

Securing the Interview

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Learn how to ***Sell yourself on Paper!***

Resume, Cover Letter and Application Tips designed to ***Secure the Interview!***

Our Road Map for the next half hour...

- Resume
- Cover Letters
- Applications
- Letters of Recommendations



Resume 101

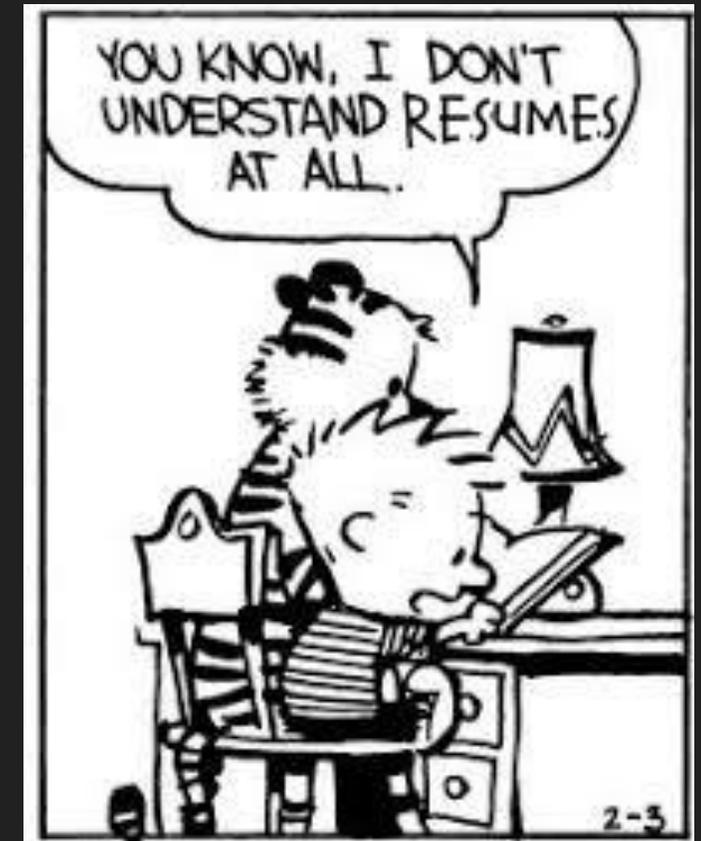
The average HR Analyst spends between 6 and 30 seconds looking over a resume... MAKE the time COUNT!

Not having a resume guarantees you won't get a call back in today's competitive market.

○ What is a Resume?

○ It's a **brief** written account of personal, educational, and professional qualifications and experience, prepared by someone looking for a job.

○ Keep it to a single page (double-sided if necessary)



Resume Types: Chronological

Chronological Resumes are the most common:

- They list your work experience in reverse order, starting with your most recent work experience or education.
 - List Education FIRST if you don't have much experience.
- OR
- If you have recently gone back to school to make a career change.

Resume Types: Chronological

- Bullet points should emphasize things you did at the job **that are qualifications** for the position you are applying for...
- It should not read like a job description of your current position, **but the position you want.**
- If you download a template off the internet, be sure to modify and change it as you want yours to stand out (You got only 30 seconds), be clean and professional.

CASHIER RESUME TEMPLATE

927 East 6th Avenue, Helena, MT 59620
(407) 468-2498
virginia.green@gmail.com

Head Cashier with over 8 years of experience in providing excellent customer service, handling daily accounts and maintaining inventory. Aiming to use my knowledge and expertise to effectively fill the managerial role in your store. Possesses a Bachelor's degree in Arts.

PROFESSIONAL EXPERIENCE

BEST BUY

Cashier

Helena, MT

September 2010 – Present

- Expertise in business administration, record keeping, planning, policies, procedures, researching, scheduling, and related responsibilities to ensure productive operations
- Open and close the registers, assisting in the training of 6 new cashiers, monitoring cash limits and ensuring quality customer service at all times
- Operate POS cash register, handling 92 transactions on average daily, and count money in cash drawers to ensure the amount is correct
- Develop reputation for prompt, efficient service with high level of accuracy, receiving top ratings during all 3 years in the store
- Maintain thorough knowledge of store merchandise, and responsible for selling in store credit cards

BARNES & NOBLE

Cashier

Helena, MT

February 2008 – September 2010

- Implemented new customer service strategies successfully, increasing customer satisfaction by 9% in 6 months
- Responsible for solving customer complaints and providing information regarding products
- Calculate total payments received during a time period, and reconcile this with total sales
- Compile and maintain non-monetary reports and records
- Used computerized systems that involve distributing and accounting for funds

WAL-MART

Cashier

Helena, MT

December 2006 – February 2008

- Solve billing problems and handled customer inquiries
- Responsible for balanced cash draw at close of shift
- Responsible for back up inventory ordering and shelf stocking

EDUCATION

CARROLL COLLEGE

Bachelor's degree in Arts, June 2006

Helena, MT

ADDITIONAL SKILLS

- Microsoft Office (Word, Excel and PowerPoint)
- Internet, Oracle, SAP and data entry
- Excellent communication skills

Resume Types: Functional

Functional resumes are less common.

