

Resumés: A Deeper Dive



WELCOME!
We are glad you're here!

Workshop Guidelines

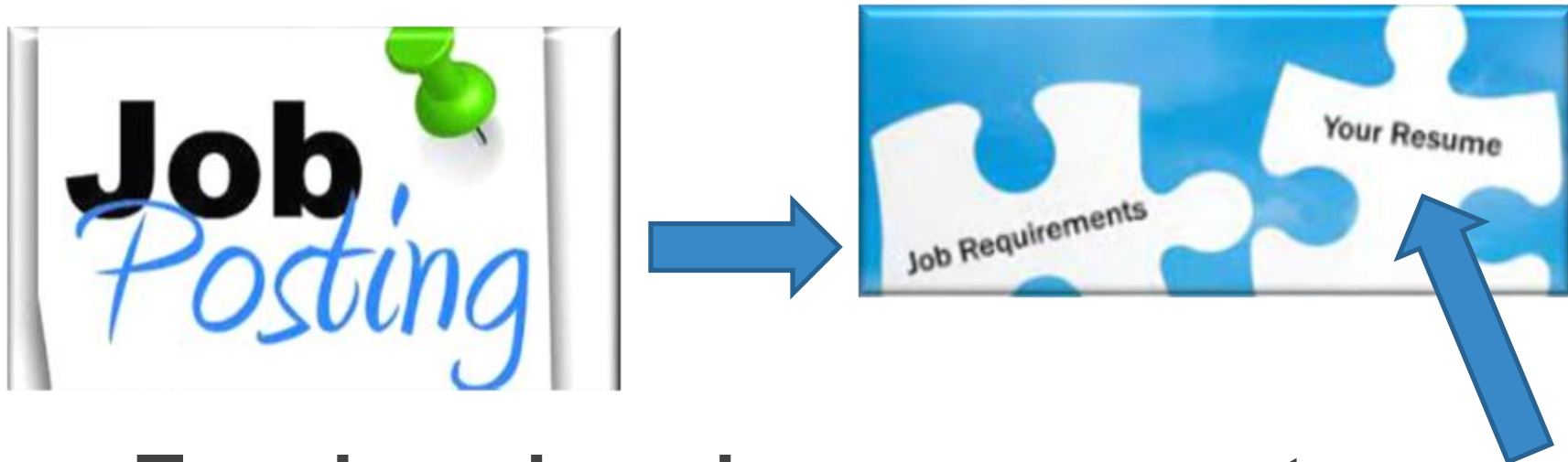
- This is an interactive session - we welcome you to type into the chat box to ask questions & add to the conversation
- We will post into the chat the link to the presentation and other resources.
- For additional career assistance, connect with one of our 6 Oakland County Michigan Works! service centers. Contact information is listed on the web at:
OaklandCountyMiWorks.com or call 800-285-9675

Chat in:

What is top of mind about resumes?
What is your big question or challenge?



Right at the top: The BIG takeaway:



Tweak each and every resume to connect keywords & skills to “speak” to the job posting you are targeting.

Let's Un "SCRABBLE"

the Resume Part of Job Search!





- Start with a fresh look at your history & skills
- Fancy isn't necessary - templates & not giving away your \$\$
- Check your dates
- Sections of the resume
- ATS – AI - Who is reading your resume
- Changing your resume for each job posting
- GOOGLE Drive – Docs - Sheets
- Before Showtime - Review – Review - Review

FRESH LOOK – Build a MASTER resume with a fresh look at your history

Do a fresh deep dive into your skills, jobs, education, current interests:

- Everything you have done, could do
- What skills are you happiest using
- Job titles you could target
- Technology you know
- Software
- Equipment – Machine names
- Projects to brag about
- Accomplishments - Successes
- Performance reviews
- Stories of challenges and results



FRESH LOOK – Your target

Where do you want to go next?

- ❑ What do you want to do at this time in life?
- ❑ Which skills are you happiest using?
- ❑ Is your past work not your present goal?





