

Building the Right Resume:

An introduction to reflecting your competencies,
experiences, and skills fully and meaningfully on paper

Sponsored by the Orthodox Church in America
Department of Youth, Young Adult, and Campus Ministry

Presented by Tatiana Hoff

Thursday, 31 January 2013



About the Presenter

Name: Tatiana Hoff

Occupation:

Senior Consultant, Deloitte Consulting LLP

Graduate Student, Organizational Psychology, Columbia University

Church and other Ministries:

Member of Ss Peter and Paul Orthodox Church, Jersey City, NJ

Volunteer at Saint Andrew's Camp, Jewell, NY

Trustee of Holy Myrrhbearers Monastery, Otego, NY

Trustee of St. Vladimir's Orthodox Theological Seminary, Yonkers, NY



Purpose and Contents

Purpose:

This session is the first in a series of webinars dedicated to enabling the building of job application materials, search skills, and branding and presence in the networking space as a means of supporting your career growth.

The purpose of this first session is to equip you with the steps to identify your skills and career ambitions and build the resume to reflect and support your competencies and interests.

The additional topics for the subsequent sessions will build from this session:

- Cover Letters, Using Your Network and Social Networking
- Do's and Don'ts of the Interview Process
- Your Faith and Your Work/Life Balance

Contents:

1. Defining a Resume
2. Creating your Resume: Process and Mechanics
3. Interactive Exercise: Evaluating Sample Resumes
4. Other Considerations

Defining a Resume

What is a resume?

A resume is a summary of your experiences and skills relevant to the field of work you are entering.

It highlights your accomplishments to show a potential employer that you are qualified for the work you want. It is not a biography of everything you have done.

Its purpose is to get you an interview.

A resume can (and often should) reflect more than just your paid work experience.

A resume is a representation of who you are from both a professional and personal standpoint; it's a communication tool to let potential employers learn about you and what you can bring to the table.

Resume and CV Distinctions

While they have similarities, a **resume** is not to be confused with a **CV (curriculum vitae)**.

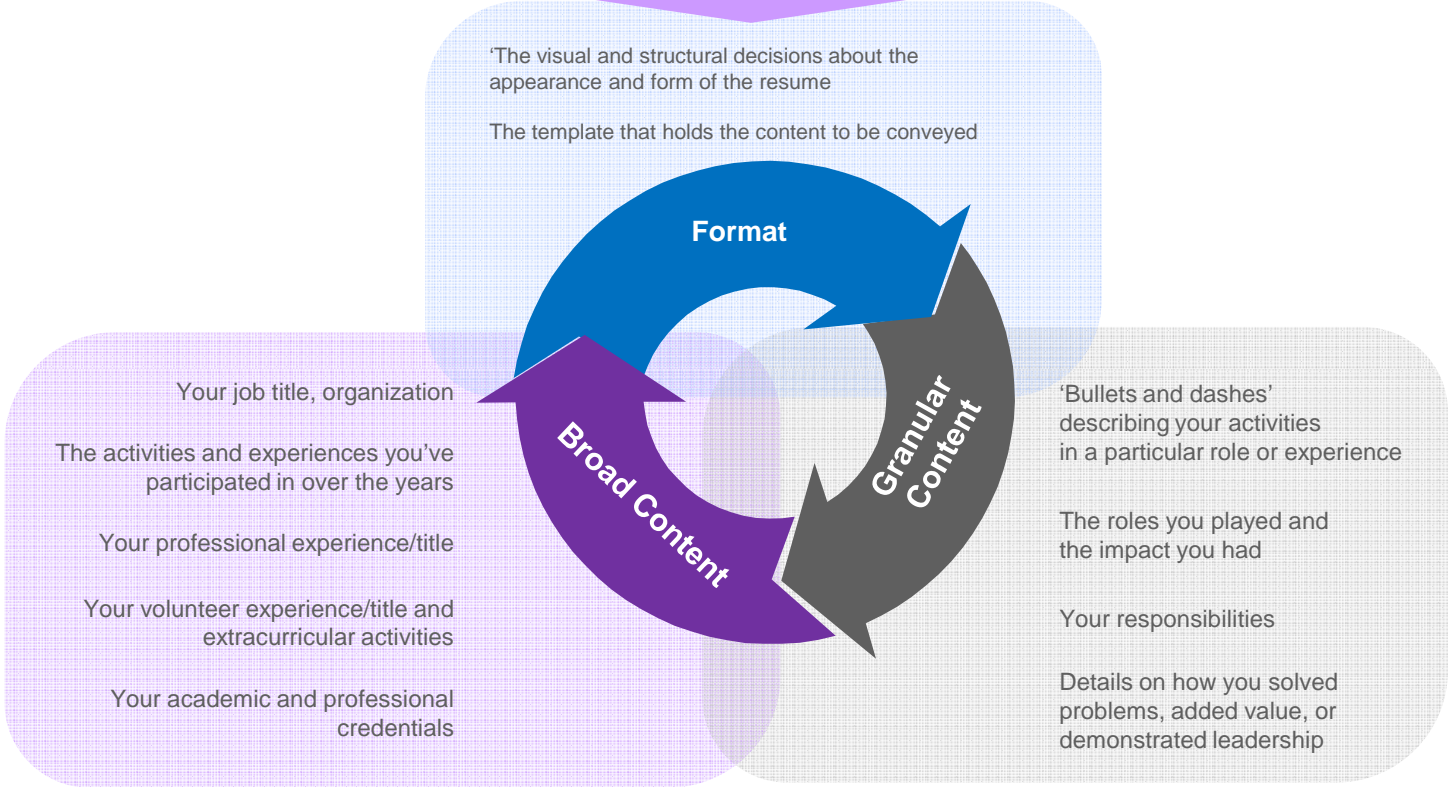
Our focus for this evening will be on creating a resume, which has formatting, content, and audience considerations that are different from those of CVs.

