

# *Career Lecture Series*

## **Crafting Effective Resumes**

**Nicolle Skalski, M.M.**

**Walden University Career Services Center**

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*A higher degree. A higher purpose.*

# Welcome!



***Steve Hardiman***  
Moderator



***Lisa Cook***  
Director of  
Career Services

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# The Career Center Is Here to Help You

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**Career Services Center**

Assessments

Research

Resumes

Networking

Interviewing

Offers and Salary

## Welcome to the Walden University Career Center

We offer resources and advice to help you navigate your career path. Taking a proactive approach to developing and managing your career is an important part of lifelong learning. Whether you are looking to change jobs or enhance your current professional role, we encourage you to set goals, build a strong professional network, and assume active stewardship of your career progress from the very start of your academic program.

### The Career Services Center offers

- resources for self-assessment;
- sources for researching job opportunities and career information;
- resume and curriculum vitae tips;
- guidance on networking;
- strategies to help you prepare for interviews;
- information on salaries and job offers.

**Career Services WIRE**  
Schedule a counseling appointment



**Career Services WIRE Guide**  
Step-by-step instructions



**Career Services Blog**



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**Frequently Asked Questions**



# Presenter: Nicolle Skalski, M.M.

- Bilingual Career Services Advisor, Walden University
- Master in Management
- Over 10 years experience in higher education and career development in the US and abroad
- Member, Minnesota Career Development Association  
American Marketing Association
- Interests: Professional Branding,  
Networking, and Cultural Competency



# A New Employment Market

- Constant Change and Instability
- Rapid Emergence of Technology
- Requires Strategic Approach
- Need to Package and Promote Yourself



# Learning Objectives

By the end of this workshop, you will be able to:

- ✓ Develop a high impact resume, tailored toward a specific job target
- ✓ Differentiate yourself through a branded Career Summary and accomplishment statements to highlight your most relevant strengths and qualifications
- ✓ Identify the various format and delivery options

# Resume = High Impact Marketing Tool

- You are the “product”
- First Impressions Count – it’s a *visual* representation of you!
- Authentically Presents Who You Are
- Differentiates You From Other Candidates
- Focus Shows How You Add VALUE through unique benefits



# Writing Your **Unique** Resume

Step 1: What is Your Job Target?

Step 2: Identify the Qualifications/Key Words

Step 3: Career Summary

Step 4: Professional Experience

Step 5: Education and Credentials

# What is Your Destination?

- Define your Career Goals and Interests
- Identify Your Job Target
- Gather job postings to identify commonalities



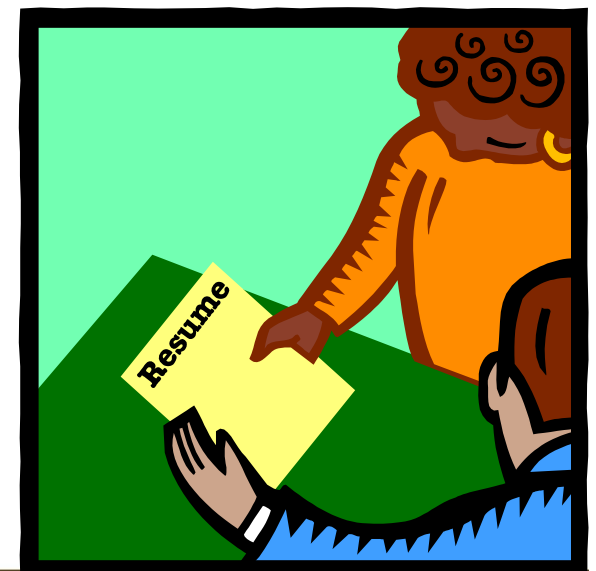
# Highlight the Qualifications and Key Words