Brainstorming for Resume Content

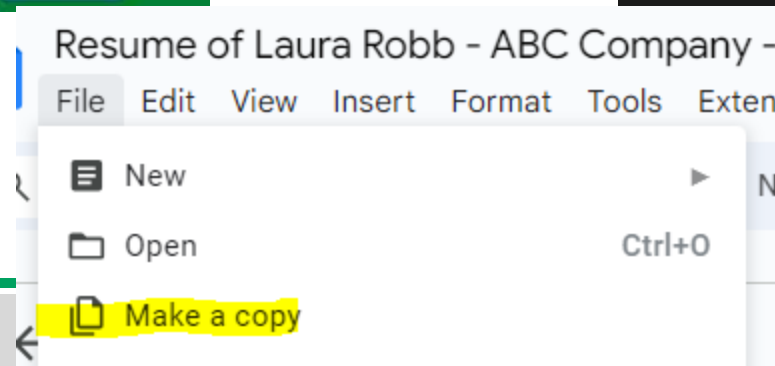
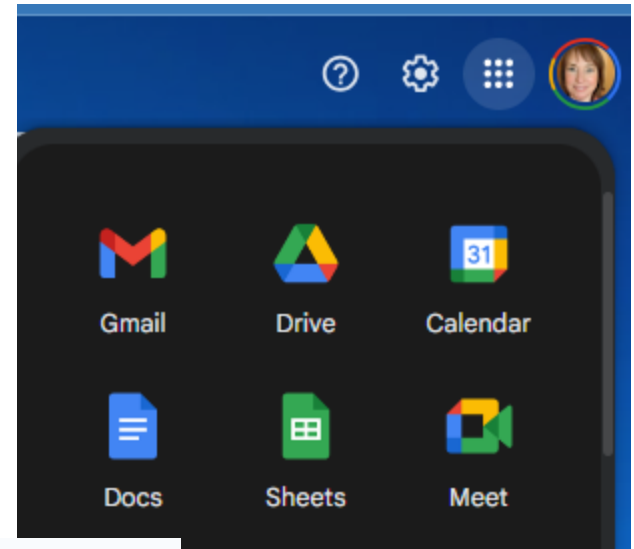
Use resources to help you remember all the things you did:

- ✓ Job descriptions of jobs you've held
- ✓ Current job postings on the web similar to yours
- ✓ Do an "Occupation Quick Search" at www.ONETonline.org

Save this as a MASTER list

Gmail | Google Drive | Google Docs

Create a MASTER RESUME in the cloud – Gmail anyone?
Use Google Docs to create it – can't lose it!
Do a “Make a Copy” for each version.



Have you used a template, Chat GPT, Canva – paid for a resume?

MONICA TURNER
PRODUCT MANAGER

CONTACT
23-585-22-48
username@gmail.com
City, State
LinkedIn.com/username

EDUCATION
YOUR DEGREE NAME / MAJOR
Education
University Name
2013-2014
YOUR DEGREE NAME / MAJOR
Education
University Name
2010-2011

SKILLS
• Relevant Skill
• Relevant Skill
• Relevant Skill
• Relevant Skill
• Relevant Skill
• Relevant Skill
• Relevant Skill
• Relevant Skill
• Relevant Skill
• Relevant Skill

PROFILE
Write a powerful performance summary here. Highlight your most relevant skills, qualifications, achievements, credentials, and other distinguishing information as it relates to and supports your current objective. Integrate keywords and qualifications aligned with the company's specific needs. Show why you are uniquely qualified, focusing on skills or qualifications, industry expertise, companies worked for, degrees, certifications, awards, and/or other professional credentials.

PROFESSIONAL EXPERIENCE
WRITE YOUR JOB TITLE HERE
Company Name | City, State | Beginning Date-End Date
In 2 lines, summarize your main responsibilities using past tense and provide information about the organization.
• Beginning with a powerful action verb, write up to six responsibilities and/or accomplishments in the past tense.
• Highlight your most relevant qualifications for the job by listing them first.
• Avoid irrelevant experiences.
• Keep descriptions short but add details that show why you're a great candidate.
• Show your accomplishments by using numbers and percentages.

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• Show your accomplishments by using numbers and percentages.

Fancy isn't necessary.

Buying a Resumé



If you are tempted because:
you're not sure how
to do this:

- I'll show a basic layout
- Try ChatGPT

It would be difficult
to find someone that
would dig into your
work & education
history...

+

...you know you the
best

Pull from your master list to create a new resume to target each job application



- ❑ Use words & skills that are mentioned in the employer's job posting
- ❑ Use exact words and skill descriptions

To use this sample for creating your own resume:

1. Click the link below:

2. Select:

“OPEN WITH GOOGLE DOCS.”

The columns will be one long list until opened with Google Docs.

Your Name
313-999-9999 yourname@gmail.com
linkedin.com/in/yourname

Human Resources Specialist | Payroll | Accounting

SKILLS SUMMARY:

- Accounts Receivable
- Accounts Payable
- Aging Reports
- Invoicing
- Payroll
- General Ledger
- Delinquent Accounts
- Vendor Relations
- Microsoft Word
- Microsoft Excel
- PowerChurch Plus
- ADP/Ez-Labor|Manager

EXPERIENCE:

Controller 10/4/17 to Present
Center for Assistance Detroit, MI

- Oversee all financial operations.
- Supervise 7 direct reports and participate in recruitment, hiring, training, and scheduling.
- Converted system from manual to computerized using PowerChurch Plus accounting software package.
- Set up procedures for counting donations.
- Develop job descriptions and organize division of labor for the finance department.
- Process accounts payable, accounts receivable, payroll, and bank reconciliations.
- Supply CEO with month-end, year-end and other reports on an as-needed-basis.
- Supply year-end documentation to an external accounting firm.
- Troubleshoot and resolve problems including handling customer and tenant complaints.