Resume	CV
<ul style="list-style-type: none">• Shorter length (1-2 pages)• More commonly used for business purposes (<i>job applications and statements of interest in extracurricular capacities</i>)• Summary of skills, knowledge, abilities, competencies, academic and professional qualifications• More commonly used in the United States	<ul style="list-style-type: none">• Longer length (multiple pages, as many as 10 or even 20!)• More commonly used in academic contexts (<i>education, scientific, research, etc.</i>)• Summary of educational and academic backgrounds, teaching and research experience, publications, presentations, awards and other similar details• More commonly used in Europe, Asia, Africa and the Middle East



Three Primary Aspects of Focus for Creating a Resume

Developing the right resume has several components. Collectively, these factors will contribute to a final product – your resume – which is a representation and expression of your abilities, interest, and personality.



Keep this in mind: your resume is used as a communications tool to convey your interest and abilities to recruiters and hiring managers, who often are total strangers and know nothing about you. **It must, therefore, be as easy on them as possible to learn as much about you as possible – all in a very short period of time (30 seconds!)**



What it means to “get the right resume.”



- ✓ Accurate representation of:
 - ✓ Skills
 - ✓ Experiences
 - ✓ Knowledge
 - ✓ Abilities
 - ✓ Competencies
 - ✓ Interests



- ✗ Over-exaggeration
- ✗ Misleading
- ✗ Inaccurate responsibilities, roles, or accomplishments

Resume Composition: The Sections

SAMANTHA SMITH
 New York, New York 10021
 samsmith@email.com • +00 1 234 567 8912

OBJECTIVE

Experienced strategic marketing analyst seeks challenging and rewarding research role that will provide experiences to enhance and utilize current skill set. Creative and diligent research abilities, strong communicator, energetic, collaborative and fast learning abilities.

EXPERIENCE

Martini Media, New York, NY September 2012 – Present
Strategic Marketing Manager

- Author marketing materials that highlight research supporting Martini's audience
- Build materials highlighting Martini's different audience segments to reach potential new advertisers
- Attend meetings with Martini's sales team to guide potential clients through new initiatives and products
- Analyze Google analytics of site traffic and trends to analyze the strengths and weaknesses of the Martini website
- Research audience reach utilizing comScore to show the strength of the Martini audience against specific targets
- Execute internal team trainings to introduce new products and procedures
- Research digital engagement metrics and the trends of the affluent online in order to help build an understanding of the Martini audience

Partnership Manager February 2012 – September 2012

- Recruited new publishers to enhance Martini's Publisher Network
- Managed relationships with publishers and data partners
- Identified mobile inventory and began the implementation of mobile ads to expand our revenue
- Worked with sales team to create custom sales opportunities with our publishers
- Created international publisher sign-up to simplify the on-boarding process

Marketing & Sales Strategist/Account Manager March 2011 – February 2012

- Managed advertisers and agencies on a day-to-day basis to ensure complete communication and regular reporting
- Worked closely with ad operations and publisher operations to ensure fulfillment of campaigns with an eye on ROI goals
- Compiled detailed end of campaign reports Worked on RFP responses; used business process software to maintain data
- Researched client compatibility via comScore data
- Managed campaign budgets and client invoicing
- Identified up-sell opportunities

Condé Nast, New York, NY May 2007 – March 2011
Advertising Sales Assistant for Golf Digest magazine

- Supported three advertising sales executives by providing full support in maintaining appointment schedules, managing and submitting expenses and accomplishing critical, time-sensitive tasks
- Prospected clients with extensive research on relevant, industry-related companies, and prepared follow-up requests for proposals for potential clients using AdDatabase, Admarc, Syndicated Research and Magazine Radar
- Assisted sales and marketing teams in executing client events and meetings by liaising with external and internal parties on a regular basis to manage RSVPs, create gift bags, and represent the brand at client events
- Collaborated between the marketing team and clients to meet email blast deadlines efficiently

EDUCATION

Connecticut College, New London, CT
 B.A., Art History, May 2006

- Museum Studies Certificate

SKILLS

- Marketing Software: AdDatabase, comScore, Basecamp, Vizu Brand Metrics
- Content Management Systems: Salesforce, Open AdStream, InterAction, Admarc, Peoplesoft, Basecamp
- Other: Microsoft Office Suite 2007 (Word, PowerPoint, Excel, Outlook)
- Dual Citizenship (United States and Germany)

Letterhead
Purpose:

- Showcase applicant name and your brand
- Provide easy access to contact applicant
- Provide geographic location

Objective
Purpose:

- Demonstrate a brief summary ("elevator" speech) of your experiences and what you're interested in doing with them

Experiences
Can include:

- Professional paid work experiences
- Volunteer experience
- Internships
- Extracurricular experiences
- Leadership roles in communities, clubs, etc.