They list your overall skills first – isolated from your work experience.

- This method works well for those who have a lot of experience over the course of different jobs...
- For those who have held the same type of position at different places...
- Or if you have job titles that may distract from the position you are applying for...

MCDONALD'S RESUME (FUNCTIONAL)

534 Daybreak Avenue, Los Angeles, CA 24442 • (433) 623-6624 • jules.johnson@gmail.com

QUALIFICATIONS SUMMARY

- Experienced with cash registers, Point of Sale (POS) Terminals, and other common retail customer service technology
- Consistently top rated customer service worker (95% satisfaction rating) in previous employment
- Able to train new employees in attaining customer service standards and goals, and using restaurant equipment
- Committed, loyal, and hard worker with excellent communication and team work skills
- Conversational in Spanish – able to take orders from Spanish speaking customers

RELEVANT SKILLS

Customer Service

- Awarded "Employee of the Month" for consistently rating higher than 95% in customer satisfaction surveys
- Successfully implemented new customer service strategies as directed by management
- Trained 3 employees in using customer service software, script presentation, and on the spot problem solving

Technical

- Experience with grills, deep fryers, POS Terminals, and cash registers
- Excellent basic math skills, able to calculate and split bills in the event of POS Terminal/cash register downtime
- Knowledge of food safety principles and hygiene maintenance

Interpersonal & Teamwork

- Frequently commended by management for having a positive attitude towards work and customers
- Ensure that all duties are handled to 100% completion, and lend assistance to other co-workers when duties are completed, and responsive to co-worker needs and questions
- Possess excellent conflict resolution skills in the event of customer/employee disputes

WORK HISTORY

McDonald's, Los Angeles, CA – *Store Assistant*

Call Center Pros, Greenville, SC – *Customer Service Representative*

Burger King, Greenville, SC – *Cleaner*

EDUCATION

College of Charleston, Charleston, SC

Marketing Candidate, May 2016

- GPA 3.5/4.0

NANCY CONFIDENTIAL

Phone: (866) 788-8978 | Email: support@cpresumes.com

Address: New York, NY



Detail-oriented, creative, and highly motivated Graphic Designer with 10+ years of successful experience. Solid analytical, communication, problem solving, critical thinking, and technical skills. Expertise in commercial packaging design. Currently seeking a position as a Graphic Designer which will effectively utilize all acquired skills, abilities, and areas of expertise as follows:

- Digital Graphic Design
- Client/Vendor Relations
- Quality Assurance (QA)
- Commercial Packaging
- Digital Image Editing
- File Conversions
- Print Production
- Cost Quotes/Estimates
- Problem Solving

CORE COMPETENCIES

- Leading packaging design for items such as toys, jewelry, pet supplies, and pharmaceutical cartons, boxes, labels, and displays.
- Creating mock-ups and dummy package layouts for customers/marketing events, as well as preparing digital graphic designs and color trapping for printing-blocks and Flexo prints.
- Developing, designing, and manufacturing catalogs, flyers, brochures, layouts, posters, logos, business cards, private/business invitations, stationery, advertisements, and marketing materials.
- Collaborating with freelancers and outside vendors to ensure that final products reflect the original intent and print production requirements.
- Interacting with suppliers/printers on graphic designs, creating artwork according to customer requirements, and revising existing graphic materials and customer artwork.
- Converting graphics/images/logos from hardcopy into approved softcopy templates and working with 4-color process, Pantone colors, and print production (one-color or multi-colored).
- Preparing and designing digitally-printed graphics for soft-metal panels (small and large) and gobos, including sizing and shaping.

PROFESSIONAL PROFILE

Company Name · Graphic Designer	Jul. 2010 - Jul. 2011
Company Name · Freelance Graphic Designer	Sept. 2009 - Jul. 2010
Company Name · Graphic Designer	May 2008 - Sept. 2009
Company Name · Graphic Designer	Nov. 2007 - May 2008
Company Name · Graphic Designer	Oct. 2005 - Jul. 2007
Company Name · Graphic Designer	Jul. 2001 - Jul. 2004

EDUCATION

University Name Specialization: Web Design	Jul. 2001 - Dec. 2001
University Name Specialization: Graphic Designer	Oct. 1999 - Jun. 2001
University Name Specialization: Graphic Designer	Mar. 1998 - Aug. 1998

TECHNICAL SKILLS

Adobe CS3 (Creative Suite 3: Photoshop, Illustrator, InDesign), Adobe Acrobat, Entourage, Microsoft Office (Word, Excel, PowerPoint), Microsoft Windows, Mac OS, Focus.