## Director of Development/Fundraising (non-profit)

- In this sales-driven, acquisition-focused position, you will be responsible for securing individual, corporate, and grant gifts through a variety of funding sources by utilizing **sales-driven fundraising strategies** including, but not limited to: an annual giving campaign, membership recruitment for the Make-A-Wish Donor Society and **management of donor retention, prospecting and stewardship**.
- **Responsibilities:**
- Identify, solicit and secure funds from a variety of funding sources.
- Develop and implement formal fundraising strategies for the annual giving campaign, the Make-A-Wish Donor Society corporate giving, and grants.
- Develop and implement a comprehensive stewardship plan for new and existing donors.
- **Work closely with CEO, staff, Governing Board, Regional Board of Trustees and volunteers** to strengthen and expand donor base.
- Prospect and research new funders.
- Maintain accurate donor information in organizational software applications.
- Ensure compliance with fundraising industry standards as well as performance standards established by Make-A-Wish Foundation® of America and the Association of Fundraising Professionals.
- Provide **timely and accurate reports** related to individual giving outcomes.
- **Requirements**
- The ideal candidate will be a **highly-motivated, results-driven over-achiever** who possesses the following abilities, attributes, experience and skills:
- **Bachelor's degree with 5+ years experience in nonprofit fundraising**
- Demonstrated track **record in securing individual and corporate gifts**
- Strong interpersonal and **communication skills**
- Thrives in a fast-paced environment; able to **multi-task** plus handle and **prioritize** tasks independently
- Strong **project management** and **time management** skills

# How do I match up?

- Make an inventory of your skills, experience and education
- Describe your qualifications in terms of *benefits* for the employer



# Your Recipe for Success

- Make a list of your strongest 3 – 5 skills that make you a strong candidate for your target job.

## Target Job: **Director of Development/Fundraising**

### Key Skill Areas Required:

- Communication, Networking and Relationship Development
  - Sales and Fundraising
  - Organizational and Time Management
  - Administrative and Computer
- Think of how these skill areas can be translated into benefits for the employer

# Promoting Your Career Brand



# What's Hot and What's Not

## Tired Objective:

Seeking a challenging position where I can leverage my experience and education in business administration and marketing.

VS.

## Branded Statement with Headline:

### **Accomplished Communications Director and Recruiter**

Delivering strong proficiencies in strategic marketing, communications and recruitment to promote your campus learning environment and facilitate ongoing student success.

# Incorporate a **Branding Statement**

- Substitute Vague Objective with a Unique **Branding Statement**
- Your “Sales Pitch”
- Formula:

Personality/Passion + Skills + Demand

# Build Your Brand in a Career Summary

## Create a Career Summary and Incorporate Your **Branding Statement**

- A roadmap to show you meet job qualifications;
- If you write it first, it will guide you in writing your Experience section.



# Career Summary – Your Master Plan

- Tell the “Big Story”
- Position Your Brand “Front and Center”
- Define Your Brand
- Make a Positive First Impression
- Capture Interest and Establish an Immediate Connection

# Showcase Your Brand

## Your 20-second “Commercial”

- 3 – 5 Phrases Summing up Who You are and What You Can Do for the Organization.
- May Include Your Skills, Experience, Areas of Expertise, Education, and Other Achievements.
- Should Highlight your **Strongest Attributes** Focusing on the Specific Needs of the Position.

# Additional Questions to Consider...

- What Qualities Make me Distinctive?
- What Have I Accomplished?
- How am I a Problem Solver?
- What Value-added Benefits Do I Offer?
- What is My Most Noteworthy Personality Trait?
- Who is My Audience?

# Possible Ingredients To Include

- Title/functional area
- Core competencies
- Industry
- Number years' experience
- Expertise, strengths, specialization
- Accomplishments
- Degree, certification, licenses
- Language skills, international business skills
- Technical/computer skills
- Management style
- Affiliations
- Employers or colleges with name recognition

See Whitcomb, S. B. (2007). *Resume Magic* (3<sup>rd</sup> ed.). Indianapolis, IN: JIST. 181-182)

# Strong Bulleted Summary

## PROFESSIONAL SUMMARY

- Adult Education Teacher with 10 years of professional experience.
- Strengths in curriculum development and language acquisition for English as a Second Language learners.
- Extensive background working with multicultural and low income students and their families in both rural and urban environments.
- Award-winning classroom management skills.
- Two years experience as mentor teacher.
- Currently pursuing MA in Teaching with an e-learning specialization