Education

- Undergraduate and graduate education
- Professional certifications
- Continuing education coursework (internal or external)

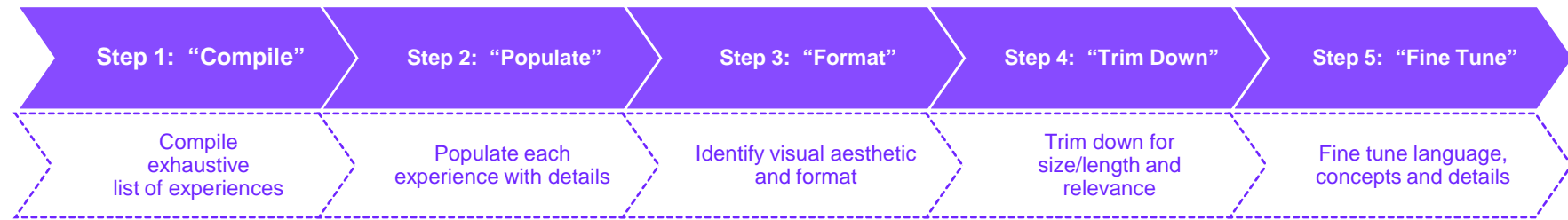
Skills

- Languages
- Computer skills
- Other unusual skills or abilities

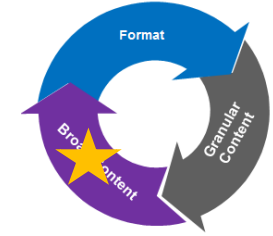


Creating Your Resume: Process and Mechanics

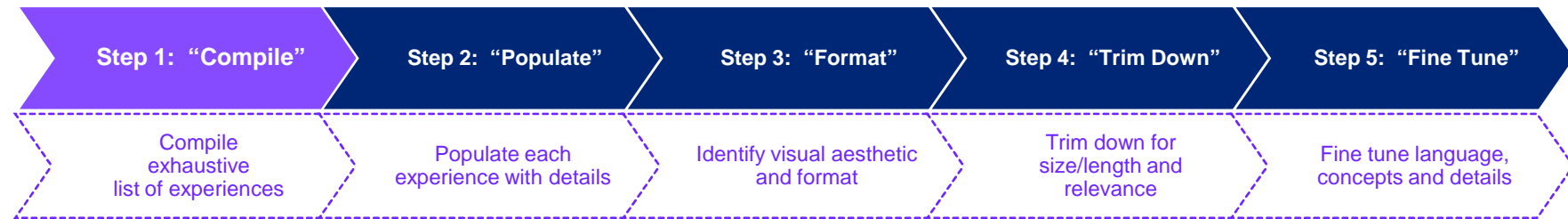
Getting down to creating your resume on a tactical level can take place in five distinct steps, a lengthy -- but important -- sequence of activities.



- This sequence and approach allows for gradual and meaningful reflection, and then provides the utility to make the resume itself
- Building a resume is a **process** not an event. Taking the time to do it with reflection and with a careful hand will result in a good work product and a useful tool for helping your job search.



Step 1 - Compile: Compile Exhaustive List of Experiences

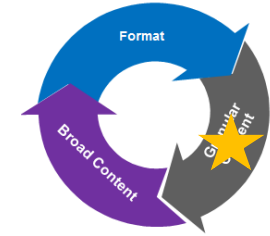


Exhaustively list the activities that have been keeping you busy for as long as you have been working. This includes... everything!

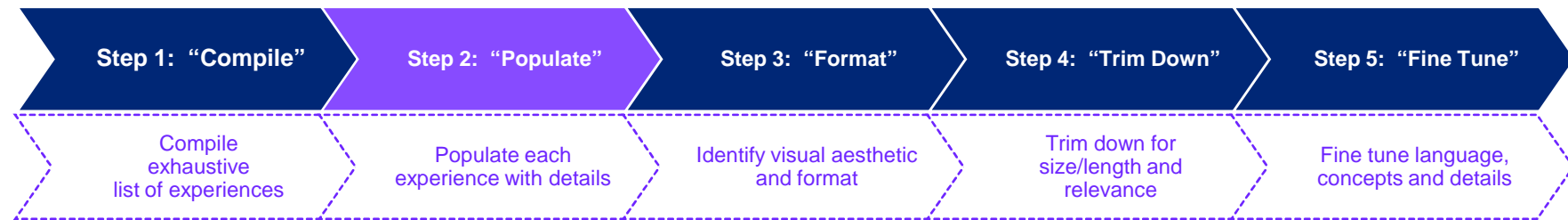
- **Paid experiences**
- **Unpaid experiences**
- **Volunteer experiences**
- **Church service and ministries**
- **Leadership roles**
- **Teaching**
- **Professional certifications**
- **Degree programs**
- **Anything where you were involved in contributing in a professional or social capacity and were accountable for something, and where you built skills in doing so.**

