

Writing A Successful Targeted Resume



Osborne Village
RESOURCE CENTRE

CONTENTS

What Is In A Resume?	1
What Do Employers Say?.....	1
Getting Started	2
Objective.....	3
Highlights Of Qualifications	3
What Are Your Qualifications?	4
Attributes To Describe You.....	5
Skill Sets To Get You Started.....	6
Relevant Experience	7
5 Steps To A Powerful Action Statement	8
Employment History	9
Mind The Gap	10
Education.....	10
Training	11
Professional Development	11
Volunteer Experience	11
Affiliations / Memberships	12
References	12
Sample Resume: Steven Wolf.....	13
Which Font	15
Last Minute Tips	16

What Is In A Resume?

A resume contains seven sections:

- Objective
- Highlight of Qualifications
- Relevant Experience
- Employment History
- Education
- Volunteer Experience
- Professional Development



Each section contains specific information relevant to the position you are applying for. We have provided a sample resume on page 11, with each section cross-referenced to the corresponding pages in the booklet. For example, if you are unsure as to what information goes into the Employment History, review the Employment History section and also look at the sample resume on pages 13-14.



- **Always tailor your resume to the job you are applying for.**
- **Be concise—think about what exactly the employer needs to know.**

What Do Employers Say?

According to the 2008 OVRC Employers Recruitment Survey:

- The most common mistakes are spelling and grammar errors—don't rely on spell check—proofread and ask someone else to proofread your resume
- Almost 70 % of employers accommodated unsolicited resumes
- Almost 70% of employers give between 1-5 minutes initially screening resumes
- Almost 20% spending less than 1 minute!
- Over 70% of employers hold unsolicited resumes in a retrieval system
- Almost all employers expect a 2 page resume if you have five or more years of experience

Other common mistakes were: no job dates, sloppy, information overload, lack of focus, poor formatting and spotty work history.

Getting Started



Support Worker NOC

Using the National Occupational Classification (NOC) website can help you find the essential skills and qualifications necessary for a job. With this information you will be able to write a targeted resume for a specific occupation. For example, below is the NOC for a Home Support Worker.



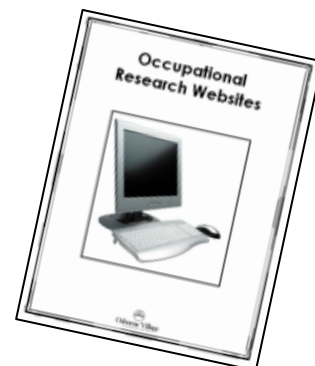
This section answers the following questions:

- What is the job?
- What would I be doing?
- Who would employ me?

Reading the Main duties will help you to focus on the required skills for the job.

Do not copy and paste a job description from a website. Employers can tell. Rephrase the information so that it sounds like you.

For more information about a particular job description, get a copy of the *Occupational Research Websites* booklet at OVRC.



Objective

Having a clear objective is especially helpful when you are applying for an unadvertised position, or when you are sending your resume to a large company. It immediately tells the employer what you are interested in and how you can contribute to the company.

Start your resume with a clear objective. Include the:

- job title
- name of the company or sector
- hours you are looking for –full time or part time(optional)



Listed below are some examples of objectives:

OBJECTIVE: Part-Time Server with the Keg Steakhouse

OBJECTIVE: Teacher with the Winnipeg School Division

OBJECTIVE: Administrative Position in the Travel Industry

Highlights Of Qualifications

This section gives the employer a quick snapshot of your professional history. **Each of the features should be targeted to the specific job illustrating your “fit” for the position.** The features include:

- **Experience**
- **Education** / training / professional development / professional affiliations / licenses
- **Skills** – top 3 skills that reflect the duties OR that are specifically requested in the job advertisement
- **Attributes**—top 3 attributes (see page 5)
- **Unique** qualities / accomplishments / achievements / awards / qualifications



Let's try an exercise. Turn to page 4 to get started.

What Are YOUR Qualifications?

Number of years of experience in your field

Education / Training / Professional Development / Professional Affiliations / Licenses

Top three skills that reflect the duties OR that are specifically requested in the job advertisement

Unique Qualities / Accomplishments / Achievements / Awards

Three attributes that best reflect your fit for the job

- Turn to **Attributes That Describe You** on page 5 to select three attributes that best reflect your fit for the job.