Resume Types: Functional

In the sample for Nancy Confidential, since she has done similar work for 6 different companies all in the same field without advancement, this format is more beneficial since she can use the space for details instead of listing the same items under each job. It keeps it clean and shows she is qualified

○ **THIS FORMAT IS ALSO GREAT FOR ENTRY LEVEL JOBS!**

Resume Types: Chose Wisely

Chronological:

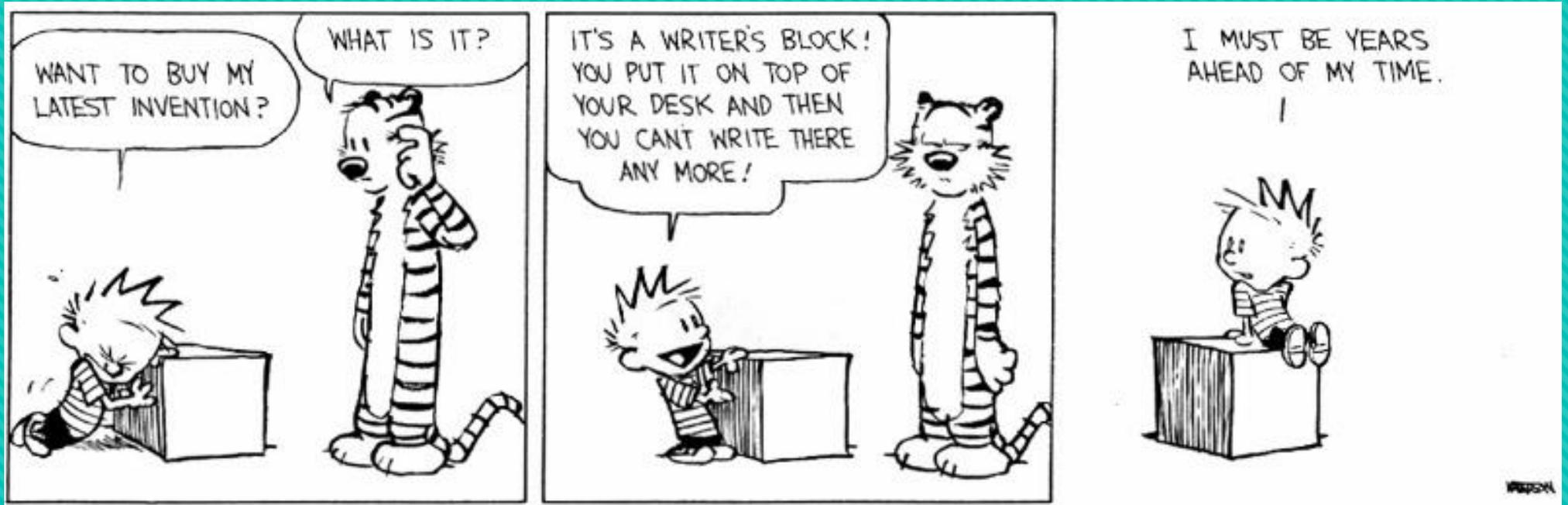
- Best for standard positions like Manager
- Job posting says their ideal candidate is experienced in the field
- Preferred by hiring managers and recruiters

Functional

- Best for uncommon or for entry-level positions
- The Job posting emphasizes the need for unique skills
- Great if your changing careers or have a resume gap!

Or COMBINE THEM – The Hybrid Approach:

- If the job requires strong experience, but that isn't one of your strengths, add a functional element or an "executive summary," which is a great place to emphasize relevant achievements.



Resume Content

Avoid these common mistakes

Contact Info:

- Make sure your NAME is noticeable, capitalized, and in a bold typeface.
- Make sure you use your PERSONAL contact info.
 - Don't use your work email, or phone number... and use a PROFESSIONAL Email address...
 - HotRecChick08 or flyguyhoops will not be taken professionally.
 - Set up a free g-mail account and forward it to your other account.

When listing your Work Experience: (no matter the format) list

- Name of Company | Title of your position | Dates of employment (month/year format)
- Use bullet points and keep clean lines throughout the document. BE CONSISTANT with formatting.

Why you need an Objective or Executive Statement.

You might wonder why one sentence matters so much when space is at a premium, but this alone can be a make it or break it scenario for your resume.

An Executive Statement or Objective is often used to **determine “Fit” for the position before an interview.**

Show your reviewer that you took the time to update your resume for this particular job. It isn't unheard of to review 150 - 200 applications for a position.

When possible include key words from the job description OR their mission statement.

Objective EXAMPLES

The teal words are pulled DIRECTLY from These agencies MISSION STATEMENTS – Do your research – and make a separate resume for each job you apply for!

Obtain the position of Recreation Manager for the Clyde Recreation Center to create lasting memories, provide diverse opportunities, build unity, and provide a safe and fun experience for all ages, abilities and interests.

Obtain the position of Recreation Supervisor with the City of Mission Viejo to create a safe, fulfilling and unique environment that will preserve and enhance the quality of life for both residents and businesses, while aiming to provide services that are responsive, innovative and cost-effective.

Why you need an Objective or Executive Statement.

Not sure what their Mission Statement is? Look online, call the department up, but include it.

If they have a Mission Statement and see it listed, that application is going to get a second look.