Tips:

- This is a "brain dump!"**
- Don't leave anything out!**
- Include EVERYTHING!**
- Don't be shy!**



Step 2 - Populate: Populate experiences with details

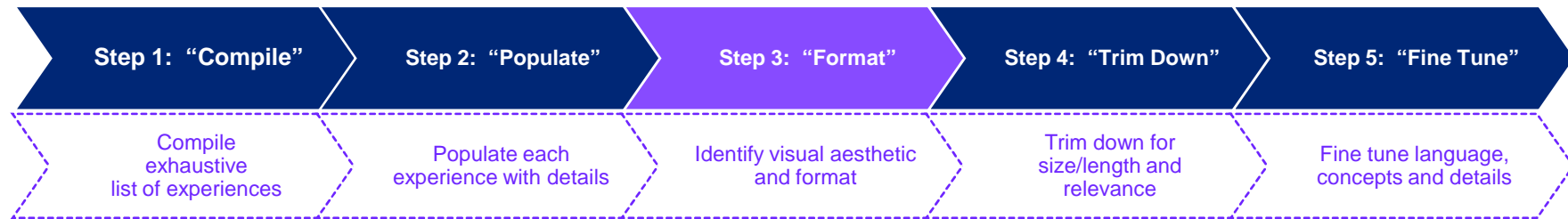
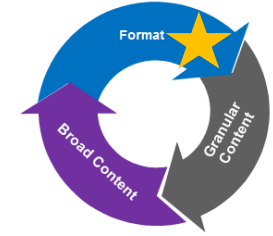


For each experience identified, the below details need to be populated in support of the experience.

- Name of organization and location
- Title
- Dates of involvement
- Responsibilities, activities, goals, outcomes
- Awards or recognition achieved.

Focus on
"issue >> impact"

Step 3 - Format: Identify visual aesthetic and a format and populate it



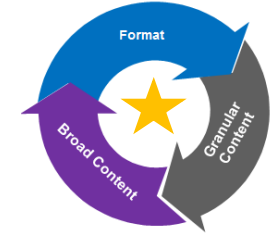
This is the point in your resume creation where you will make decisions about the “look and feel” of your resume.

What fonts will you use? What bullets? What spacing?

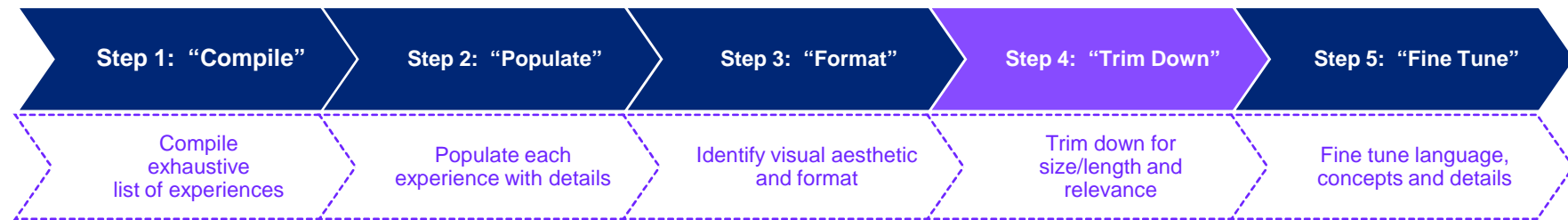
Tips for making formatting choices:

- The cleaner, the better (easier on the eyes)
- Use a serif font for headings and a sans-serif font for content
- Put secondarily important information in the right-hand columns (e.g., dates)

REMINDER! Your resume is used as a communications tool to convey your interest and abilities to recruiters and hiring managers, who often are total strangers and know nothing about you. **It must, therefore, be as easy on them as possible to learn as much about you as possible – all in a very short period of time.**