Check out the examples of Highlights of Qualifications below.

HIGHLIGHTS OF QUALIFICATIONS

- Over ten years' experience as an Employment / Career Counsellor in the non-profit sector
- Bachelor of Arts (English Major); Career / Employment Coach Certificate
- Excellent employment facilitation, career counselling and communication skills
- Experienced in using various client databases as well as all Microsoft Office programs
- Compassionate, resourceful and insightful in determining the needs of clients

HIGHLIGHTS OF QUALIFICATIONS

- Three years' experience cooking in a fast paced environment
- Food Handler and Safe Knife Usage certification
- Excellent organizational, time management, and cooking skills
- Voted Olive Garden's - *Manitoba Sous Chef of the Year for 2013*
- Reliable, methodical and creative

Attributes That Describe You

ABILITY TO RELATE TO OTHERS

Accepting
Amiable
Collaborative
Cooperative
Courteous
Devoted
Diplomatic
Fair
Empathic
Good listener
Leader
Outgoing
Patient
People-Oriented
Pleasant
Respectful
Sincere
Supportive
Tactful

ATTITUDE

Ambitious
Assertive
Candid
Cheerful
Confident
Conscientious
Considerate
Consistent
Dependable
Genuine
Goal-Oriented
Life Long Learner
Objective
Open-Minded
Persistent
Positive
Practical
Professional

WORK HABITS

Accurate
Competent
Diligent
Efficient
Focused
Methodical
Meticulous
Orderly
Precise
Proactive
Productive
Prompt
Punctual
Systematic

FLEXIBILITY/ RESOURCEFULNESS

Adaptable
Flexible
Proactive
Resilient
Resourceful
Self-Reliant
Self-Starter
Versatile
Thorough

ENTHUSIASM/DRIVE

Competitive
Courageous
Determined
Driven
Energetic
Enjoy Challenges
Enterprising
Enthusiastic
Motivated
Profit-Oriented
Proven Negotiator
Risk Taker
Spirited

PROBLEM SOLVING

Analytical
Articulate
Calm
Creative
Decisive
Imaginative
Investigative
Logical
Perceptive
Persuasive
Problem Solver
Quick Learner
Rational
Solution-Oriented
Speculative
Trouble Shooter

Skill Sets To Get You Started

Accounting	Maintenance
Accounts Payable / Receivable	Management
Addiction Counselling	Manufacturing
Administration	Marketing / Promotions
Administrative	Mediation
Adobe Creative Suite	Medical Terminology
Advocacy / Resources	Merchandising
Aesthetician	Microbiology
Analytical	Microsoft Excel
Assembly	Microsoft Word
Bookkeeping	Negotiation
Caretaking / Custodian	Network Technician
Carpentry	Nursing
Child Care	Painting
Cleaning	Payroll
Clerical	Plumbing
Computer	Production
Concrete	Program Coordination
Culinary	Programming
Customer Service	Project Management
Data Collection	Public Relations
Design	Quality Control
Documentation	Recreation
Driving	Research
Editing	Roofing
Electrical	Sales
Employment Counselling	Sampling / Analysis
Event Planning	Security
Family / Marriage Counselling	Serving
Financial	Shipping / Receiving
Fundraising	Software Development
Hair Styling	Support Work
Health and Safety	Teaching
Health Care Aide	Transportation
Human Resources	Warehousing
Internet / Social Media	Web / Database
Laboratory	Welding
Logistics	Written Communication
Machine Operation	Youth Support

Relevant Experience

This section includes the **targeted skill sets** for the job. To identify which skill sets you will use, review the job posting/description, and identify the **top 3 skill sets** the employer is looking for.