If the particular person reviewing the applications isn't "Mission Minded," those words will likely sound familiar enough in passing that they will subconsciously think "this person seems like the right fit."

Executive Summary

When your applying for a job, wouldn't it be great if someone were to walk in to the HR department waiving your resume and say...

“Hey! I have got to introduce you to this professional!”

“Seriously, this guy/gal worked miracles at their last job....

“Not only is he/she an expert communicator with over 10 years of experience but he/she has the proven ability to manage multiple projects while meeting challenging deadlines...

“Isn't this specifically the kind of person we want to join our group?”

That's what an Executive Summary does for you!

Executive Summary

It breaks down into THREE Areas:

- **Bullet 1 – The Pitch**

Summarize yourself in a sentence (this is your ELEVATOR INTRODUCTION)

- **Bullets 2-3 – The Skills**

Emphasize the most relevant skills you have tailored to the job description

- **Bullets 4-5 – The Fit**

Highlight your soft skills and anything else impressive that defines you

Executive Summary EXAMPLES

EXAMPLE 1: SALES MANAGER:

- Experienced sales manager in retail industry with strengths in customer service, sales and negotiations.
- Proven skills in marketing, advertising, product integration, and promotions.
- Successful in developing strategies that have resulted in an over 20% increase in new customers.
- Instrumental in developing an incentives rewards program with a repeat customer success rate of over 45%.

EXAMPLE 2: ADMIN MANAGER:

Administrative Office Manager. Versatile, reliable and efficient with 8+ years experience supporting managers and executives in high paced environments. Diversified skills include client relations, human resources, recruiting, project management, and administrative support. Excellent phone and digital communication skills.

Resume: Content

- When describing your work experience, its not about copying and pasting your job description. You should include:

MEASURABLES



MEASUREABLES AND ACTION WORDS

- Increased attendance by 40%
- Supervised “x” # of part-time staff members
- Facilitated “X amount” of special events that brought in “X dollars” of revenue with pre-event promotional marketing, on-site activities and post-event evaluation.

These type of statements let them see the scope of your contribution to the team or department.

USE ACTION WORDS:

- Coordinated, accomplished, delivered, demonstrated, implemented, launched, strengthened, unified, processed, initiated...

Now that sounds like I DID something! Keep it in the same TENSE... You're not Coordinating in one bullet point and initiated in another.

Listing your Education & Training / Skills

EDUCATION:

- You should always list your degree and where you received it from.
- As for your GPA, only list it if you're a RECENT student and it's positive. Older employees typically drop it since they have experience.

TRAINING / SKILLS:

- Do you have special skills? Does it affect the length of your resume if you list them? Are those skills pertinent to the job your applying for? Would it serve you better to list these in an executive summary?

References

If space is an issue, leave them off.

- References are usually contacted AFTER interviews. Place them on a separate document and bring them with you to an interview.

Pro- Tip: preview the whole application first and see if there is another area you can list your references outside of your resume

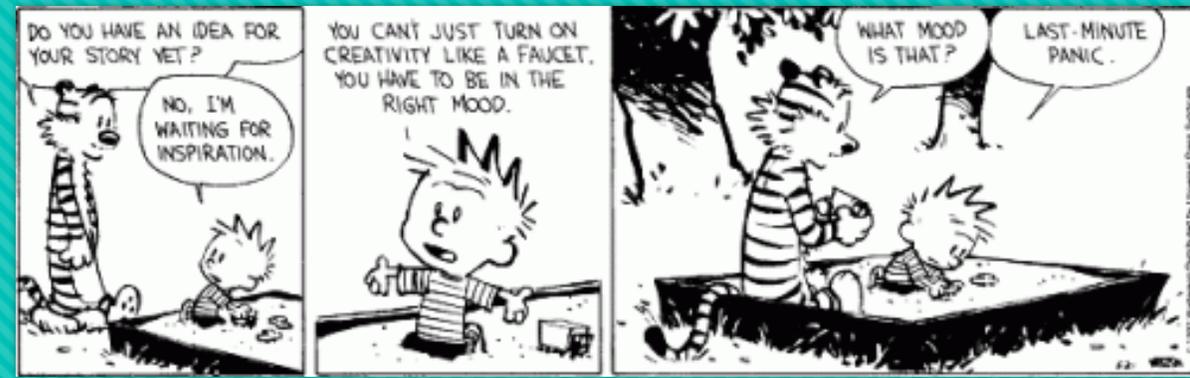
- If you include them, those people **SHOULD** know you are listing them as a reference... and they **SHOULD** be current.

Let's talk about "Gaps"

- Address them in your cover letter.
- When listing work history:
 - Month / Year provides a 30 day buffer... Year/Year is a bit more risky.
- If you know you will have a planned "Gap," try to take a course or focus on gaining new skills to list!



Be Job Board Ready!



- Modify the original template:
 - Take the time to search for some basic HTML codes so you can Bold, bullet point and display your information cleanly.
- Add a professional photo, and make sure you update it!
- When you save your resume, be sure to include your name in the file name, and save it as a PDF!
 - If you have newer software, save to a lower version to make sure it opens correctly.