Human Resources Specialist 5/15/14 to 9/25/17
Integrated Manufacturing & Assembly Detroit, MI

- Processed employee benefits including medical, dental, 401(k), and tuition reimbursements.
- Input vacation, personal, FMLA, holiday, and medical leave time into ADP/Ez-Labor Manager Payroll.
- Processed unemployment, short-term disability, and Friend of the Court Medical Support Orders.
- Conducted orientation for newly hired employees (salary and hourly).
- Processed and input personal data into ADP/Ez-Labor Manager.
- Handled attendance issues, and exercised disciplinary actions to offenders.
- Attended Manpower meetings and supplied related reports.
- Attended grievance hearings and daily staff meetings.
- Worked with HR Manager; supplied monthly reports to management

Financial Aid Department – Work Study 1/16/12 to 3/20/14
Baker College Allen Park, MI

- Greeted students and answered customer calls.
- Processed scholarship and financial aid paperwork, and Dependent and Parent Verification forms.
- Processed a high volume of mailings and filing.
- Assisted in the bookstore as a cashier and stocking supplies during inventory period.

EDUCATION:

Bachelor of Arts in Business Administration, Wayne State University, Detroit, MI
Associate of Business, Baker College, Allen Park, MI, Magna cum Laude, President's List

https://drive.google.com/file/d/1jz7GD_V-DriSYI1Sxh3vSdbTDuabReBF/view?usp=sharing

Layout sample

_____ cell _____ Name
_____ @gmail.com
www.linkedin.com/in/yourname

TARGET JOB TITLES _____ | _____ | _____

SKILLS SUMMARY:

- _____
- _____
- _____
- _____
- _____
- _____

EXPERIENCE:

_____ (Job title on top of company name & **Bold**) Dates: Month/Day/Year to Month/Day/Year
_____ (Company Name) Not hold _____ (City)

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

_____ (Job title on top of company name & **Bold**) Dates: Month/Day/Year to Month/Day/Year
_____ (Company Name) Not hold _____ (City)

- _____
- _____
- _____
- _____
- _____
- _____
- _____

<https://docs.google.com/document/d/1NmNVLvyvUeHacFERDLyHcQK3Ws3D7fCX/edit?usp=sharing&oid=117539136052515863092&rtpof=true&sd=true>

Check employment dates

- Be sure you know the MONTH + DAY + YEAR.
- Check your records
- Call the companies you worked for to be sure you have the dates correct.
- Employers will call to get references and will be given your exact dates.

OUCH!

A recruiter said that when she verifies a candidate by contacting their previous employers & looking at their LinkedIn & if the candidate placed incorrect start and end dates on their resume she moves on to another.

How Many Pages?

- ❑ Short as possible + still has the important details
- ❑ Most people = 1 page
- ❑ 2 pages if content is recent (the last 10 years or so) & relevant to the job posting
- ❑ Edit out excess words, little words, concentrate your message
- ❑ BRIEF IS BETTER



- ❑ Let's not have 3 + pages

The Purpose of the Resume



The Game:



00:06

✓ **PASS**



To pass the resume 6-second test, focus on creating an orderly, concise resume that can be easily skimmed by decision-makers.

How Employers Pick Who to Interview From Many Applications



Applicant Tracking Systems (ATS) / Optical Scanners / Artificial Intelligence (AI)

- ❑ Technology is searching for word matches between the posting and your resume
- ❑ Your “score” is based on the number of, or the % of, matches between the posting and your resume
- ❑ It scans years of experience
- ❑ It doesn't do well with fancy formatting



A workshop participant asked a great question:

- Do Applicant tracking systems scan cover letters?
- Yes!
- Write out acronyms: Certified Nursing Assistant + C.N.A.



Using AI – Artificial Intelligence

- ❑ Consider creating a free login: CHAT GPT www.chatgpt.com or Google Gemini <https://gemini.google.com/>
- ❑ Yes!
- ❑ Write out acronyms: Certified Nursing Assistant + C.N.A.



<https://www.linkedin.com/pulse/how-leverage-ai-your-job-search-allstarzstaffing/>

Using AI – Artificial Intelligence



<https://www.jobscan.co/>

- ❑ AI-powered tools could be your weapon in crafting a standout resume and cover letter. Just use AI bullets for content ideas. Don't use it word-for-word.
- ❑ You can try out platforms like [Jobscan](#), [Rezi](#), or [VMock](#) that analyze job descriptions and provide insights on optimizing your documents for specific roles.
- ❑ These tools can help you align your skills, keywords, and achievements to increase the chances of catching the recruiter's attention.