CUSTOMER SERVICE	WAREHOUSE
Customer Service Skills Communication Skills Organizational Skills	Warehouse Skills Shipping and Receiving Skills Organizational Skills

More Examples Of Skill Sets

- Technical Skills
- Administrative Skills
- Organizational Skills
- Customer Service Skills
- Interpersonal Skills
- Problem Solving Skills
- Crisis Intervention Skills
- Financial Skills
- Support Work Skills
- Accounting Skills
- Childcare Skills
- Counselling Skills
- Leadership Skills
- Security Skills
- Teaching Skills
- Assembly Skills
- General Labour Skills
- Construction Skills
- Home Support Skills
- Marketing Skills
- Communication Skills
- Supervisory Skills
- Clerical Skills
- Computer Skills
- Development Skills
- Project Management Skills
- Electrical Skills
- Carpentry Skills
- Research Skills
- Management Skills
- Mechanical Skills
- Maintenance Skills
- Sales Skills
- Reporting Skills
- Planning Skills
- Driving Skills
- Facilitation Skills
- Warehouse Skills
- Project Development Skills
- Training Skills

Include **3-5 skill statements** for each skill set, detailing your experience. Turn to page 8 to learn how to write action statements.



5 Steps To A Powerful Skill Statement

1 - IDENTIFY THE TASK

- Client tracking and registration database
-

2 - DESCRIBE THE TASK USING A PAST TENSE ACTION VERB

- **Maintained** client tracking and registration database
-

3 - USE ADVERBS TO DESCRIBE HOW YOU PERFORMED THE TASK

- **Accurately** maintained client tracking and registration database
-

4 - QUANTIFY AND QUALIFY THE TASK

- Accurately maintained client tracking and registration database of **800+ customers with strict attention to detail and confidentiality**
-

5 - STATE THE RESULT OR THE PURPOSE OF THE TASK

- Accurately maintained client tracking and registration database of 800+ customers with strict attention to detail and confidentiality **to produce monthly statistics for management**
-

HERE IS YOUR COMPLETED POWERFUL SKILL STATEMENT!!!

- Accurately maintained client tracking/registration database of 800+ customers with strict attention to detail and confidentiality to produce monthly statistics for management
-

Employment History

Follow the example below to create the employment history in your resume.

- If the employment history includes positions from other cities include the city for each position
 - o If a company from another city has a website include that in the employer information as well

Position Title	Employer, Winnipeg	Year - Year
Position Title	Employer, Toronto	Year - Year
Position Title	Employer: City, Country www.xxxxxxxx.com	Year - Year

DO

- ◆ **Highlight in bold** job titles relevant to the position you are applying for
- ◆ If there has been progression within the same company, list each job held separately
- ◆ List temp agencies as the employer, and choose a general job title that covers most of your assignments
- ◆ Add a website for companies outside of Canada to give employers a better understanding of your job
- ◆ **Ensure your columns are lined up perfectly and remove lines in the table when finished**

DON'T

- ◆ List the city if you have only worked in one city, and you are applying in the same city
 - o if the job was in another city, then add the location (include the province or country)
- ◆ Include jobs that you had only for a few months - unless it is the only example of work experience that is relevant to your target job
- ◆ ***If you are still wondering whether or not to include a position that was 3 months or less talk to a staff person at OVRC***
- ◆ Add the months you worked, it is irrelevant

Mind The Gap

Be prepared to speak about a gap in your employment history. Also address the gap in your cover letter and talk about the skills you have acquired during that time. Here are some examples you can use to explain the gap.



- Family Caregiver
- Medical Leave
- Homemaker
- Student
- Personal Travel
- Respite Relief

Education

Include programs (including apprenticeships) that you are attending, or have attended, at an accredited high school, college or university. Be sure to specify whether you have a:

- Degree
- Diploma
- Red Seal
- Grade 12 Diploma



See the example below.

Program – Certificate/Diploma/Degree - Name of Educational Institution: Year completed

If you are currently in a program that is relevant to the job you are applying for, you can include this information on your resume. See the example below.

Program - Name of Educational Institution: Year Started – Present
Completed 45 credit hours - expected completion date: Year

If you have taken some classes in a program that are relevant to the position you are applying for include these on your resume. See the example below.