Be Job Board Ready!

Think like the job poster: Use keywords that are searchable!

ABOVE ALL – Keep it professional.

- Managers will search linked in and facebook, Instagram, etc.
- They don't want to see your short shorts, and weekend activities.
 - Keep your profile picture professional, and change your security settings to "friends" if your worried.
 - If you leave your profile public, are you taking ADVANTAGE:
 - Do you #ParksMakeLifeBetter?; Have you liked them on social media? Do you engage on the platform respectfully?
 - Do you share awesome things about the industry, or cool events you worked in the field?



Cover Letters

Cover Letters

A cover letter is a document sent with your resume to provide additional information on your skills and experience.

- The letter should address why you are qualified for the job and help interpret the facts and information in your resume!
- Don't simply repeat what's on your resume – **Be specific – Be Professional – Be honest**
- Even if the job doesn't require a cover letter, include one. In today's competitive market, going that extra mile will often land you an interview. It also allows your interviewer to get a feel for your personality and your writing skills. Make sure it reads well (Read it out-loud to yourself before you hit submit).

Also make sure it reads in the right “voice.” If I want to be a Supervisor, you need to write like a Supervisor, not a Coordinator. Have someone peer review your work!

Business Letter Format

Always address the letter to the correct PERSON. This should be a name of the person hiring you!

Make a phone call, look online, but never address it to “whom it may concern...” or “Hiring Manager”



At the end of your letter, request some type of action

“I look forward to discussing how I can fill this vacancy in your department!”

Remember the 3 P's

PROOF READ

Small errors & typos will often prevent you from getting an interview.

PERSONALIZE

Even if your cover letter is error-free and perfectly written, if it is generic (and makes no reference to the company, or to any specifics in the job description) it is also likely to be rejected.

PAGE

A cover letter should never be longer than 1 page!

Be Professional ...



What not to include

The letter is about your qualifications for the job... not about you personally.

- If you don't have the qualifications required, don't mention that. Focus on the credentials you DO have that MATCH what they are looking for.

Don't mention salary – they can't ask you about yours -- and salary can be discussed when you have a job offer or during an interview. If you have questions about benefits, work hours (4-10 or 9/80), pensions, etc. don't put it in the letter. Call before you apply to inquire.

- Don't write too much. Keep your letter focused, concise, and a few paragraphs in length. If you write too much, they won't read it.



Applications & Letters of Recommendation

Application 101

Look over the whole application before you fill it in and READ the directions.

This gives you the opportunity to make the most use of space as well as making sure you don't repeat yourself.

Most applications are done online, but if there is a paper form, always type it if possible. Use pen if not and print neatly!

Fill in all the boxes and mark "n/a" if something doesn't apply, that way they know you didn't miss or ignore something.

Applications

Make sure things match up with your resume. You don't want inconsistencies with dates when you enter things into NEO GOV or another online software.

- Always proof read and check your grammar and spelling. (Paste it into WORD if you need to before pasting it back into the info box online)

Read the fine print and answer any supplemental questions attached to the application.

DO NOT WRITE SEE RESUME AS A RESPONSE ON AN APPLICATION

Applications ARE IMPORTANT.

They help to streamline and weed out candidates using THE SAME FORM to remove those who don't meet the basic qualifications.

Letter's of Recommendation

HOW many to include?

WHO do you ask?

HOW do you ask?



How Many?

2 ... unless more are requested.

When feasible, I try to have one come from a member of my current agency.

- What if there isn't a place to upload one? Be creative.
 - You can always upload 1 PDF that contains your Cover Letter, Resume and 2 letters of Recommendation as a single document. Just make sure to use ENCLOSURES at the bottom of your cover letter so they have understanding as to why there is more than one page.

When I applied for an state job, there were 700 applications for a Manager position.

I got 1 of 10 interviews.

The first thing they said to me was that they "couldn't NOT give me an interview" after viewing my application materials. I didn't have any "connections" out of state, so I had to cover all my bases.

Who should you ask?

If you would list them as a professional reference on your resume, ask them for a letter of recommendation.

- Think Supervisors, Managers, & Colleagues you work with in CPRS, and WILS/MILS

If the above doesn't work for you, think about professors in the field, or people in your professional network that can speak to your worth ethic and standards.

But these should not be your peers... Select someone above you at or higher than the position you are applying for.

How should you ask?

