analyzed the effects of Federal subsidy and trade regulation changes on sugar forecasts and profits, published a technical report of findings, and presented results to Sugar Association annual conference. (VS. “DISSERTATION TITLE: _____”)
- Created a statistical prediction model for sugar prices, enhancing predictive accuracy of previous models by 10%. (Numbers and Results)
- Completed intensive training in equity valuation, forecasting models and techniques, and data analysis. (VS. “TOOK CLASSES IN...”)
- Enhanced technical writing and presentation skills through two original economics research publications and two PowerPoint-based conference presentations.
- Recruited, trained, and supervised two project team assistants.
- Collaborated with peers, as well as junior and senior colleagues, on multiple team-based finance research projects. (WORKING IN ADVISOR’S LAB)

Experience example: Brutus selling volunteer experience

Strategic Communications Experience

**Strategic Promotions Officer
Ohio Area Council on Aging**

September 2003-Present
Columbus, OH

- Create and implement a comprehensive strategic public relations plan, including development of media and government relations, creation of a council website, and planning for increased grass-roots education.
- Act as sole editor for Council's 10 page monthly newsletter, including solicitation of articles and editing for content, style, and length.
- Develop and maintain Council website using DreamWeaver and featuring message boards; chat rooms for Older Adults and caregivers; a catalog of advocacy and self-help resources; and a community services directory.
- Author press releases resulting in local television news coverage, over 10 published articles, and a broadcast interview with National Public Radio.
- Write speeches for Council president's community, industry, and government speaking engagements and attend meetings with government officials to advocate for policies benefiting older adults.
- Design content and graphic layout for consumer information campaign briefs focusing on Social Security reform and prescription drug legislation.

Experience example: Brutus translates grad school into a coherent experience

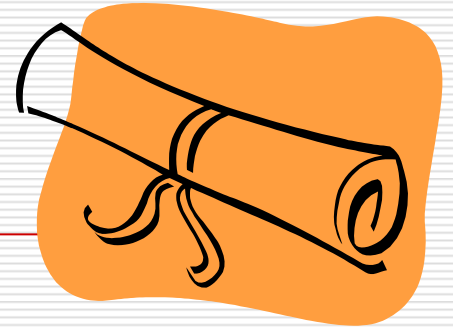
Gerontology Experience

**Gerontology Research Investigator
The Ohio State University**

September 2003-Present
Columbus, OH

- Demonstrate expertise in gerontology field through 130+ hours of formal training and preparation, resulting in SAGE Gerontology Certification.
- Apply advanced research and data analysis methods transferable to public opinion survey research.
- Author two published gerontology research reports and co-author a Social Security reform policy paper.
- Co-author a National Institutes of Medicine grant, resulting \$75,000 of program funding.
- Enhance public speaking skills through delivery of 10 PowerPoint-Based lectures and two national conference presentations
- Participate in work teams composed of junior and senior colleagues, collaborating in planning and execution of multiple large-scale research projects.
- Train and supervise 6 research project team members in position duties and protocol

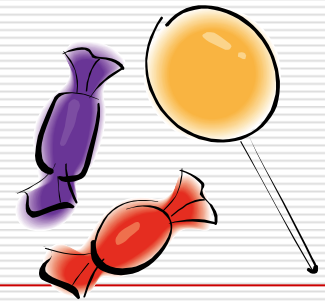
Parts of a Resume



□ Education

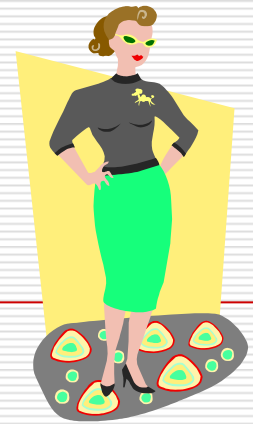
- Specify majors, minors, areas of concentration, or selected courses of particular relevance.
 - Include any relevant coursework
 - Special achievements or honors, or in separate section usually titled "Honors & Awards"
-

Parts of a Resume



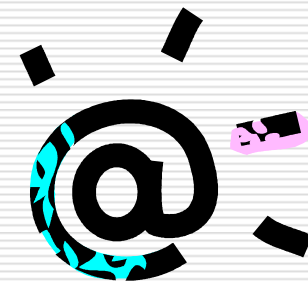
- Skills
 - Consider adding valuable skills to “sweeten”
 - Examples: Computers skills, Technical skills, Laboratory Skills, Additional skills
 - Additional Section Headings
 - Continuing Education
 - Certifications and Licensure
 - Professional Memberships
 - Volunteer Activities
 - Honors & Awards (or “Awards & Activities”)
 - References
 - Separate page
 - Optional: “Available upon request”
-