“Large batch invoicing & why you want to call it what they call it!



A story:
ABC Company
& tailoring the
resume to the
job posting!

Grab a Highlighter



- Markup that job posting!
- Highlight the keywords/skills/technology that the employer wants to hire.
- You have those skills?
- Include them!

**FEED THEM WHAT THEY
ARE HUNGRY FOR!**



Questions? Comments?



General Style TIPS

- FONT STYLE: ARIAL or Courier
- FONT COLOR: All black – but up to you
- FONT SIZE:
 - 18 or 16 - Your Name
 - 14 - Cell & email & LinkedIn
 - 14 - Job Target Titles
 - 11 or 12 - Body of resume
- MARGINS - 1" around
- Remove all slashes: service/sales
- Remove *Italics*
- Remove underlines
- Consider what to **BOLD**
- Capitalization is for Nouns & Titles

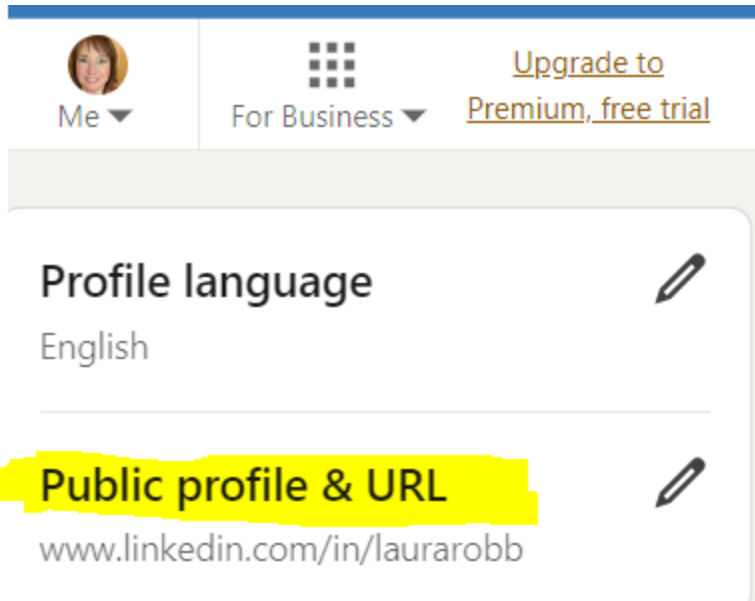
Arial	Tahoma
Times New Roman	Helvetica
Roman	ONYX
Stylus	Revie
Gothic	Nyala
Courier	broadway
Script	CASTELLAR

Sections of the Resumé – Top

- Your name **centered** on the top line by itself
 - 16 or 18 font size - **BOLD**
- Email & Cell phone on line down
 - Centered OR left & far right - 14 font - bold
- No Home Address**
- No Home Phone – just cell
- No need to type CELL before your cell phone
- No need to type EMAIL before your email

LinkedIn Tip

- EDIT your LinkedIn web address to be as close to your name as possible
- LinkedIn URL – www.linkedin.com/in/yourname



A screenshot of the LinkedIn profile settings page. At the top, there is a navigation bar with a profile picture, the text "Me" with a dropdown arrow, a "For Business" button with a dropdown arrow, and a link to "Upgrade to Premium, free trial". Below this, the "Profile language" is set to "English" with an edit icon. The "Public profile & URL" section is highlighted in yellow and shows the URL "www.linkedin.com/in/laurarobb" with an edit icon.

linkedin.com/in/laurarobb/

Top Section: Email Address



Tip!

DID YOU KNOW?



76% of resumes are discarded for an unprofessional email address.

- An email address that is professional & has your name in it:
susansmith@gmail.com
- Recruiters can see quickly that it is you and can search by name.
- Consider a separate email for job search (keeps job search emails separate from bills, etc.)
- Gmail advantage - You can use Google Docs to store your files

Top Section – Email



Tip!

- ❑ An email that is your name or close to it:
jamesjones240@gmail.com
 - ❑ **(Don't use your birth date or year of birth)**
- ❑ You could add your credential:
 - ❑ jamesjonesrn@gmail.com
 - ❑ or middle initial jamesrjones@gmail.com
- ❑ Emails are **always** lower case letters & so are website addresses (so you don't have to say "all lower case" when stating your email address.)