# High Impact *Branded* Summary

## **Accomplished Adult Education Teacher/Mentor** *Curriculum Development and Second Language Acquisition for English as a Second Language Learners*

- Desire to use Master's level education in Teaching and e-learning to develop curriculum incorporating cutting edge technologies for ESL adult learners.
- Extensive background working with multicultural and low income students and their families in both rural and urban environments.
- Recognized for award-winning classroom management skills.
- Two years experience as mentor teacher.

# Career Transition Summary – Entrepreneur Seeking Government Position

- Small business owner with proven track record in business planning and consulting to help failing businesses get back on track. Seeking to transfer expertise and vast business network to government position in business and economic development. Superior technology skills and self-motivation cultivated through recently earned online MBA in Entrepreneurship.

# ***Branded* Summary: Career Transitioner**

## **Successful Entrepreneur and Small Business Consultant**

*Known for helping failing small businesses to get back on track*

Expertise in Small Business Planning, Strategic Marketing and Management. Seeking to transfer expertise and vast business network to government position in business and economic development. Superior Technology skills and self-motivation cultivated through recently earned online MBA in Entrepreneurship.

# **Branded** Headline Summary Showcasing Accomplishments by Skill

## **Business Operations Manager**

**Higher Education Adm. ♦ Online Learning ♦ Entrepreneurship**

Business operations professional with strong academic background and 6 years of combined experience managing a new business start-up and serving as procurement officer for a large, public higher education institution.

Key Accomplishments include:

### **Management/Leadership**

- Successfully managed center with 32-member staff serving the developmentally disabled
- Trained, managed and supervised 10 program assistants
- Known for ability to resolve staffing and client conflicts

# Business Operations Manager Continued...

## Higher Education Administration

- Co-developed and implemented university-wide Banner training
- Directed and managed multi-million dollar purchases, vendor relations, and customer service functions for over 22 commodities
- Served as department representative at internal and external conferences
- Contributed articles to quarterly newsletter

## Entrepreneurship

- Strategically plan and develop new business start-up, including marketing plan execution, purchasing, budget, financial guidelines, and customer service.
- Implemented successful marketing strategy, including conceptual design for brochures and website, copywriting, and establishing internet presence.

# Showcasing Your Accomplishments



# Professional Experience – Show Me the Numbers

- Details that Make up Your Master Plan
- Proof of How You Have Used the Skills You Outline in the Career Summary
- How Have your Actions Benefited Your Recent Employers?
- The Most Convincing Accomplishments are Measurable

# Accomplishments Demonstrate Achievement

- Did You Receive Praise From Your Supervisor or Colleagues?
- Promotions, Awards, Testimonials
- Selected for Projects, Teams, Committees?
- What are You Known For?
- A Challenging Assignments, Finding Solutions, Increasing Efficiency or Saving Time or Money?

# Showcase Experience Through “CAR “ Accomplishment Statements

## Job Task/Duty

*I did this...*

Designed Brochures

## Impact Verb

*action had this impact*

Improved

## Result

*and this happened...*

Brand awareness

***Designed promotional brochures which improved local brand awareness of our service.***

Created complaint procedure

Strengthened  
Increased

Customer satisfaction  
Repeat business

***Created new procedure for escalating customer complaints, which strengthened customer satisfaction and increased repeat business by 25%.***

# More Tips for Making Impact

- Clearly and Concisely Describe Your Overall Role and Level of Responsibility in 1 – 3 Lines.
- Follow Up with Bulleted List of Your Most Impressive Accomplishments.



# *High Impact Job Description*

## **Senior Sales Representative/Regional Trainer**

Charged with managing high-profile territory and gaining market share in anti-infective disease markets. Groom new hires to refine skills in sales, territory management and product knowledge. Plan and coordinate speaker programs and teleconferences for physicians to gain support of key medical leaders. Highlights:

### ***Sales Performance***

- Exceed district and national market-share goals by 10 and 15% respectively for key target markets.
- Consistently rank #1 in district with eight sales representatives for overall performance.
- Launched new migraine and asthma products, gaining market share in less than six months while ranking as leading territory in region.