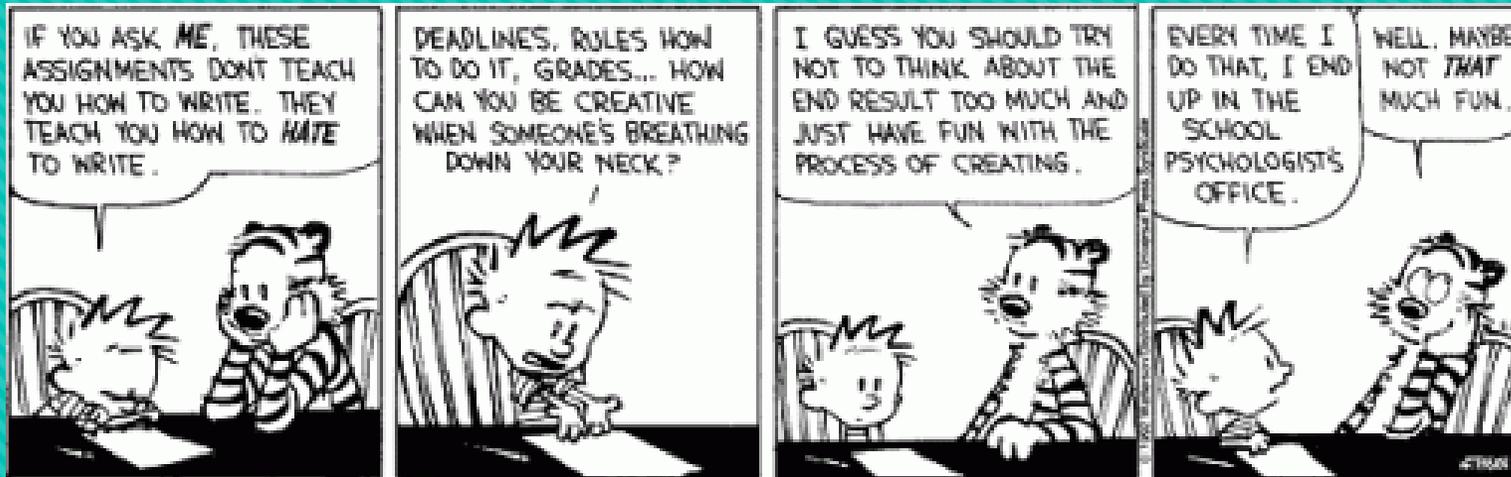
Be simple and direct and just ask! (It's like in Frozen when Olaf is standing there trying to figure out why Anna won't just knock on the door)... Just ASK!

And when you do:

- Tell the person about the position, why you're applying and what their ideal candidate is, so they can draft a letter appropriately.
- Tell them who to address the letter to! If you are applying for **multiple jobs**, ask them to draft a general letter playing to key strengths in the job you are looking for, so one copy can be attached to multiple applications.

A note about informing your Agency...

- **It's not a bad thing to let them know your looking!** Every agency should know that you might not stay forever. Interviewing and updating your resume helps keep your skills sharp.
- Just make sure you aren't spending company time applying for other jobs. Keep it professional. You never know how long you will be with your current agency before you land your dream job... But use COMMON SENSE. IF your gut says keep quiet, follow your instinct.



Actual Supervisors, Managers and HR Analysts "Do's and Don'ts"

Tips from the Real World Pros

The Top “Don’ts” from Managers, Supervisors, & Human Resource Analysts:

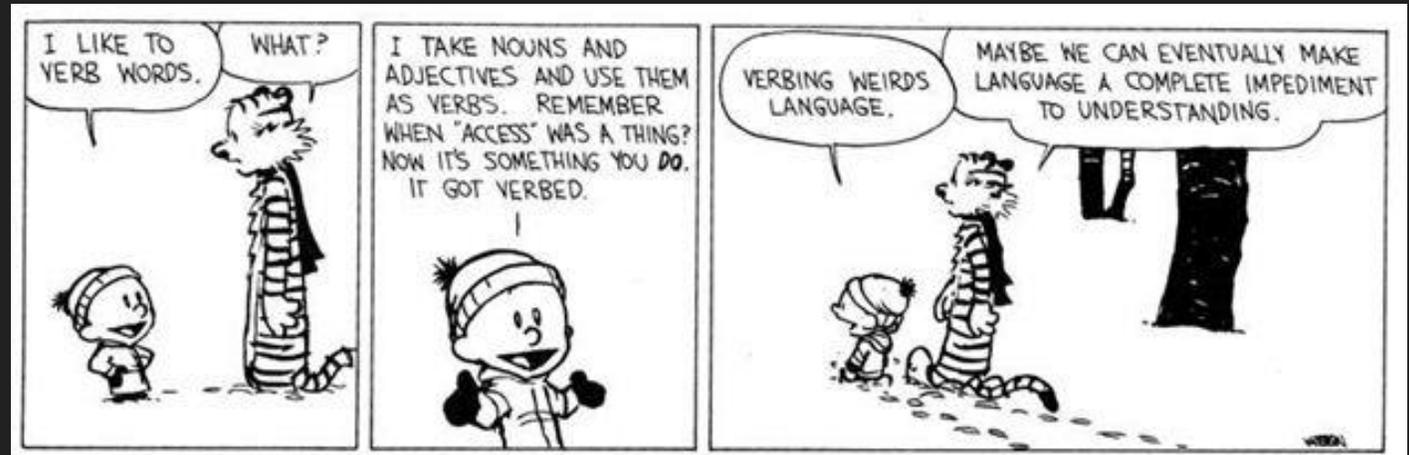
- Don’t Submit an application with **spelling** and **grammar mistakes**.
(Capital letters in names, titles and addresses matter)
- Don’t ignore **supplemental questions** on an application or write “**see resume**.” We are not there to search your stuff for the answers.
- Don’t forget to **update ALL the fields** on an electronic application.
- Don’t submit a resume that’s too long
- Don’t use incorrect or **inflated job titles**.
- Don’t use an unprofessional **email address**.