Top Section **Centered**

John C. Smith

johncsmith@gmail.com

(248) 545-2222

[linkedin.com/in/johncsmith](https://www.linkedin.com/in/johncsmith)

Top Section – **Left & Right**

John C. Smith

johncsmith@gmail.com

(248) 545-2222

[linkedin.com/in/johncsmith](https://www.linkedin.com/in/johncsmith)

After the Top Section: Job title you are applying for



Joe J. Smith
313 222-4444
joejsmith@gmail.com
linkedin/in/joejsmith.com

Skilled Trades | HVAC | Plumbing | Building Maintenance



Use the stick symbol | to separate these. It is located on the keyboard below the backspace key.

Change it to What They Call it



General Ledger
Accountant - Client
Services

Plante Moran

Southfield, MI (+1 other)

via ZipRecruiter



JOB POSTING JOB TITLE



MATCH

General Ledger Accountant | Client Services



OBJECTIVE statement

- Notice we've left off the OBJECTIVE statement
- Replaced by the JOB TARGETS
- Why? Objective statements are sentences, not short phrases & take longer to read
- Many are “self-focused” on what the candidate demands the employer provide.

Example of what we don't want:

OBJECTIVE: To secure a rewarding entry-level help desk position where I can use my extensive knowledge of computer hardware and software in a job that provides an opportunity for advancement.

Skill Summary - Office Manager



SKILL SUMMARY

- Office Administration
- Community outreach
- Inventory
- Events
- Marketing & Promotion
- Sales
- Vendor Relations
- ADP
- Microsoft Office Suite
- PowerPoint Presentations
- Excel Pivot Tables

Skill Summary

00:06

- Gives the company a very quick idea of your top skills
- Shows the viewer that you have what they are looking for
- Refers back to the job posting & includes the key skills
- To be believable – the skills are supported, justified, mentioned in the area under employment or education
- Use short phrases
- 1 to 3 columns
- Easy to read

After Skill Summary – What Next: Education OR Work Experience?



You decide

Education

- ❑ Think about educational accomplishments
- ❑ Use your keywords that are in the job posting that connect to coursework. Ok to be beefier
 - ❑ Business Writing
 - ❑ Organizational Systems
 - ❑ Human Resources
 - ❑ Diversity in employment
- ❑ Awards | Dean's List
- ❑ Not necessary to list education dates as it may date you
- ❑ GPA: Some list it, some don't, you decide





Experience

- ❑ **Bold** the job title
- ❑ Unbold the company name – dates - city
- ❑ List the dates as 06/15/19 to 03/1/21 NOT: 2019 TO 2020
- ❑ Most recent job – more details – more bullets
- ❑ Back in time – fewer details – fewer bullets
- ❑ All past jobs use “ed” words for past tense and double check that all words that should be “ed” are “ed.”
- ❑ List specific accomplishments & responsibilities
- ❑ Brief & to the point with higher level duties higher up the list.
- ❑ Be specific about your role in projects & avoid generalities.
- ❑ **Use keywords & skills that are in the job posting**

Volunteer Experience



- Optional whether to include on your resume
- Include if you performed duties and used skills that are a beneficial addition to your qualifications for jobs
- Condominium board member or president: responsibilities
- Food Pantry – Animal rescue - Other socially positive project
- Organized events
- Usually avoid politics & religion
- Consider volunteering to learn new skills

Tip!

It isn't legal to volunteer at a for-profit company – they have to pay you – but you can volunteer at a **not for profit.**



Don't over inflate your skills



Be authentic, realistic, give examples. Don't just tell – show.

Words to Avoid



Highly Motivated
Team Player
Creative
Detail Oriented
Multi-Tasker
Enthusiastic
Proven Track Record
Perfectionist
Passionate

Solution-driven
Successful Driven
Leader
Effective Highly Qualified
Hard Working
Specialized Expert

Don't just tell me.
SHOW ME.

Words to



INCLUDE

- Achieved
- Created
- Developed
- Established
- Improved
- Increased
- Decreased
- Influenced
- Launched
- Managed
- Negotiated
- Resolved
- Revenue/profits
- Trained/mentored
- Under budget
- Volunteered

Your Resume should have a very nice name! - - - > Yours!



Do a “SAVE AS” & give it a great name:

NOT: ~~final version 3-2-19~~

YES: Resume of Jody Smith - Office Manager - ABC, Inc.



Use the job title that is in the job posting



Use the company's name

Let's Pause and Ask...



Questions?
Comments?



What have you been doing since your last job ended? TRAINING!

