

Resumé & Cover Letters

Preparing Documents that Get Attention

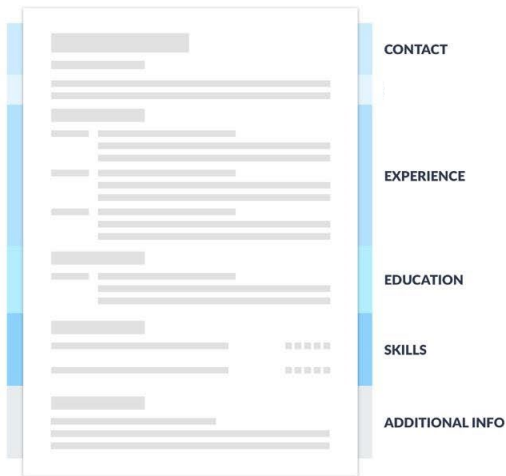


Workshop Guideposts

- Please be courteous and respectful to the host and other participants
- This is an interactive session - we welcome you to ask questions at any time (unmute your microphone or send questions via chat)
- The workshop presentation and other materials will be sent to all participants who provided an email address
- Follow up with your nearest Oakland County Michigan Works! service center for additional assistance
- Consider completing the survey

THE 3 MAIN RESUME FORMATS

Chronological Resume



IDEAL FOR:

- ✓ Candidates seeking a job similar to their previous positions
- ✓ Students and entry-level candidates
- ✓ Academic resumes

Functional Resume



IDEAL FOR:

- ✓ Creative jobs where a portfolio matters most
- ✓ Military transitioners
- ✓ Candidates who don't want to seem overqualified

Combination Resume



IDEAL FOR:

- ✓ Seasoned professionals targeting a specific position
- ✓ Career-changers
- ✓ People with employment gaps

Frank Shelby

Master Electrician

Dependable master electrician with 10+ years experience with construction, residential, and industrial electrical installations. Substantial knowledge of industrial control, circuit management, and power distribution. Named Mosaic Life Claire's employee of the year for 3 years in a row.

Experience

2012-03 - present Master electrician

Mosaic Life Claire, St Joseph, MO

- Interpreted contract plans and specifications: one-line diagrams, cable and conduit schematics and wiring diagrams.
- Installed and repair electrical systems, wiring, fixtures, motors per plans.
- Supervised and assigned work to apprentices, electrical helpers, and journey-level electricians.
- Trained and mentored electrical apprentices.
- Diagnosed problems and checked leakages in low and high voltage systems.

Key achievements:

- Increased efficiency by 33% by identifying our client's complex wiring issue. Scheduled a repair plan and supervised a team of 6 specialists.
- Supervised an internal training program, fully trained 11 apprentices.

2007-10 - 2012-02 Journeyman maintenance electrician

Mosaic Life Claire, St Joseph, MO

- Troubleshoot and maintained electrical work on low and high voltage equipment including variable frequency and DC speed control equipment.
- Installed, maintained and repaired switchboards and circuits.
- Carried out preventive maintenance on electrical circuits and machinery.

Key achievement:

Installed energy saving devices which reduced the client's quarterly electricity consumption costs by 24% without affecting power efficiency.

2003-04 - 2007-08 Electrical helper

Tradesman International, Overland Park, KS

- Helped with installing wiring and conduits: struts and MS cables.
- Used measuring tools to measure and cut wire and conduit.
- Assisted in maintaining electrical tools and equipment.
- Prepared cost estimates for materials and services.

Education

2005-10 - Associate of Science in Electrical Technology

2007-07 Johnson County Community College, Overland Park, KS

Certificates

2016-01 Certified Electrical Inspector - Master (International Association of Electrical Inspectors)

2010-07 ALA Certified Lighting Consultant (American Lighting Association)

Personal Info

Address

2823 Olive St
St Joseph, MO 64507
USA

Phone

415 555 2671

E-mail

francis.s.shelby@gmail.com

LinkedIn

linkedin.com/in/frank-sean-shelby/

Skills

Analyzing blueprints



Programmable Logic Controllers



Industrial control systems



Wiring diagrams



Languages

Spanish



Chronological

Focus: Work Experience

Most Recent to Last

Type per Job Description

JAMES LANE

Brand Manager



+1 888 777 6666

james.lane@hiration.com

Milwaukee, US

Additional Skills

• Brand Management • Market Research • Advertising • Integrated Marketing • Communication • Agency Management • Media Planning & Buying • Sales Promotion

SELECTED PROJECTS

E-business, '10

- Conceptualized & set up AN online **brand consulting** service
- Devised custom **branding strategies** for 2 clients
- Secured USD **10k+** revenue

Development of a novel approach for digital marketing, '08

- Designed a new approach to execute search engine marketing for small brands

ADDITIONAL INFO.