Style tips



- ❑ Write your own resume – avoid templates
 - ❑ Print it on quality bonded paper (best colors are lighter shades of white, ivory, off-white, and/or cream).
 - ❑ Keep it simple, use a readable font, and print from a laser printer (best fonts are Arial or Times New Roman).
 - ❑ Proofread, make sure grammar & punctuation are correct.
 - ❑ Aim for 1 page (2 is acceptable depending on field and experience)
 - ❑ Promote yourself and highlight accomplishments, but DON'T embellish: Be truthful
-

“E-resume” tips



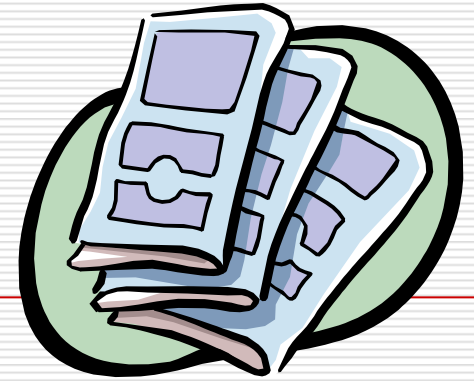
- ❑ Pay close attention to company-specific guidelines for online submission and e-mailing of resumes/cover letters.
 - ❑ Avoid use of bold, italics, underlining, exotic fonts, lines, or other special formatting tools—these often cause headaches in cyberspace!
 - ❑ Consider including a Keywords section of nouns.
 - Keywords: SPSS, Statistical Analysis, Item Response Theory, Crisis Communications
-



Some resume "Don'ts"

- References
 - Personal pronouns
 - Detailed Publications/Conferences
 - Extensive Coursework
 - Extraneous detail
 - Bland, vague, duty-oriented content
e.g. "Performed various research activities"
 - Irrelevant information
-

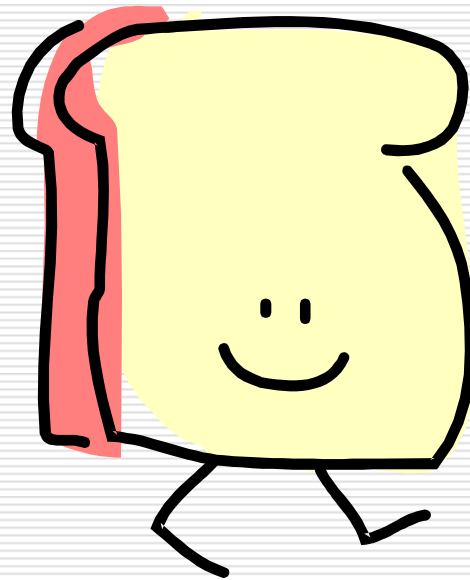
Resume key points



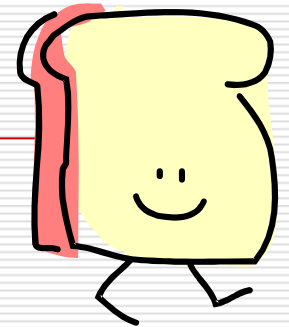
- Targeted
 - Tailored
 - Relevant
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-

Cover letters

Like peanut butter and jelly



Cover letters: general guidelines



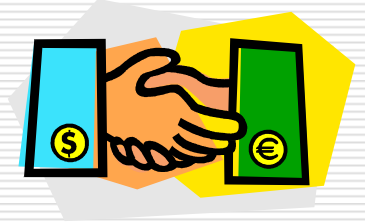
- ❑ Always submit with resume
 - ❑ Not a rehashing of the resume
 - ❑ Tailor to EACH position
 - ❑ Address to specific person when possible
 - ❑ One page - keep at 3 to 4 paragraphs
 - ❑ Focus on what you can do for them
 - What are their needs and how can you meet them?
 - Minimal use of "I"
-

Cover letters: suggested structure



- First paragraph – tell why you are writing
 - Grab attention without being “cutesy”
 - Position you are applying for
 - Where you heard about the position and/or mention who referred you to apply
 - Introduce 2nd paragraph
-

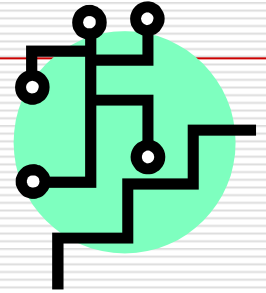
Cover letters: suggested structure



- Second paragraph(s) – why you and why the organization?
 - Make the connection for them
 - State specific knowledge of organization
 - What can you *specifically* bring to them?
 - Don't be afraid to flirt
 - You can bring:
 - Relevant work experience
 - Education/training
 - Significant/unique personal qualities/skills
 - Interest/passion
-

Cover letter - structure

- Last paragraph – take action
 - Next steps
 - Ask for interview
 - How you will follow up?



Career Connection

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688-3898**

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Services:

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 - **Career Assessments**
 - **Career Planning & Decision-Making**
 - **Resumes, CV, Cover Letters, & Interviewing Skills**
 - **Academic & Non-Academic Job Search**
 - **Career Exploration Library**
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