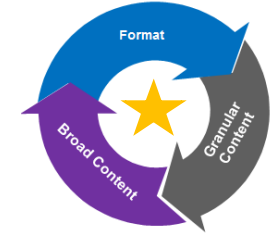


Step 4 - Trim Down: Trim down for size/length and relevance

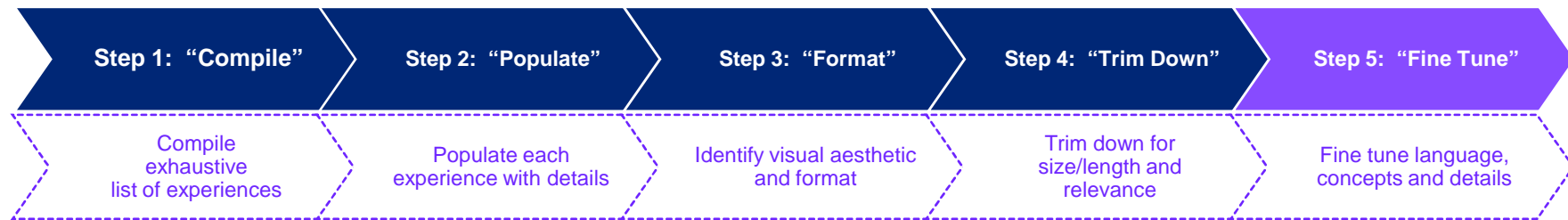


You only have a page or two to share yourself, and you are probably applying for a specific job of some kind. What stays and what goes, and how do you organize and fit Steps 1 and 2 in the format you chose in Step 3?

- 1. Trim down your choices of experiences**
- 2. Create or trim down the bullets under each experience**
- 3. Eliminate irrelevant activities**



Step 5 - Fine Tune: Fine tune language, concepts and details



Make it
PERFECT

Make it
YOURS

Use a fine-tooth comb.

- Create and finalize an objective statement or summary
- Analyze and revise language in objective statement and bullet points
- Check for grammar, spelling, punctuation, formatting, and form
- Read, re-read, and read again
- Write, re-write, and write again
- Save down different versions to preserve any previous iterations
- Make sure the resume says “you”

Interactive Exercise

Formatting Analysis – What can be improved?

Jane Jones
123 South Drive
Anytown, MO USA
Tel: 123 456 789

OBJECTIVE:

Looking for an opportunity to build on and utilize existing skills in the area of Human Capital Management within a dynamic organizational setting.

SKILLS INCLUDE:

• Recruitment • Training needs assessment • Design, implementation and execution of training • Change management • Events coordination and management • Individual and group coaching • Retention solutions.

MAJOR ACHIEVEMENTS:

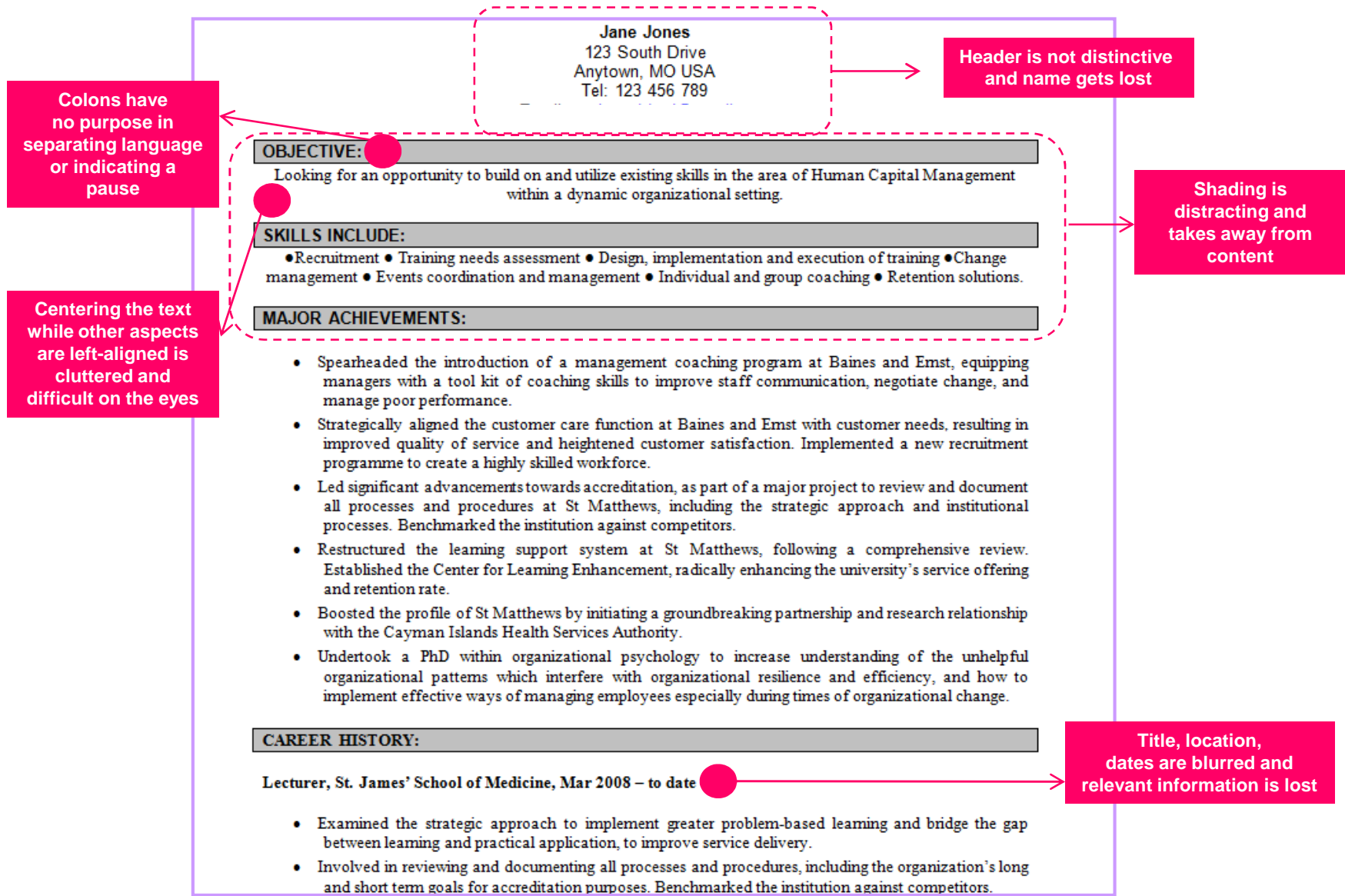
- Spearheaded the introduction of a management coaching program at Baines and Ernst, equipping managers with a tool kit of coaching skills to improve staff communication, negotiate change, and manage poor performance.
- Strategically aligned the customer care function at Baines and Ernst with customer needs, resulting in improved quality of service and heightened customer satisfaction. Implemented a new recruitment programme to create a highly skilled workforce.
- Led significant advancements towards accreditation, as part of a major project to review and document all processes and procedures at St Matthews, including the strategic approach and institutional processes. Benchmarked the institution against competitors.
- Restructured the learning support system at St Matthews, following a comprehensive review. Established the Center for Learning Enhancement, radically enhancing the university's service offering and retention rate.
- Boosted the profile of St Matthews by initiating a groundbreaking partnership and research relationship with the Cayman Islands Health Services Authority.
- Undertook a PhD within organizational psychology to increase understanding of the unhelpful organizational patterns which interfere with organizational resilience and efficiency, and how to implement effective ways of managing employees especially during times of organizational change.

