

Building A Great Résumé

Career and Workforce Development Workshop
Laying the Foundation for the Future of Aerospace
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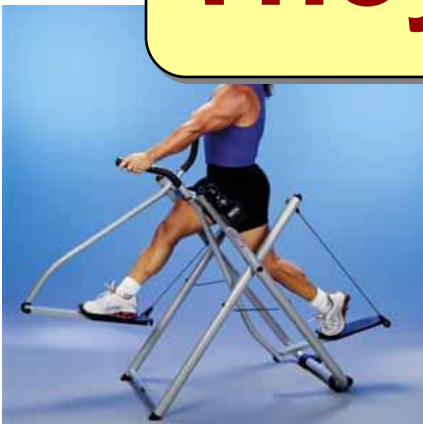
Contents

- Résumé Overview and General Concepts
- Steps to Creating a Résumé
 - Gathering appropriate data
 - Determining what to include and what to leave out.
 - Discussion of Résumé types and formats.
- Things to Remember

What do these people have in Common?



They are all Salesman!



Selling Yourself with a Résumé

- Your résumé should be no different from any other sales campaign.
- To make a sale you must:
 - Know your Customer
 - Know your Product
 - Know The Five Stages of Selling:
 1. Attention
 2. Interest
 3. Desire
 4. Conviction
 5. Action

Understand Your Intent

- What is the purpose of a résumé?
- Avoid the misconception that the goal is to get a job.
- ***The goal is to get an interview!***
- One right phrase will get you an interview.
- Make it stand out.
- Too many, unnecessary details will hide the phrase and get your resume thrown out.

Résumé Overview

- **A résumé has two aspects:**
 1. Content: skills and experience
 2. Form: paper or electronic
- **You can build a great résumé in three simple steps:**
 1. Develop content. List what you know about yourself.
 2. Decide what to include. Analyze the raw content and pick only the most relevant information.
 3. Pick a format. Highlight your strengths in a pleasing format.

Step 1: Develop Content By Gathering Raw Data

- List basic information such as the following:
 - Contact information:
 - name, address, phone, and e-mail.
 - Your career goal and objective
 - (in “job—skill—benefit” format)
 - Summary of Qualifications or Profile
 - the answer to “Tell me about yourself.”
 - Achievements at jobs and in community, education, training, and certificates.
 - References available upon request. (debatable)

Step 1: Develop Content By Gathering Raw Data

- Write a Strong Objective
 - Keep succinct and specific
 - No more than two points long
 - Apply “Job – Skill – Benefit” format:
 - Strong Example:
 - *“A position as technical editor that uses my communication skills, research experience, library skills, and computer knowledge to add value to technical publications and communications.”*
 - Weak Example:
 - *“To Obtain a challenging position in Technical Communication for an Information Technology Leader”*

Step 1: Develop Content By Gathering Raw Data

- List information about your jobs.
 - Dates of employment
 - Company name
 - Job title
 - Job description
- **Decide the Order**
 - Develop separate a series of lists to emphasize:
 - Employers and skills
 - Job Titles
 - Continuity of employment and time in each job
 - etc.

Step 1: Develop Content By Gathering Raw Data

- List Optional Job-Related Information
 - Areas of interest (personal research)
 - Foreign languages spoken
 - List of books and articles published
 - List of presentations given at conferences
 - Military service
 - Professional association memberships
 - Recognitions and work-related honors
 - Relevant coursework
 - Security clearance level
 - Technical Expertise: Knowledge and skills with software, hardware, and equipment
 - Teaching experience
 - Volunteer experience

Step 2: Decide What To Include

- Only include the most relevant information.
- Omit anything that can be used to weed you out, such as the following:
 - Hobbies
 - Weight, age, appearance (photos), or IQ
 - Marital status, children's info
 - Religious or political affiliations
 - Irrelevant information
 - Salary history — on the resume
- You can safely omit these:
 - Incomplete degrees
 - Past jobs of little relevance
 - High school achievements
 - Involvement with “ancient” technology
 - Jobs at start-up companies that failed before coming to market / short-term positions
 - Unsolicited work samples
 - Reference letters

Omission Tip (Saul Carliner):

If you have to remove jobs or degrees, title sections as “*Employment Highlights*” and “*Educational Highlights*”.

Step 3: Pick A Format

- Three Basic Formats:
 - Chronological
 - Functional
 - Electronic/Plain Text
- Style should depend on the customer.
- Hybrid style may be applicable in certain situations.

Step 3: Pick A Format - Chronological Résumé

- Classic style and most common
- List jobs in reverse chronological order
 - Most recent position first.
- Achievements are listed under each job title.
- Entire Career history is visible at a glance to demonstrate growth.

Step 3: Pick A Format - Chronological Résumé

- Suggested Sections:
 - Objective (Job – Skill – Benefit)
 - Summary of Qualifications
 - Employment History
 - With accomplishments for each job
 - Education
 - Technical Expertise (software)
 - References available on request (debatable)

Step 3: Pick A Format - Chronological Résumé

R. H. R.
 Address Home: 703-555-1212
 City, State, Zip Code Office: 703-555-1234

OBJECTIVE: Marketing management in an electrical, electromechanical, or electric firm, serving defense and industrial markets.

EDUCATION: BSEE, North Carolina State University
 General Electric Courses: Business Management, Computer Logic, Finance, etc.

EXPERIENCE:

1996 – 1999 NATIONAL RADIO COMPANY, INC.
 Manager, District Operations — Washington, D.C.