Program - Name of Educational Institution: Year completed
Courses Completed: list 3 that are most relevant to the job

NOTE: if you have attended a program in another city, province, or country be sure to provide the employer with the:

- City, Province
- OR
- City, Country

Training

Include any job specific or job related training:

- First Aid
- Non-Violent Crisis Intervention
- Forklift Training
- On-the-job training Diploma

Name of Training – Organization providing training: Year

Professional Development

Include:

- Workshops
- Seminars
- Conferences

Here are examples of other headings you could use:

- Academic Credentials
- Industry Training
- Certificates
- Professional Training
- Continuing Education
- Prior Learning Assessment



Name of Workshop/Seminar/Conference – Organization: Year

Volunteer Experience

Include any volunteer experience that is relevant to the position with the following information:

Position - Name of the Organization: Year-Year

- *Include a brief description of the main tasks of the position and the # of hours per week/month*

Other headings you can use:

- ✓ Charitable Commitments
- ✓ Civic Involvement
- ✓ Community Activities

Affiliations / Memberships

Indicating an affiliation, or membership in an organization, can increase your marketability—if they are relevant to the position you are applying for. This information would demonstrate to an employer that you are keeping current in the industry, and have contacts that might be helpful. Include the following information:

Member - Name of the Organization: Year - Year of membership



References

Susan Britton Whitcomb says in her book, *Resume Magic*:

Most career experts say that the line on your resume that reads ***References Available Upon Request*** is **highly optional because it's understood**. But the line **can** serve one good purpose when it's the very last line of your resume -- to **signal** just that finality to the reader. It's a handy way of saying "**The End**" **at the conclusion of your resume**. Now, if you're **trying to conserve space** on your resume, the ***References Available Upon Request*** line is **one of the first things you can let go**.

List References on a separate sheet and submit at an interview. However, if the job ad specifically states that you send references, follow the instructions.

When choosing references, select people who not only remember you, but will also give you a good and relevant reference. For more advice and information on compiling your references, pick up a copy of the OVRC booklet *Making Smart Reference Choices*.



Or sign up for the *Making Smart Reference Choices Workshop*. Pick up a brochure of OVRC's free pre-employment workshops to learn more, and call **204.989.6503** to register.

STEVEN WOLF

17 Market Square
Winnipeg, MB R3L 4D8

204-779-1111
stevenwolf@mts.net

Page 3 ← **OBJECTIVE: Bank Service Representative with RBC**

HIGHLIGHTS OF QUALIFICATIONS

→ **Page 3**

- Eight years' experience as a Customer Service Representative in the retail and medical sectors
- *Best Service Excellence Certificate* - Manitoba Tourism Education Council: 2014
- Strong sales, administration and communication skills
- Awarded *Employee of the Month* in March, July and December 2009 for consistent, friendly and helpful attitude
- Proficient in Microsoft Office, internet and Email with an accurate typing speed of 45 words per minute

Page 4

Professional

Problem Solver

Enthusiastic

Page 7

RELEVANT EXPERIENCE

→ **Page 7**

Sales Skills

- Identified and met customer needs by suggesting services most beneficial to customers
- Resolved problems at first point of contact in a friendly and helpful manner and referred more complex concerns to senior staff
- Made outbound calls to promote insurance products and assisted with inbound customer calls as required
- Gained and maintained product knowledge to ensure customers were well informed of options and opportunities
- Responded to 60+ calls daily while consistently achieving sales targets

Page 8

Administration Skills

- Assisted coworkers with administrative and technical issues as needed
- Calmly and methodically problem solved technical difficulties with customers
- Prioritized daily tasks in order of importance and deadlines
- Efficiently entered alphabetical/numerical customer data into computer databases

STEVEN WOLF

Page 2

Communication Skills

- Recognized by employers for treating customers as valuable, unique individuals
- Built and sustained lasting business relationships and respect with customers, co-workers, and management
- Attentively listened to customers to ensure their unique needs were met
- Respectfully and tactfully obtained personal medical information from blood donors
- Maintained confidentiality of all personal information in blood donor clinics

Page 9

EMPLOYMENT HISTORY

Restaurant Crew	McDonalds	2003-Present
Market Research Interviewer	IPSOS Direct	2001-2003
Server/Host	Smittys Restaurant	2000-2001
Customer Server Representative	MTS	1993-1999

NOTE: Go to page 10 for ideas on how to deal with employment gaps

EDUCATION

Page 10

Grade 12 Diploma - Miles Macdonald Collegiate

Page 11

VOLUNTEER EXPERIENCE

Registration Clerk - Red River Dragon Boat Races: 2012 - 2014

Hospitality Volunteer - Canadian Blood Bank: 2009

Administrative Support/Volunteer Team - Fort Whyte Alive: 2001 - 2007

References Available Upon Request

Page 12

*NOTE: if you need this line for more important information take this line out
Read page 12 for more information*

Which Font?

