

# Building Careers and Writing Résumés

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## Securing Employment in Today's Job Market



Understanding the Employer's Approach

Organizing Your Approach

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## The Employment Search

1 Build Toward Career

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2 Prepare Résumé

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3 Understand Interview Process

4 Prepare for Interview

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5 Take the Interview

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6 Follow Up and Accept Offer

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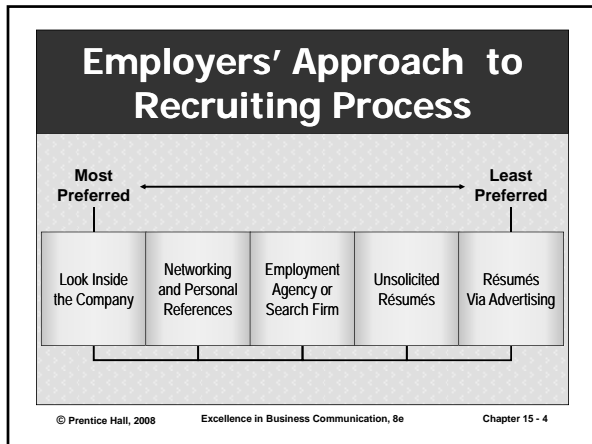
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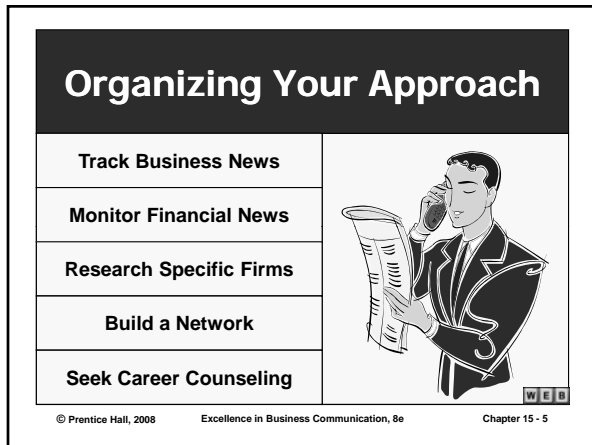
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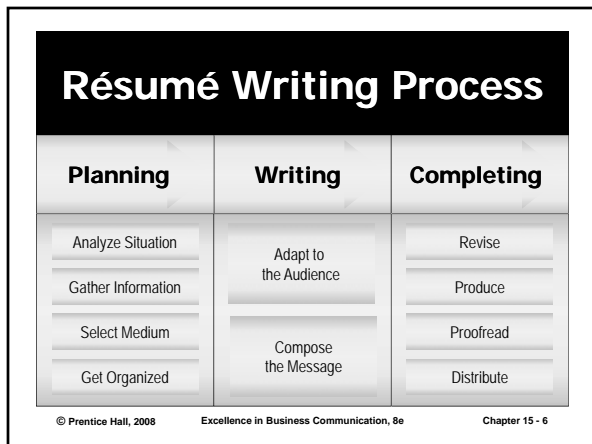
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## Planning Your Résumé



- ✓ Understand the audience
- ✓ Determine your purpose
- ✓ Gather information
- ✓ Select the medium
- ✓ Showcase your strengths

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## What Employers Seek



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## "Red Flags" for Employers



**Frequent Job Changes**

**Gaps in Work History**

**Level of Experience**

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## "Red Flags" for Employers



**Long-Term w/One Firm**

**For-Cause Termination**

**Criminal Record**

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## Organizing Your Résumé

Work History    Educational Level    Skills and Accomplishments

Chronological

Combination

Functional

Personal Background    Personal Objectives

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## Writing Your Résumé



**Respect Your Résumé**

**Take Your Time**

**Review Good Models**

**Minimize Frustration**

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## Keep the Résumé Honest



**Workplace References**

**Background Checks**

**Credit Histories**

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## Adapting to the Audience

- **Consider the employer's perspective**
- **Build on past accomplishments**
- **Stress your future potential**
- **Translate skills and experience**
- **Clarify educational achievements**

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## Composing Your Résumé

Name and Address

Career Objective or Summary

Academic Credentials

Employment History

Activities and Achievements

Relevant Personal Data

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## Completing Your Résumé

	<b>Revising</b>
	<b>Producing</b>
	<b>Proofreading</b>

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## Common Résumé Problems

✓ <b>Wrong length</b>	✓ <b>Amateurish</b>
✓ <b>Hard to read</b>	✓ <b>Boastful</b>
✓ <b>Wordy</b>	✓ <b>Generic</b>
✓ <b>Too slick</b>	✓ <b>Gimmicky</b>
✓ <b>Poorly reproduced</b>	✓ <b>Carelessly written</b>

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## Producing Your Résumé

<b>Printed Traditional Résumé</b>	<b>Printed Scannable Résumé</b>
<b>Electronic Plain-Text File</b>	<b>MS Word File</b>
<b>HTML Format</b>	<b>Electronic PDF File</b>

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## Printing Traditional Résumés

<p><b>High-Quality Paper</b></p>	
<p><b>Professional Image</b></p>	

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## Printing Scannable Résumés

Use Sans-Serif Fonts	Separate All Characters
Avoid Columns	Avoid Special Characters
Separate Phone and Email	Use Plain White Paper
Identify All Pages	Use a Keyword Summary

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## Digital Résumé Formats

Plain-Text	MS Word
HTML Version	PDF Format

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## Proofreading Your Résumé

	<b>Headings and Lists</b>
	<b>Grammar and Punctuation</b>
	<b>Spelling and Word Choice</b>
	<b>Paper and Digital Formats</b>

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## Distributing Your Résumé

		
U.S. Postal Service	Fax Machine	E-Mail Transmission

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## Distributing Your Résumé

		
Online Submission	Personal Websites	Job Site or Index Service

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