Marketed communication systems and components, navigation equipment, data acquisition systems and audio/visual equipment to DOD and nondefense government agencies, industrial, and educational customers.

- Obtained the largest single order for commercial-type microwave systems placed up to that time.
- Increased sales from \$1 MM to \$10MM.

1994 – 1996 GENERAL ELECTRIC COMPANY
 Sales Engineer, Defense division – Washington, D.C.

Market flight reference systems, fuel management systems displays and sensors to defense and nondefense government agencies, air frame manufacturers, and commercial airlines. Negotiated contracts and prepared forecasts.

- Increased several innovations in fuel management systems that are still in current use.
- Represented company on nationwide airline coordinating committee that established standards on flight reference systems. As a result, company's sales tripled.

1988 – 1994 HONEYWELL, INC.
 Manager, Peripheral Products, Computer Dept.

- Developed product plans for common peripheral components. Prepared short- and long-range business forecasts. Computer dept. liaison with all other Honeywell divisions.
- Forecast several new markets, which gave company an edge for several years.
- Suggested elimination of several peripheral devices that were becoming unprofitable.
- Transformed computer services from half-million-dollar loss into a profitable operation in one year.

- A Fair to Good Example
- Some Achievements but hidden with all the detail.
- Too long in length and too short on interest
- Hard to pick up on any one point.
- Tells the reader what YOU want to say, not what HE/SHE wants to hear.
- No Sales Story
- Restrictive Objective
- A lot of unnecessary information.

Step 3: Pick A Format - Functional Résumé

- Emphasizes what you did, not where you did it.
- Contains a list of skills.
- Dates may be eliminated, although suspicious.
- Lists of skills and achievements are split from individual jobs.
- Job titles are listed together
 - Only details required are job title, company, and dates

Step 3: Pick A Format - Functional Résumé

- Suggested Sections:
 - Objective (Job – Skill – Benefit)
 - Technical Expertise (software)
 - Functional Summary
 - With accomplishments by area
 - Employment History
 - Education
 - References available on request (debatable)

Step 3: Pick A Format - Functional Résumé

R. H. R.
Address
City, State, Zip Code

Home: 703-555-1212
Office: 703-555-1234

OBJECTIVE: Marketing management in an electrical, electromechanical, or electric firm, serving defense and industrial markets.

EDUCATION: BSEE, North Carolina State University
Company Courses: Business Management, Computer Logic, Finance, etc.

EXPERIENCE:

MARKETING: As manager of district operation, marketed communication systems and components, navigation equipments, data acquisition systems and audio/visual equipment to DOD and nondefense government agencies, industrial, and educational customers.

- Obtained the largest single order for commercial-type microwave systems placed up to that time.
- Increased sales from \$1MM to \$10MM.

SALES

ENGINEERING: Sold flight reference systems, fuel management systems displays and sensors to defense and nondefense government agencies, air frame manufacturers, and commercial airlines. Negotiated contracts and prepared forecasts.

- Increased several innovations in fuel management systems that are still in current use.
- Represented company on nationwide airline coordinating committee that established standards on flight reference systems. As a result, company's sales tripled.

APPLICATIONS

ENGINEERING: As manager of the peripheral products division of the computer department, developed product plans for "common peripheral" components. Prepared short- and long-range business forecasts. Computer department liaison with all other Honeywell divisions.

- Forecasted several new markets that gave company an edge for several years.
- Suggested elimination of several peripheral devices that were becoming unprofitable.
- Transformed computing services from half-million-dollar loss into a profitable operation in one year.

- Achievements stand out better and in an order that is easy to understand.
- Long beginning to get to the "meat".
- First major paragraph:
 - Much too wordy and full of clutter.
 - One long sentence with 29 words! Seventeen words are two syllables.
 - Poor representation of communication skills.
 - Difficult to find meaning.
- **Write as if the reader has only 60 seconds to review your résumé.**

Step 3: Pick A Format – Electronic

- Many companies are using their web pages as the gateway to their personnel department.
- Electronic resumes are read by computers, not by people (at least not initially).
- The content is the same, although the format is slightly different.

Step 3: Pick A Format – Electronic

- Use a simple format
 - Use a non-proportional font (Courier).
 - Replace all unsupported characters, such as bullets and smart quotes, with their ASCII equivalent.
 - Eliminate block indents, tables, or two-column lists.
 - Use short lines to prevent awkward text wrapping.
 - Include a keyword section to help your resume get selected for the right job openings.

Step 3: Pick A Format – Electronic

- Use plain text
 - Save your resume as a text-only file (plain text) with line breaks.
 - Use ALL CAPS for emphasis and section headings.
 - Do not use bold, italic, or underlining.
 - Review your resume in the text editor, such as Notepad.
 - Create a short cover letter in ASCII format using the same steps..

“Top 10 Checklist for an Effective Resume” by David Alan Carter (EffectiveResume.net)

Keep it Short

Easy to Read

Avoid Professional Jargon

Curb Your Design Enthusiasm

Tailor for a Specific Position

Portray Yourself as a Problem Solver

Quantify Accomplishments with Hard Numbers

Do Not Mention Salary

No Personal Information

Check for Spelling and Grammar



Conclusions

- Engineers are trained to think in terms of detail.
- They want to be thorough and not leave anything out.
- Detail clogs up a resume.
- You must be a salesman and not an engineer!
 - Being exact and precise do more harm than good.
- Think in terms of accomplishments and not tasks.



The World's Forum for Aerospace Leadership