

Writing Resumes That Get Read

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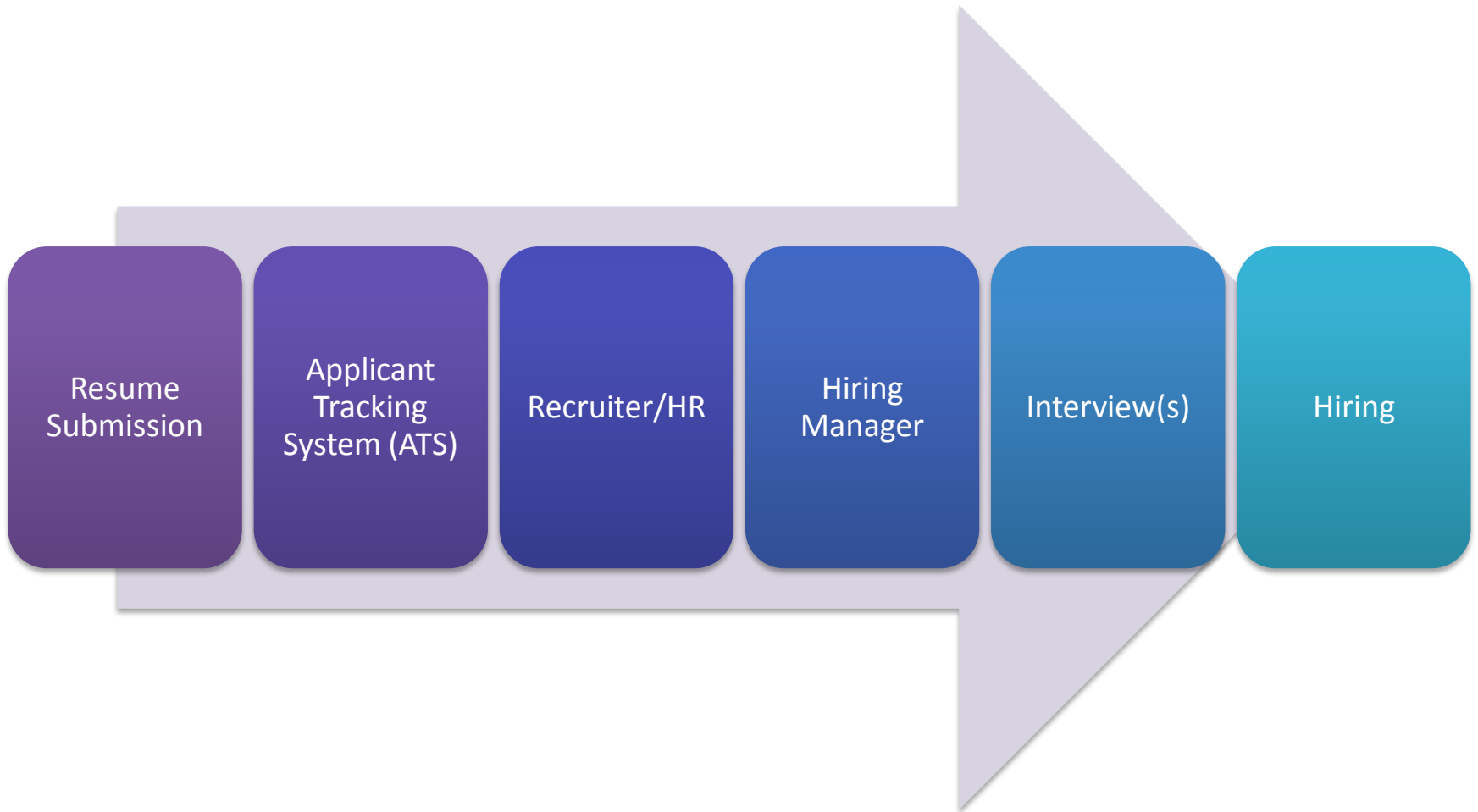