- Sharpen your skills while looking for the next job
- Learn what you can learn through free resources
- Spend time training daily
- Microsoft Office
- Google Docs
- YouTube videos
- Library resources – www.MEL.org
- Friends who know things



The answer to the question above: “Actually I’ve been taking courses to keep my skills sharp.”

coursera

MEL
Michigan eLibrary

 UDACITY

MOOC.org


Alison
EMPOWER YOURSELF

Cover letters



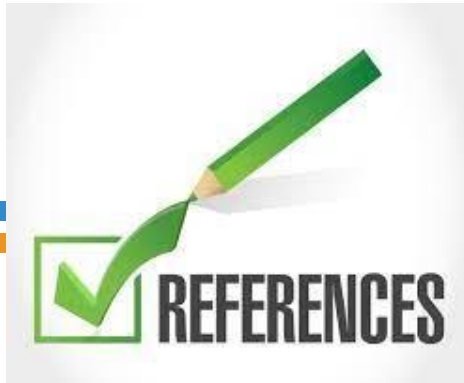
- Show off your writing & Microsoft skills
- State how you found the posting
- Make a few key points expressing your interest
- Cover letters are scanned for keywords by ATS
- **Make a connection by writing with natural speech**
- **Authentic – Sincere - Conversational**
- Samples on the web are HORRIBLE
- Insert into the body of the email

Let's not say: “I’m the best fit for the job.”

You don't know if you're the best fit.

- Let the company be the judge of that among all the candidates
- State what you have done
- Be confident in what you have to offer





DO NOT: say “References Upon Request” on your resume. Old School & not done anymore.

Use the same heading as the heading on your resume to create a “**References**” sheet to list the 3 to 5 that an employer can contact.

Work references are best & better than friends.

These same references could also be used for your LinkedIn profile. (Attend our virtual LinkedIn class!)

Your Name

(Centered | **Bold** | Arial font | 16 or 18 font size)

yourname@gmail.com

313 244-2424 (14 font)

Linkedin URL linkedin.com/in/yourname

References

Jane Doe

Manager

ABC Company

janedoe@abc.com

(333) 222-3333

Ralph Smith

Supervisor


Tip Top, Inc.

ralphsmith@tiptop.com

(222) 444-5555

Before Showtime:



- Put some other  on your final version
- Double check for clarity, grammar & spelling
- Double check for BRIEF statements

A friend in the industry? Check:

- Did you use current industry terms?
- Did you highlight skills that are in demand?

In Love with Grammarly

www.Grammarly.com

IT'S FREE!


IT CHECKS SPELLING & GRAMMAR

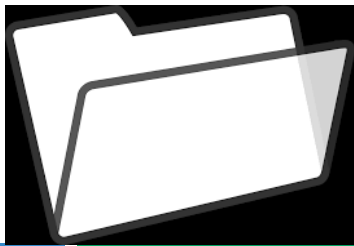
There is an APP for cell phones!





Now - Get it out there! Help employers find you

- ✓ On Pure Michigan Talent Connect – upload resume, select “primary” + **add key skills into the 5 search boxes.**
- ✓ Upload content to your LinkedIn profile.
- ✓ Connect with Staffing Agencies: www.AmericanStaffing.net
- ✓ Place your resume on job sites: Indeed.com | Monster | Career Builder | Zip Recruiter | LinkUp | Dice | SnagAJob | SimplyHired.
- ✓ Work in Non-Profit arenas?  <https://bit.ly/3HE2fCp> + <https://bit.ly/3t1DCeD>



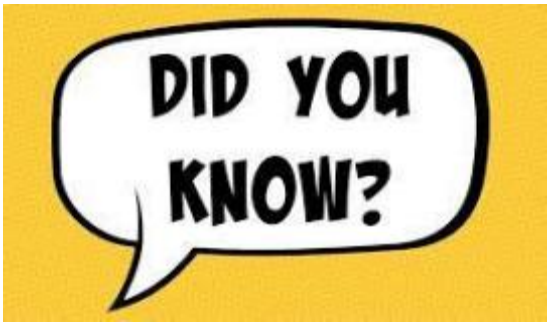
- ✓ Going to an in-person interview? Take a folder(s) (3 to 5) with your documents: Resume + References + Certifications + Letters of Recommendation or other related proof of your fit for the job.
- ✓ When interviewing via phone or web-based: have resume in front of you + the job posting for easy reference.
- ✓ Get set up NOW for a virtual interview – camera, mic, background, face illuminated, turn down lighting that is behind you + take our virtual interviewing class for tips.
- ✓ Elevate the camera so it is a bit above you – not below.
- ✓ Load software: Zoom + Microsoft Teams + Go To Meeting
- ✓ Practice your stories “Tell me a time when...” & answers:
<https://bit.ly/3HHrVxN>



Tip!

- Check your Voicemail
- Make it very professional
- Keep your voicemail cleared

BY the way ~~~



**DID YOU
KNOW?**



YOUR VOICE MAIL

IS FULL



is for EVERYONE!