# Education, Credentials, and Certifications

- Include: Degrees, Certifications, Credentials, Licenses, Registrations and Continuing Education Relevant to the Job Target.
- Notable Credential? Highlight Front and Center!
- Continuing Professional Education is Key, Especially for Education Sector.

# Notable “Extras” Add Value

Possible Categories to Include:

- Honors and Awards
- Community Involvement
- Publications
- Public Speaking or Presentations
- International Experience
- Professional Affiliations
- Specialized Skills (Computer and Language)

# Formatting for Effective Delivery

Electronic or E-resume:

1. For E-mail Attachments, Save as a Word doc or Portable Document Format (PDF).
2. To Submit to Online Job Sites, Save as Plain-text Resume or ASCII text.
3. Web Resume
  - [www.e-resume-central.com](http://www.e-resume-central.com)
  - [www.portfoliovault.com](http://www.portfoliovault.com)
  - [www.blueskyportfolios.com](http://www.blueskyportfolios.com)

# Final Rules of the Road

- Always Use 1<sup>st</sup> Person w/o Using “I”
  - More Assertive and Professional
  - Assume Ownership
- Consistent Formatting and Font Type (10 – 12pt)
- Avoid Stating Salary Requirements and Personal Information
- Avoid Using Tired Language:
  - “Responsible for” or “Duties Included”

# Key Take-aways

- Specific Job Target = Focused Resume
- Career Summary is Your Key Branding Tool
- Differentiate Yourself by Incorporating a Branding Statement in Your Career Summary
- Highlight Relevant Accomplishments Using CAR Formula.
- Create Appropriate Formats for Relevant Delivery Methods.

# Resume Writing Resources

Quintessential Careers: [www.quintcareers.com](http://www.quintcareers.com). This site provides valuable resume and cover letter writing tips and samples.

*Resume Magic* by Susan Whitcomb

*Expert Resumes for Teachers and Educators* by Wendy Enelow and Louise Kursmark

Riley Guide: [www.rileyguide.com](http://www.rileyguide.com)  
In the A to Z index, click on “Education and Academe.”

# Professional Branding Resources

- 360 Reach: [www.reachcc.com](http://www.reachcc.com)
- Book: Me 2.0 – Build a Powerful Brand to Achieve Career Success
- Free E-book: Job-Hunt Guide to Executive Branding and Your LinkedIn Profile - <http://www.job-hunt.org/guides/Job-Hunt-LinkedInEbook.pdf>
- Article: Personal Branded Resumes - <http://www.job-hunt.org/personal-branding/personally-branded-resumes.shtml>
- [www.quintcareers.com](http://www.quintcareers.com)

# Thank You for Participating!

For Additional Questions, Contact:  
Career Services Advisor, Nicolle Skalski  
[nicolle.skalski@waldenu.edu](mailto:nicolle.skalski@waldenu.edu)  
<http://careercenter.waldenu.edu>

The screenshot shows the Walden University Career Services Center website. At the top left is the Walden University logo with the tagline "A higher degree. A higher purpose." To the right is the "Career Services Center" header with a search bar and a "Search" button. Below the header is a navigation menu with tabs for "Assessments", "Research", "Resumes", "Networking", "Interviewing", and "Offers and Salary". The main content area is divided into two columns. The left column contains a "Welcome to the Walden University Career Center" section with a paragraph of text and a "The Career Services Center offers" section with a bulleted list of services. The right column contains a vertical stack of colorful buttons: "Career Services WIRE" (blue) with a pushpin icon, "Career Services WIRE Guide" (green) with a question mark icon, "Career Services Blog" (brown) with a right-pointing arrow, "Career Webinars" (blue) with a lightbulb icon, "Follow us on Twitter" (teal) with the Twitter logo, and "Frequently Asked Questions" (grey) with a right-pointing arrow.

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