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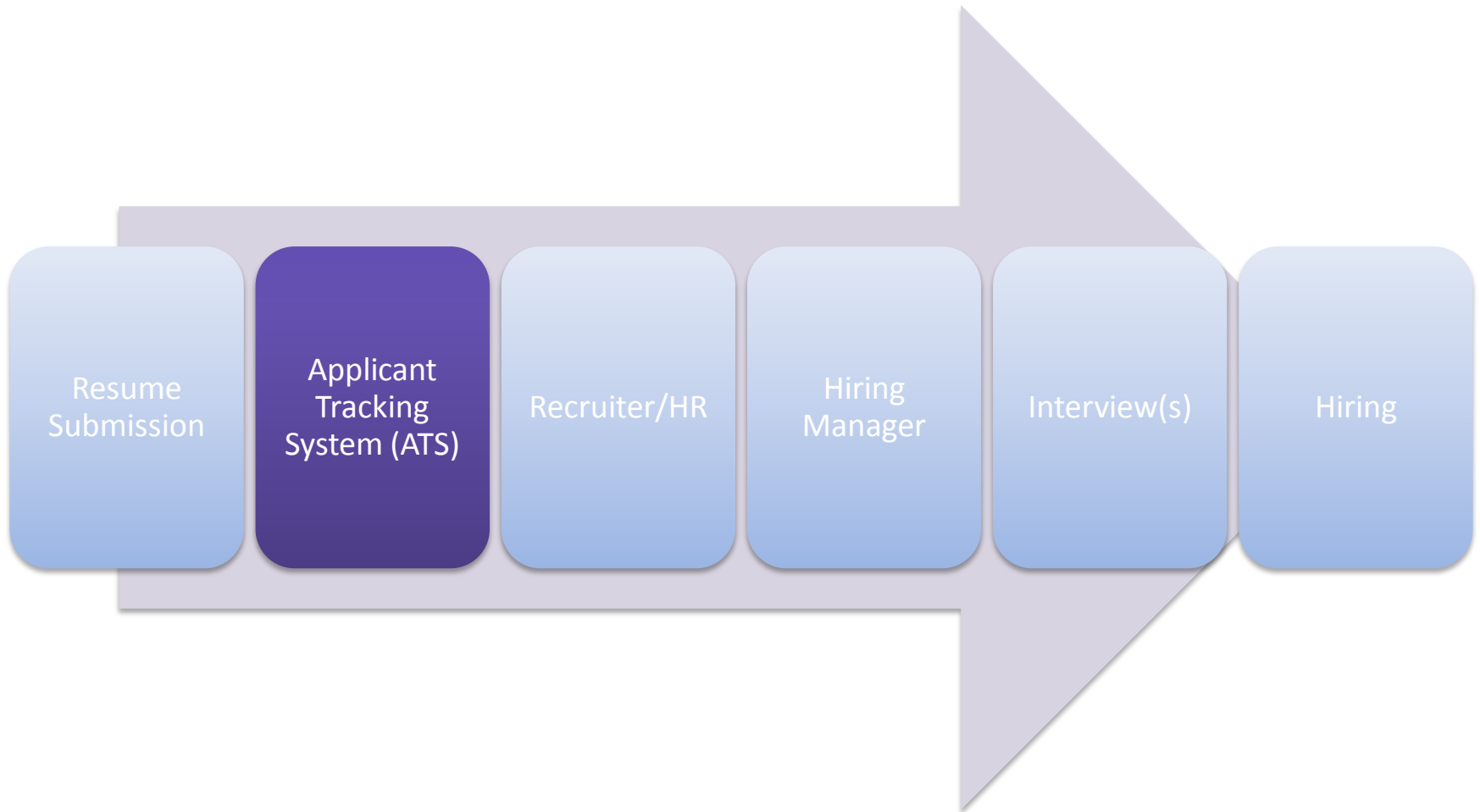