Recruiters & Hiring Managers use LinkedIn to find candidates

Step by step tips: <https://bit.ly/3lyNyqo>
+ Take our LinkedIn workshop

Resources

Resumé Sample You May Use to Make Yours: <https://bit.ly/2PAABQN>

Our Career Advisors provide 1 on 1 Career Services & can help with resumes

LinkedIn Is For Everyone

- LinkedIn 101: <https://bit.ly/3lyNyqo>
- Take our LinkedIn workshop
- Connect with our service center Career Advisors for more help.

How long they look at your resumé: <https://bit.ly/3m0o4Co>

Hard Skills v. Soft Skills: <https://bit.ly/3rzZqdc>

E-Learning Soft Skills: <https://puremi.ch/34IUusL> | [MiTalent.org](https://www.mitalent.org)

CV or Resume? What is the difference? <https://bit.ly/3JWikFF>

Resumés and a lot more: <https://bit.ly/3m7uRdB> at [CareerOneStop.org](https://www.careeronestop.org)

Words for resumes: <https://www.jobscan.co/blog/resume-action-words/>

Word lists for resumes & cover letters: <https://bit.ly/3pVD34j>

Transitioning to a new career?

Consider your options with research:

www.onetonline.org

www.mynextmove.org

www.careeronestop.org

Train for a new role:

www.MiReconnect.org

Michigan Works programs

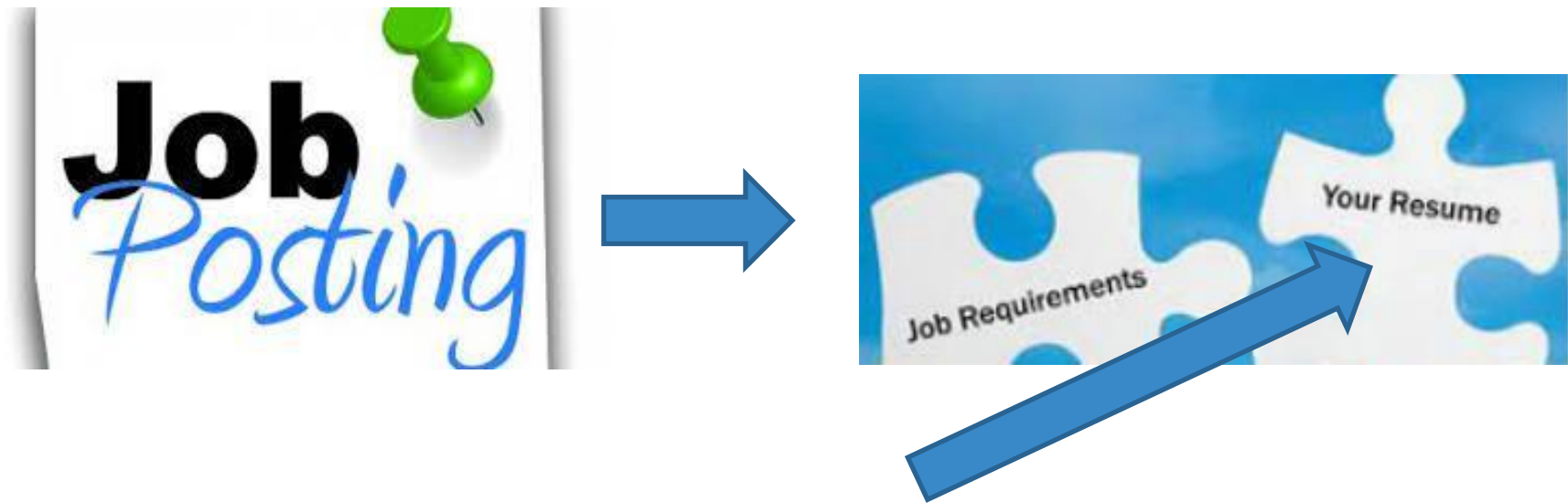
www.gcfglobal.org

www.coursera.org & www.mooc.org

Any final questions or comments?



What is the BIG takeaway?



**Changing Up Your Resumé to
Fit a Job Posting**

Visit us on the web!

You'll find it on our website

www.OaklandCountyMiWorks.com

- + **Training opportunities**
- + **Young Professionals program**
- + **Employers Hiring**
- + **Daily Career Workshops**
- + **Business Resources**

#MoveForward
#Back2WorkMI



Oakland County
MICHIGAN
WORKS!