Languages: English, Spanish

CO CURRICULAR ACTIVITIES

- **1st position**, inter college debate competition, NYU '09
- **1st position**, national level elocution competition, Harvard University '08

Summary of Skills

Marketing Communication

- Drove research on consumer trends using techniques such as the mining of consumer insights, **need gap analysis etc.**
- Created the brand's entire communication plan; **launched the pan US TV campaign** including multiple commercials
- Executed **multiple ATL & BTL marketing** initiatives including Print, Radio, Digital, Events & other channels

Sales - Marketing Integration

- Collaborated with the sales team to implement as well as analyze marketing initiatives through sales analysis etc.
- Engaged regularly with different channels, the sales teams, Regional Managers etc.

PROFESSIONAL EXPERIENCE

Brand Manager

May '13 - Present

Yellow Comfort FMCG

Milwaukee, US

The Yellow Comfort group is one of America's leading producers of FMCG products including soaps, perfumes, shampoos etc.

- Working as the brand custodian of the 'Fresh Intense' range of deodorants (**annual revenue: \$ 20.5 mn.**)
- Responsible for a **90% YoY growth in the sales** revenue through **complete brand ownership**
- Handling and deploying a total **marketing budget of \$ 5mn.** across multiple channels
- Conducting end to end **effective media evaluation** & targeting **maximum ROI** by coordinating with key media providers
- Coordinating with multiple agencies for conducting ATL, BTL implementation as well as other media work

Brand Associate

Jun '10 - Apr '13

Stark Tech LLC

New York, US

One of North America's leading manufacturers of computers and mobile devices

- Appointed as the brand custodian for the G2 laptop brand (**annual rev.: \$ 5 mn.**); worked with the brand head
- Executed the brand promotions & publicity for national & **international** markets leading to **vol. improvement of 15%** in 2 years

EDUCATION

UC Berkeley

Jul '06 - Apr '10

BBA - Marketing

Berkeley, US

Functional

Focus: Skills

Proof by Achievements

Skill per Job Description

Work / Skill Match



COMBINATION RESUME

From Resume Genius

RESUME INTRODUCTION

- **Project Execution:** Implemented new menu introduction strategies, increasing customer purchases of wine by 10% on avg.
- **Management:** Assisted in the training of 6 new waiters, ensuring attention to detail and comprehensive understanding of restaurant methodology and practices
- **Awards & Recognition:** Frequently praised for excellent service on restaurant's online rating system
- **Salesmanship:** Deep and broad knowledge of wines and pairings

SKILLS SECTION

- Familiarity with Point of Sale (POS) terminals and common restaurant equipment / machinery
- Able to memorize entire menus within a day, including ingredient combinations
- Proven ability to "upsell" alcohol, dessert, and appetizers to customers
- Bilingual – English (native) and Spanish (conversational). Able to comfortably take care of customers in either language

EXPERIENCE SECTION

LONGHORN GRILL

WAITRESS / RENO, NV / 2012 – Present

- Memorized restaurant's wine stock and appropriate entrée pairings, leading to daily wine sales averaging \$180, fully 15% higher than the company average
- Write patron's food orders on slips, memorize orders, and manage food resources in a 120+ seat restaurant
- Operate POS terminals to input customer orders, swipe credit cards, and enter cash amounts received

LONGHORN GRILLMIKE'S FANCY KITCHEN

HOSTESS & WAITRESS / RENO, NV / June 2010 – August 2012

- Awarded "Employee of the Month" two months consecutively
- Bussed tables, presented menus, seated customers, and assisted waiters with drink orders
- Trained 3 new hosts in providing excellent customer service and conflict resolution techniques