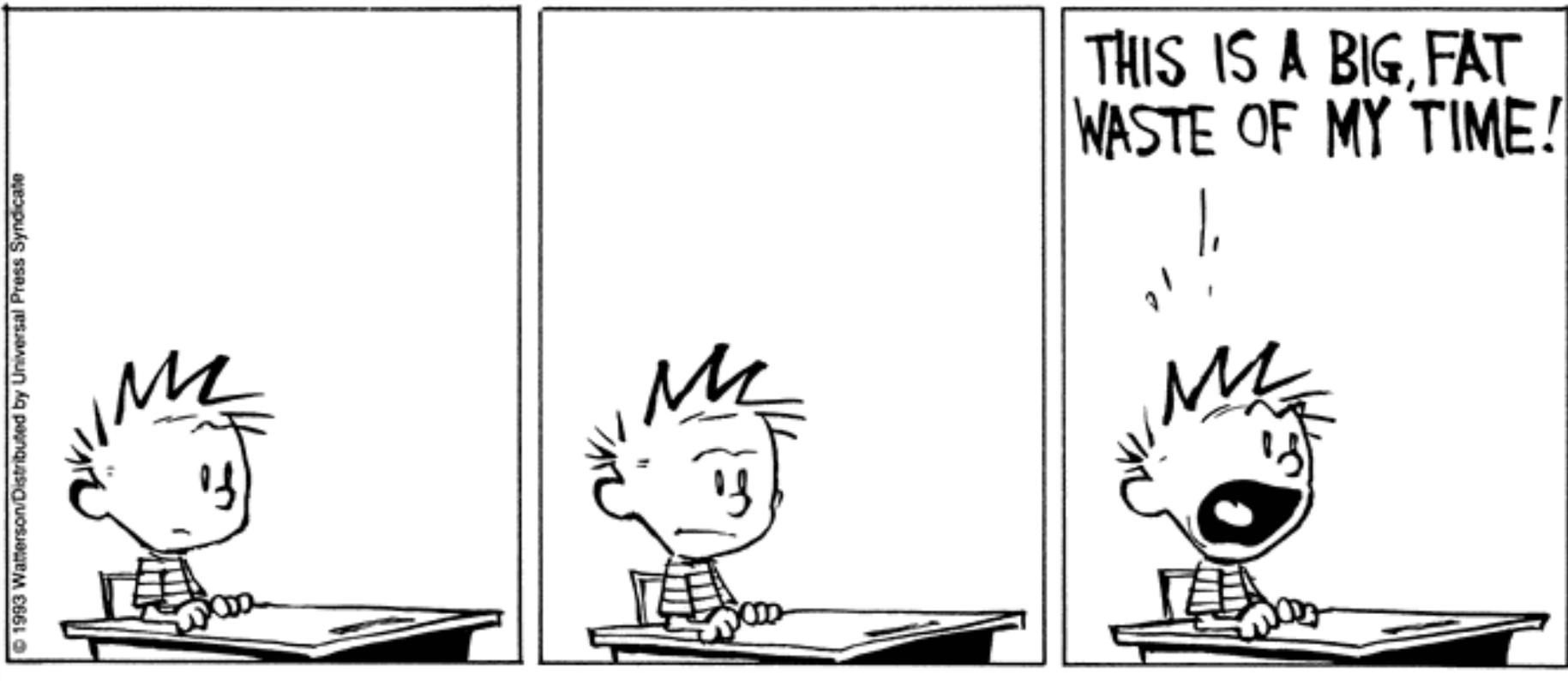
The Top “Don’ts” from Managers, Supervisors, & Human Resource Analysts:

- When listing education, don’t fake it. If you haven’t graduated or are not in school, don’t put it down.
- If your listing volunteer work, it should only be for places with **100+ hours**... AND you should give a description of what you did and **how it applies to the job**.
- If you quit a job or were fired and your listing it on your resume, you need to state why in an **honest manner**.
- Don’t forget to **attach copies of your certifications**. At a minimum list when they expire and bring them to the interview.

The Top “Don’ts” from Managers, Supervisors, & Human Resource Analysts:

- Don’t asking for starting salary at the top of the pay range or close to it.
- Don’t submit a resume with **poor formatting** and **out dated information**.