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The Hiring Process



Step 1: Applicant Tracking



How to Find Relevant Keywords

- Collect job descriptions for your target positions
- Think like Google
- Ask, “If I were looking for someone for this job, what would I search for?”
- Think of other ways to phrase it
- Include skills, activities, technologies, industries

Keyword Exercise: Admin Asst.

This skilled and responsible professional carries out all functions in a manner that promotes and reflects the mission and vision of the General Board of Pension and Health Benefits as a model financial and benefits administration agency. Under moderate direction and supervision by the Manager, Administration, the Administrative Assistant manages the offices of the General Secretary and CEO and COO by: providing administrative support; managing all aspects of their calendars; drafting and preparing correspondence and meeting minutes; and completing and/or following up on special projects. This position may require travel to board meetings and other occasional meetings, and will require interfacing with board members and church leaders, and doing whatever else is needed to ensure the office is running smoothly.

- Organizes and channels information for and from General Secretary and COO; screens telephone calls, processes mail, and maintains internal and external calendar; coordinates all office functions.
- Utilizes computer to draft/prepare correspondence, minutes, board packet materials, reports, charts, draft presentations, etc. (including word processing, PowerPoint, spread sheets, slide programs, electronic mail, database programs, Internet).
- Cordially and professionally greets and hosts guests; Records/edits minutes for designated meetings; prepares for distribution.

- Maintains close contact with managers and directors in preparation and scheduling of work for General Secretary and COO.
- Prepares and issues agendas for various agency manager and Senior Management Team meetings.
- Arranges meetings and travel for senior staff.
- Participates in and follows up on special projects as needed.
- Creates and maintains various databases of Board members, Board members mailing labels for Board books and other information.
- Performs all other duties as requested by department manager and Senior Leadership Team as required.
- Requirements