CONTACT INFO

Email: youremail@gmail.com

Phone: 895 555 555

Address: 4397 Las Brisas Drive,
Reno, NV 89523

SOCIAL MEDIA

- your facebook
- your instagram
- your linkedIn
- your twitter

SKILLS SECTION

- Problem Solving
- Adaptability
- Collaboration Strong
- Work Ethic Time
- Management Critical
- Thinking
- Handling Pressure
- Leadership

EDUCATION SECTION

B.A. / Psychology

University of
Nevada, Reno
2009 – 2013
3.95 GPA

Combination

Focus: Skills / Work

Proof by Achievements

Work / Skill Match

Per Job Description

Summary vs Objective

Summary

Your abilities and what you do.

Objective

What you *hope* to do.

Summary is preferred because . . .

- Employers are interested in your skills
- Employers are interested in your achievements
- Past Success = Future Success

Parts of a Resumé

Contact Information

Summary

Education

Work Experience

- Honors/Awards
- Training/Abilities/Service



- Activities/Interests
- Education Highlights
- Projects/Research
- Volunteer

Summary: Samples

Experienced Pharmacy Technician in both retail & Long-Term Care. Accurate with compassion for clients. Previous work as a Certified Medical Assistant. Patient-Focused in service.

Experienced Customer Service Specialist with strong problem solving and communications skills within diverse populations. Adaptable, critical thinker, flexible in a fast-paced environment.

Resumé: The Review



Every job gets its own Resume.
Make it Custom.



Check Spelling and Grammar.



Use Key Words from your field and/or industry.



Use simple, direct language.



Use numbers and data to showcase achievements.



Avoid long sentences and paragraphs.



Don't use Pronouns.
(She/He/They)



Use Action Verbs!

The Cover Letter

- Brand yourself!
- Show how you match their job needs.
- Highlight your skills and accomplishments.
- Open the door to future communication.

Format



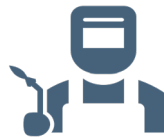
Name the position



Why do you want this job?

What skills & knowledge do you have?

What skills & knowledge could the job teach you?



Pick 3: write about three successes from your resume.



Tell why you are the ideal candidate for the job.



No bullet points. Full sentences.

Example: Name the Position

Why are you writing and how did you learn about this opportunity?

“ I am writing to apply for the position of (position, provided #). I learned of this opportunity through Husky JOBS, company website, national job board. ”

Example: Success & Needs

How do your successes meet job needs?



In my work with (company), I trained and supervised 20+ volunteers to run a 400+ attendee fundraising gala 3 years in a row, the most recent breaking donation records. I believe my growth and accomplishment coincides with your need for an experienced Lead Project Coordinator.



Example: Training, Skill & Match

Why are you the ideal candidate for the job?

“ I believe my Mechanical Engineering studies, two internships, and skills in FEA, test design and new product design make me an ideal candidate for (position). ”

Example: Closing

“ My résumé is attached for your consideration. I ask for the opportunity to interview with you at your earliest convenience. ”

“ Thank you for your time. I invite you to visit my LinkedIn. I look forward to hearing from you. ”

Tips

- Research the company. Go beyond their website.
- Read and understand the job description.
- Use Action Verbs from the job description.

References



3 or more



Get Consent before using someone as a reference.



Give resume to your references.



Keep references informed.

At Your Service

Monday-Friday, except state holidays

NOVI

31186 Beck Road
Novi, MI 48377

(248) 926-1820

OAK PARK

22180 Parklawn Street
Oak Park, MI 48237

(248) 691-8437

PONTIAC

1850 N. Perry Street
Pontiac, MI 48340

(248) 276-1777

SOUTHFIELD

21415 Civic Center Drive, Suite 116
Southfield, MI 48076

(248) 796-4580

TROY

550 Stephenson Highway, Suite 400
Troy, MI 48083

(248) 823-5101

WATERFORD

7500 Highland Road
Waterford, MI 48327

(248) 617-3600

A Proud Partner of the American Job Center Network

Equal Opportunity Employer: Program auxiliary aids and services are available upon request to individuals with disabilities | Michigan Relay Center or 711

Funded by: David Coulter, Oakland County Executive, Oakland County Workforce Development Board, Michigan Department of Labor and Economic Opportunity



DAVID COULTER
OAKLAND COUNTY EXECUTIVE