Our 6 Oakland County service centers

Contact Your Local Office

Novi

[Learn More](#)

Phone: 248-926-1820

Hours: 8am - 5pm

Oak Park

[Learn More](#)

Phone: 248-691-8437

Hours: 8am - 5pm

Pontiac

[Learn More](#)

Phone: 248-276-1777

Hours: 8am - 5pm

Southfield

[Learn More](#)

Phone: 248-796-4580

Hours: 8am - 5pm

Troy

[Learn More](#)

Phone: 248-823-5101

Hours: 8am - 5pm

Waterford

[Learn More](#)

Phone: 248-617-3600

Hours: 8am - 5pm

Connect with service locations on the web at **OaklandCountyMiWorks.com**

Connect with us via Social Media on Facebook & Twitter & Instagram



[Facebook.com/OaklandCountyMIWorks](https://www.facebook.com/OaklandCountyMIWorks)

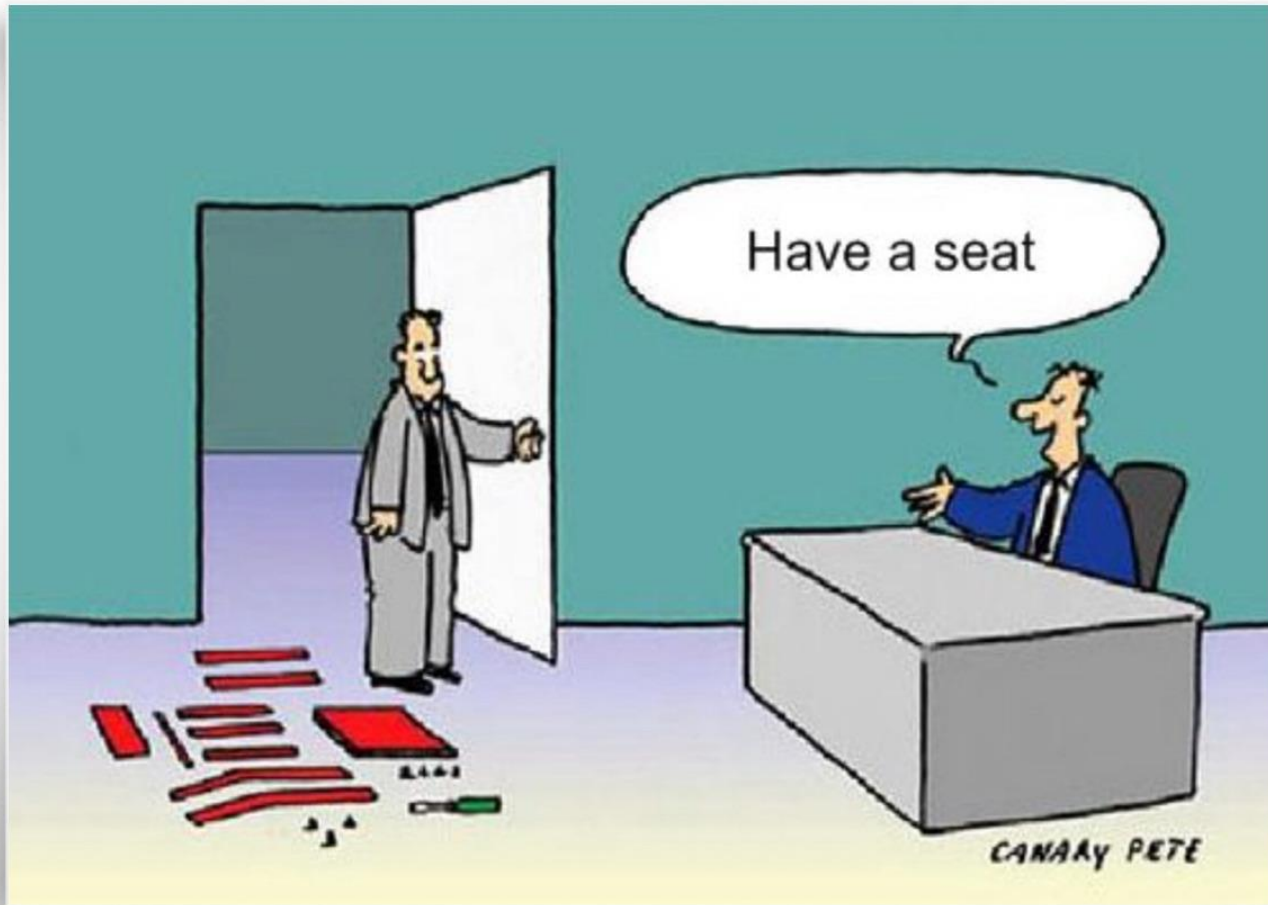


[@OaklandMIWorks](https://twitter.com/OaklandMIWorks)



[Instagram.com/OaklandMiworks/](https://www.instagram.com/OaklandMiworks/)

IKEA Job Interview





Review the TOP TIPS handout.
PLUS resources & the recording are saved on the web at
www.OaklandCountyMiWorks.com

SELECT “Job Seekers” then “Virtual Career Workshops.”

thank you

Joining us today!

SURVEY