When choosing a font for your resume Julia Gaynor at Monster.com and Nicole Fallon the Managing Editor at Business News Daily note that some fonts are easy to read on a computer screen and others are known in certain fields of business. For example, while Time New Roman is best for legal, operations and corporate jobs, Book Antiqua is recommended for professions in the arts or humanities. Before choosing the font for your specific resume, take a look at the list of options below.

Arial: great choice for creative people or those in a marketing field; clean and it's easy to read

Arial Narrow: If you're tight on space, this sans serif is modern and still legible even in its narrow form

Book Antiqua: as its name suggests, this font would work well for professions in the arts or humanities

Calibri: default font of many email programs; safe, universally readable font; familiar to most readers and renders well on computer screens

Cambria: default-type font that recruiters are familiar with; works well for a resume because many recruiters are familiar with it

Garamond: good choice for creative or marketing fields; looks polished in print ... or on screen

Georgia: traditional-looking alternative to the oft-overused Times New Roman; designed to be read on screens and is available on any computer

Times New Roman: for legal, operations and corporate jobs, this formal font is still readable electronically; universally recognized typeface remains a popular résumé choice; clean, easy-to-read text on any computer

Trebuchet MS: designed to appear well on a screen; it's also a bit more textured and modern-looking than many traditional resume fonts; good choice for creative or marketing fields

Verdana: clean and modern font that's even easier to read because of the slightly wider spacing



Last Minute Resume Tips

- Have a one inch margin all around
- Use a 12 point font (or 11 if necessary to stay within two pages)
- To ensure the formatting in your resume does not change, send it as a **doc.** unless otherwise directed
- Include email addresses and cell numbers only if you check them regularly for messages
- The resume should not look cramped with information, nor should it have too much white space
- Make your bullet statements one to two lines in length
- Avoid single (“orphan”) words on one line
- Do not use abbreviations like “e.g.” and “i.e.”
- **Never** use “etc.”—give three examples instead
- Do not use the word “I”
- Use the past tense throughout the resume
- Do not include the months, include only the years
 - Do not use acronyms—spell out the names of schools, cities, business terms and
- **Proofread, proofread, and proofread before sending the resume**



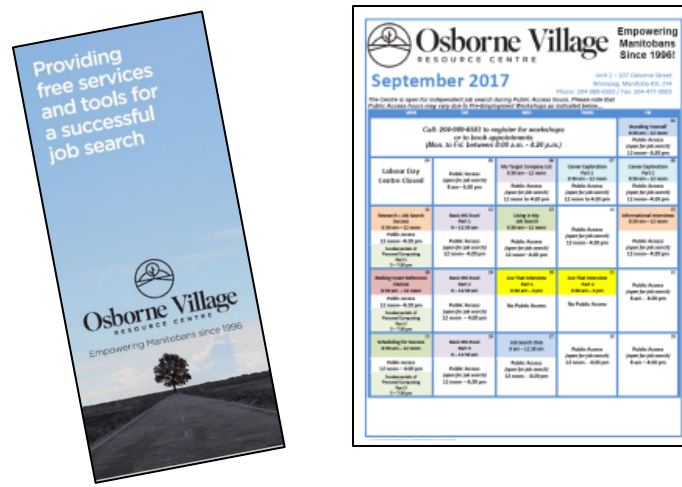
Print a Copy of the Resume

You are more likely to spot mistakes on a sheet of paper than you are on a computer screen!

If you have sent out 5-7 resumes and are not getting calls for interviews you need to revamp your resume. Ask a friend, or someone you know working in the industry how you can better demonstrate your skills, qualifications and abilities. Or call OVRC at **204.989.6503** and book an appointment for resume assistance.



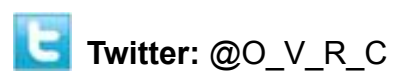
Pick up a copy of OVRC's brochures and monthly calendar to check out the many other workshops that are offered, as well as the daily public access hours.



OVRC also provides a number of free pre-employment booklets to help you with your job search. They are located at the back of the Centre, by the water cooler. Take a look at the available titles and ask Judy for your free copy of any title you would like to take home.



Check out our new social media and give us a “like” or tweet about our services.



www.ovrc.ca • 204.989-6503