CAREER HISTORY:

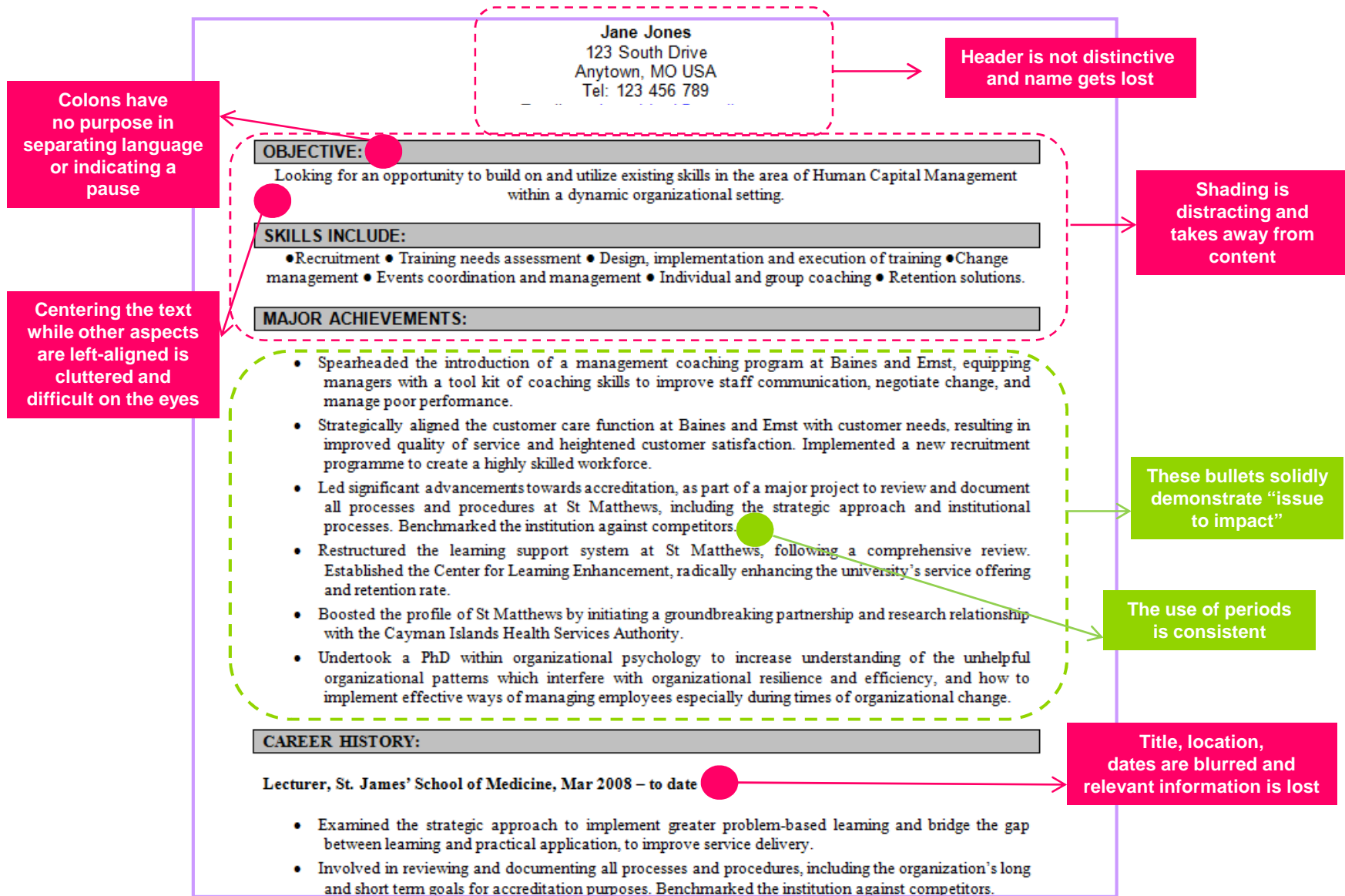
Lecturer, St. James' School of Medicine, Mar 2008 – to date