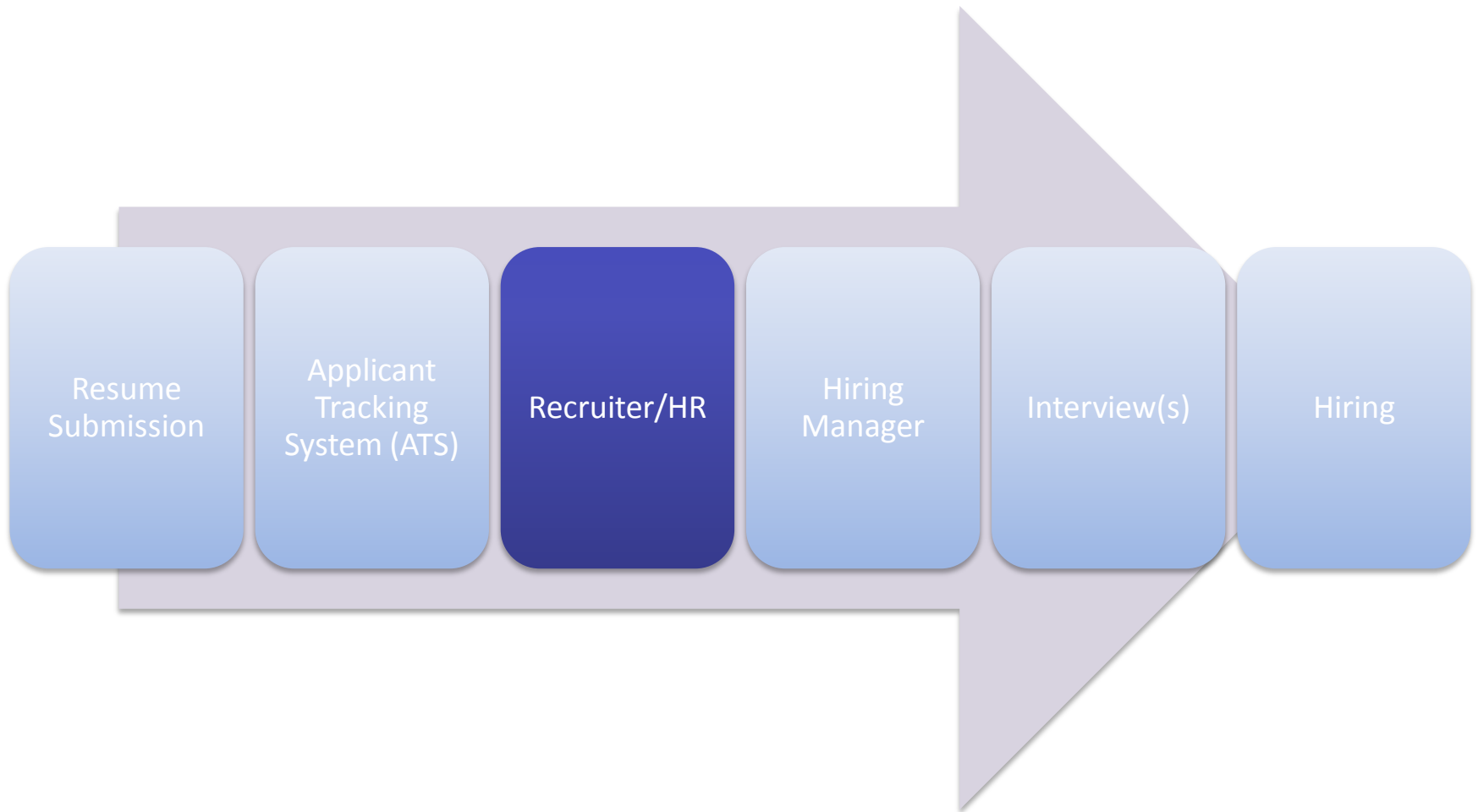
MINIMUM REQUIREMENTS/QUALIFICATIONS

- High school diploma; BS/BA degree preferred.
- 5+ years experience as an Administrative Assistant to senior management in a corporate or business setting.
- Demonstrated high degree of independence and discretion.
- Is a highly professional, models core values and strives for excellence in all relations.
- Excellent knowledge of Microsoft Office Products including Word, PowerPoint, Excel and Outlook.

Make it Scannable

- Black ink on white paper
- One simple, easy-to-read font – 10-12 pt. size
- Avoid tables or columns
- Use plain font face (no italics or underlining)
- Know what it looks like when you convert it to text

Step 2: The Recruiter



Targeting Your Cover Letter

- 1st paragraph should talk about the company
 - What you know about them
 - How they can benefit
- Use “you” more than “I”
- Do your research
- Customize EVERY TIME

Example 1st Paragraph

“I was so pleased to hear about the production supervisor position with your company through Alan Marks. Alan and I have been friends for many years and his enthusiasm about Manny’s Manholes has always intrigued me. Your dominance in the marketplace and top-notch customer care operation are the hallmarks of an organization on the path to success.”

BLUF – Bottom Line Up Front

CATHERINE TULLNER
5321 Anywhere Street, Apt. 942
San Francisco, CA 94321
(415) 864-6692
anycmail@hotmail.com

Sell yourself in this space!!



EDUCATION

Golden Gate University School of Law

Doctor of Jurisprudence Candidate, May 2007

- Honors Lawyering Program, Participant
- Foundation of the State Bar of California, Merit Scholarship Recipient for 2005 and 2006
- Public Interest Law Foundation (PILF): Board Member, Fundraising Auction Co-Chair
- National Lawyers Guild: Member

San Francisco, CA

University of Virginia

Bachelor of Arts, Biology, January 1997

Charlottesville, VA

LEGAL EXPERIENCE

San Francisco Superior Court

Judicial Extern

Worked as a law clerk to San Francisco Unified Family Court Judge Anne-Christine Massulo; prepared

case summaries, researched legal issues, and prepared orders in court.

San Francisco, CA

August-December 2006

Family and Children's Law Center

Law Clerk/Client Advocate

Did intake and counseling sessions with clients for dissolution proceedings, child custody matters, property division, and domestic violence matters; represented clients in court for restraining order hearings; wrote and filed motions; drafted Marital Settlement Agreements and Trial Briefs.

San Rafael, CA

May-August 2006

Bay Area Legal Aid

Law Clerk, Family Law and Domestic Violence Division

San Francisco, CA

September 2005-May 2006

Summary Statement

A summary statement is a 3-5 sentence sales pitch for why you're perfect for the job.

Summary Statement

Sentence 1:

A summary of your career profile.

Give an idea of scope and scale.

Sample:

Sales and marketing professional with fifteen years experience managing a team of up to five and personally generating \$350,000 in sales annually.

Summary Statement

Sentence 2:

A key accomplishment in global terms.

Sample:

Recognized as the top customer service representative for 2008 in the Midwest region.

Summary Statement

Sentence 3:

Something that makes you unique that is also relevant and concrete.

Sample:

Passionate about developing my team into future corporate leaders through ongoing innovative training programs.