- Examined the strategic approach to implement greater problem-based learning and bridge the gap between learning and practical application, to improve service delivery.
- Involved in reviewing and documenting all processes and procedures, including the organization's long and short term goals for accreditation purposes. Benchmarked the institution against competitors.

Formatting Analysis – What can be improved?



Formatting Analysis – What can be improved?



What's strong about this resume?

SAMANTHA SMITH

New York, New York 10021
samsmith@email.com • +00 1 234 567 8912

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Condé Nast, New York, NY

May 2007 – March 2011

Advertising Sales Assistant for Golf Digest magazine

- Supported three advertising sales executives by providing full support in maintaining appointment schedules, managing and submitting expenses and accomplishing critical, time-sensitive tasks

Other Considerations

Commonly made resume mistakes to avoid.

Mistake	Rationale	Tips to Mitigate and Develop Comfort
Spelling, grammar or formatting errors in any form or magnitude	Errors of any kind are <i>unacceptable</i> on a resume!	<ul style="list-style-type: none"> ✓ Review your final draft three times, put it away, and review it three times again. ✓ Put it in the hands of a trusted friend to review thoroughly, with a fine tooth comb, for errors ✓ When in doubt, review again
Leaving out your personality and personal interests	Books, online articles, and career counselors may suggest that you keep the personal stuff personal. In reality, lines between professional and personal lives are being blurred – and your resume should not try to counter this reality. Your potential future co-workers want to know who they are working with.	<ul style="list-style-type: none"> ✓ Share your three most preferred extra-curricular activities ✓ Consider your leadership roles or other accomplishments in a non-work related capacity (including church). Include them.
Leaving out an objective statement	How can you possibly apply for a job without making a statement of intention? How will a potential employer know what your goals are unless you share them plainly?	<ul style="list-style-type: none"> ✓ Start somewhere with a statement of expression of your skills and interests ✓ Revise based on the findings in your job search
Having unnecessary visual clutter	<p>There is a tendency toward adding formatting or visual additions for the sake of doing it, as a way to be artistic, expressive, or to add a sharp look.</p> <p>In reality, the more functional the purpose and clean the lines, the more polished and sharp the resume.</p>	<ul style="list-style-type: none"> ✓ Stick to straight lines and minimal indentations ✓ Don't indent, add a bullet, or add a stylized font without a purpose ✓ Let your word processor help you
Keeping your resume to only one page	If you have more to share, share it, and do it in a visually pleasing way.	<ul style="list-style-type: none"> ✓ Measure your length, duration, and extent of work experiences and how you will fit them on paper ✓ Get comfortable with the formatting options available



Don't forget about your “other resumes.”

While you are taking the time to refresh your resume and to develop and define your own personal brand on paper, make sure you extend the refreshing and brand development to other aspects of your public professional and social profiles.

In particular:

- Resume
- Cover letter
- Personal and professional references (contacts and letters)
- LinkedIn (*hint: your resume and linked in should go hand-in-hand in terms of content*)
- Other social media, such as Facebook

Be sure that all of these professional communication tools are harmonious, relevant, and accurately reflective of you.

Sample of Matching “Branded” Application Materials

cover letter

TATIANA LAPCHUK HOFF

7 Park Avenue #5B, New York, NY 10016
 TatianaLapchukHoff@gmail.com • (908) 227-7011

June 10, 2009

Human Resources
 70 Lincoln Center Plaza
 New York, NY 10023

Dear Director of Human Resources:

resume

TATIANA LAPCHUK HOFF

7 Park Avenue #5B, New York, NY 10016
 TatianaLapchukHoff@gmail.com • (908) 227-7011

EDUCATION

Boston College
 Bachelor of Arts, Communication

Chestnut Hill, MA
 May 2007

EXPERIENCE

Deloitte Consulting LLP
 Business Analyst, Human Capital Operations and Sourcing

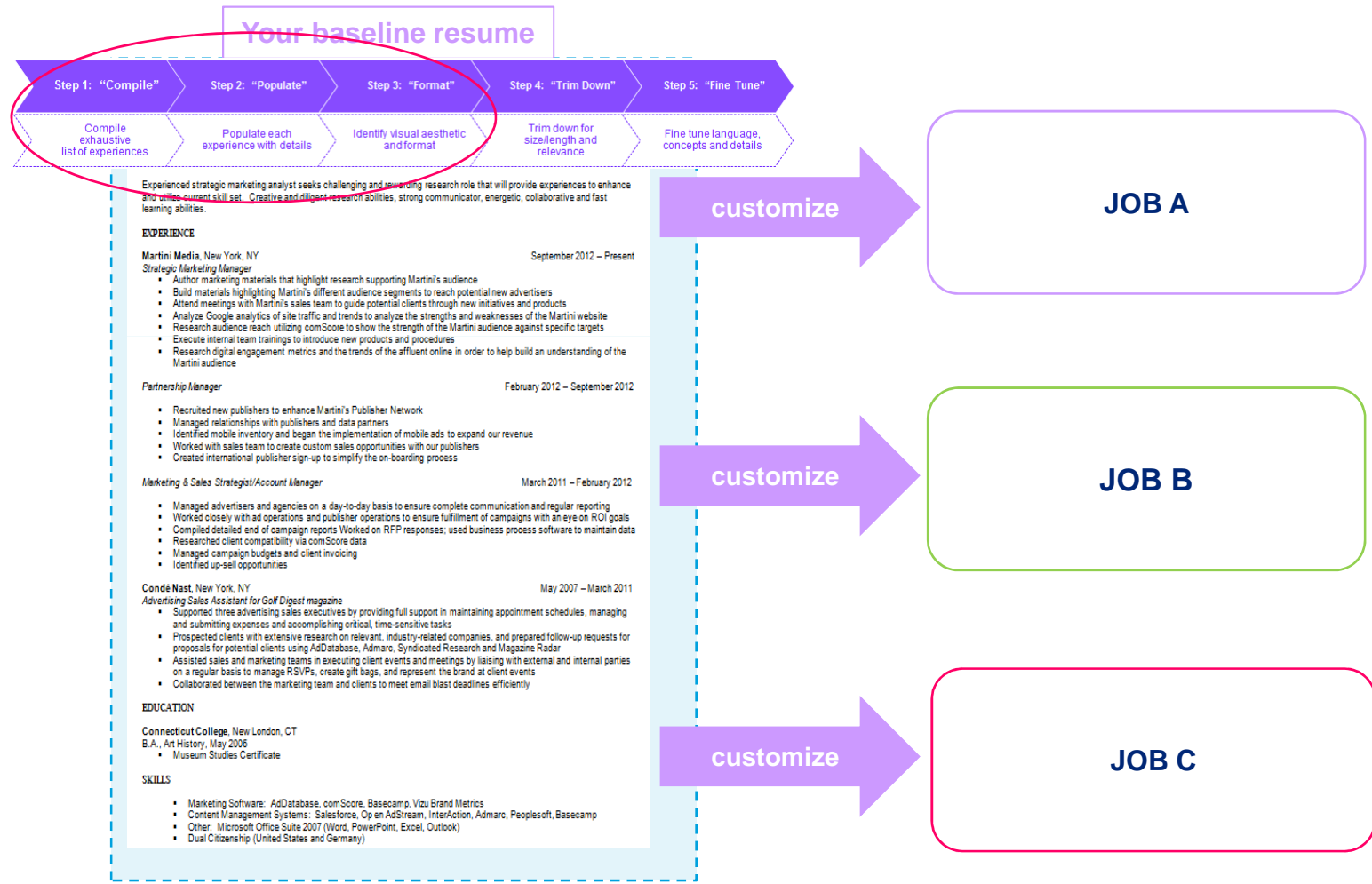
New York, NY
 July 2007 – Present

- Manage several project work streams for the firm’s largest client; work with leadership and the clients to understand goals and



Getting your resume “out there” and maintaining your resume.

Once your baseline resume is a finished product (a big milestone!), it will be important for you to continuously tweak and customize for each job application you make.



Next Steps

1. Get to know yourself

- Take deliberate time to reflect on yourself, your abilities, and how you would like to use them in an employment/career setting
- “Brainstorm” your competencies, skills, knowledge, abilities and other characteristics and write them down.
- Use existing resumes to develop and jot down thoughts, concepts, experiences and other information
- Don’t hold back!

2. Open up your word processor and start typing – from scratch.

3. If you get stuck – or even if you don’t – and you would like an extra set of eyes, please contact me!

- As with any progressive exercise, creating a resume is a process, and one that requires your own elbow grease. But, part of the growth and development process also includes involving others.

Please join us for subsequent Webinar offerings through the OCA Department of Youth, Young Adult and Campus Ministry during the following upcoming dates and times:

- February 21: Cover Letters, Using Your Network and Social Networking
- March 21: Do’s and Don’ts of the Interview Process
- April 11: Your Faith and Your Work/Life Balance

Contact Information

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Thank you.