Summary Statement

Phrases to avoid:

Results-oriented, Detail-oriented

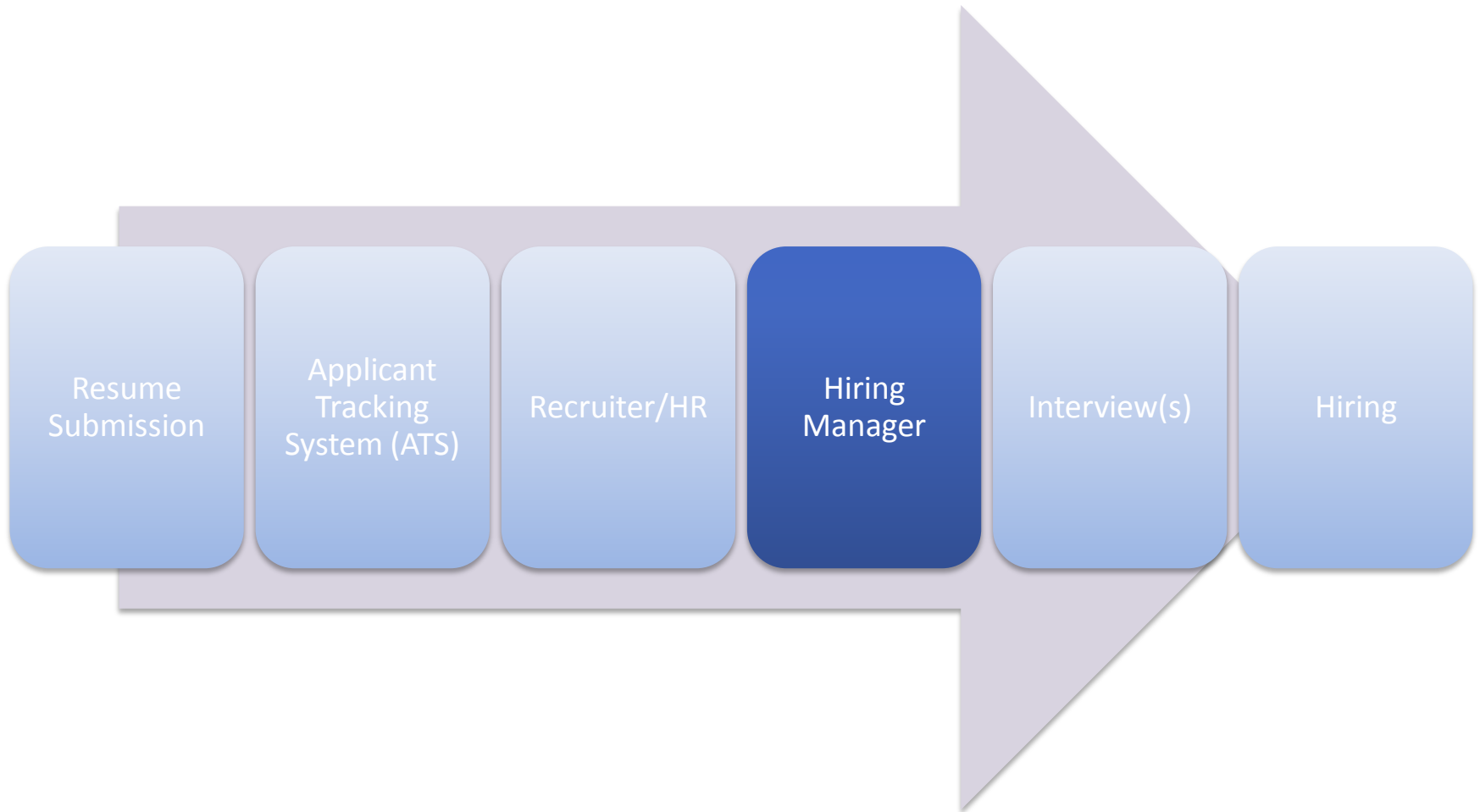
Strong communications skills

Team player

Organized

“Acted as,” “functioned as,” “responsible for”

Step 3: Hiring Manager



Speak to the Pain

**What keeps
them up at
night?**



Show results



Include resume accomplishments

C = Challenge

A = Action

R = Result

Sample:

Recruited, hired and trained fifteen new associates in six month period to meet holiday staffing needs, while maintaining superior store customer service rating.

Speak their language

Use appropriate
industry
terminology,
including names of
software
programs,
processes,
credentials,
certifications, etc.



Be a human being



**People hire people
that they want to
work with**



I can show you...

- The power of a high-impact resume
- The right words to hook a networking contact, recruiter or hiring manager
- Effective use of online tools to move your job search forward
- How to fill your opportunity funnel

Learn more and get the free
e-course for job seekers
*90 days to an effective personal
marketing plan*
at kristidaeda.com

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