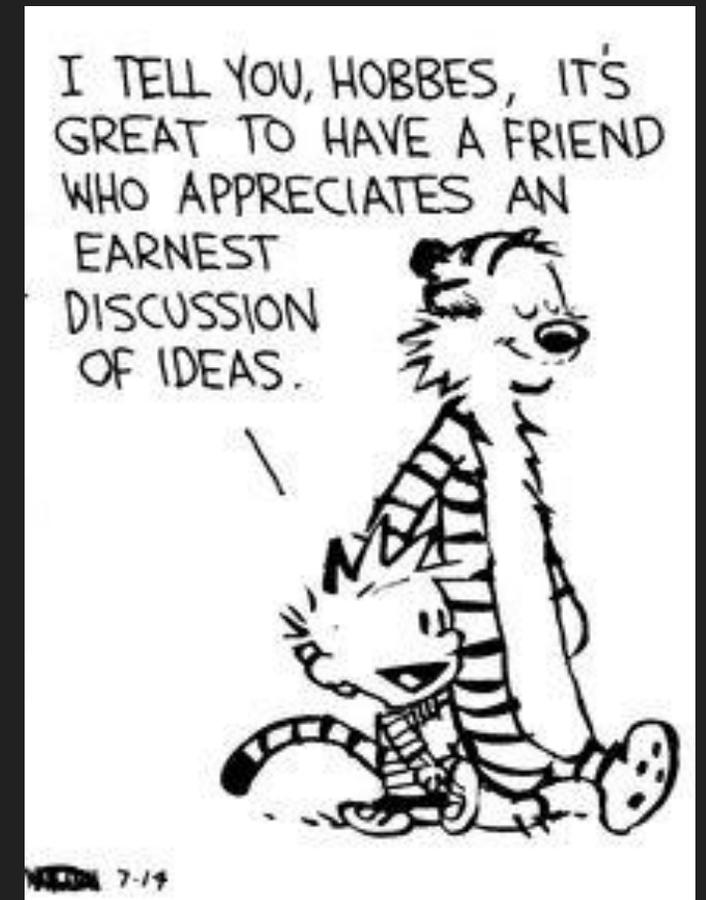
How to make the interview pile!

Do!

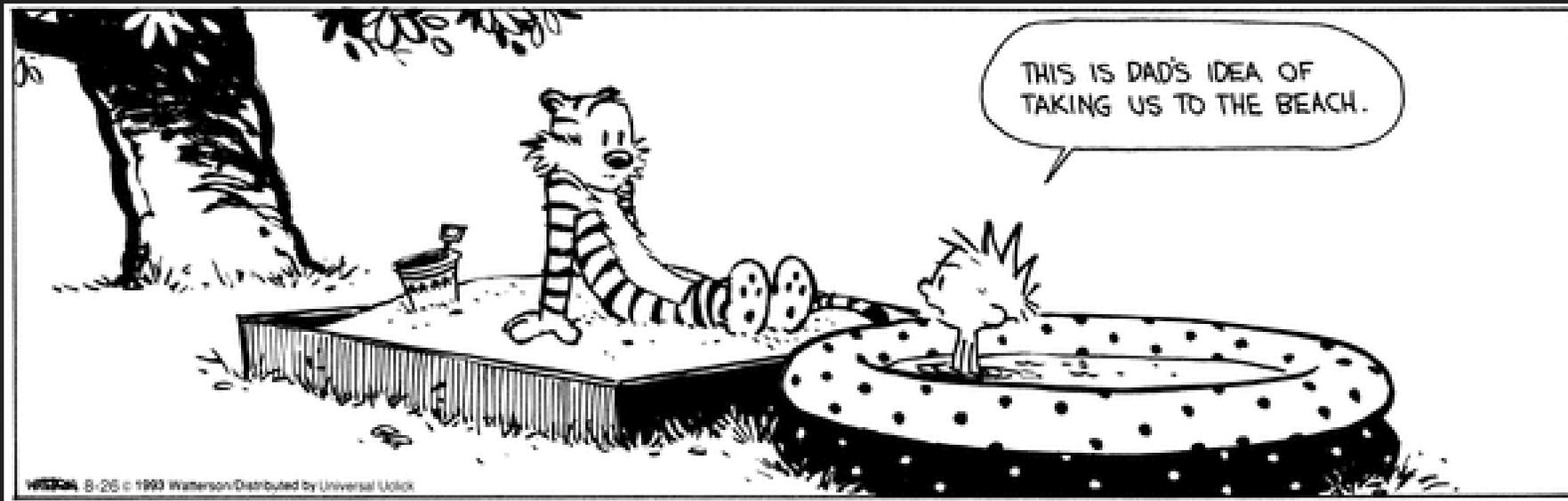
- List your languages. Many agencies need bi-lingual staff.
- Take advantage of completing the “Additional Information” fields of an application, especially to list volunteer experience
 - This is a great place to put CPRS, WILS/MILS or other professional groups you volunteer with to build your network!
 - It never hurts when someone can recognize your name from work they have done with CPRS or WILS/MILS.
- Read the job bulletin in its entirety and follow instructions. Sometimes it's evident when someone hasn't read all the way through.
 - Example: do not attach additional documents (yet, you do)... or start with your most recent employment (and you start with your oldest).

Do!

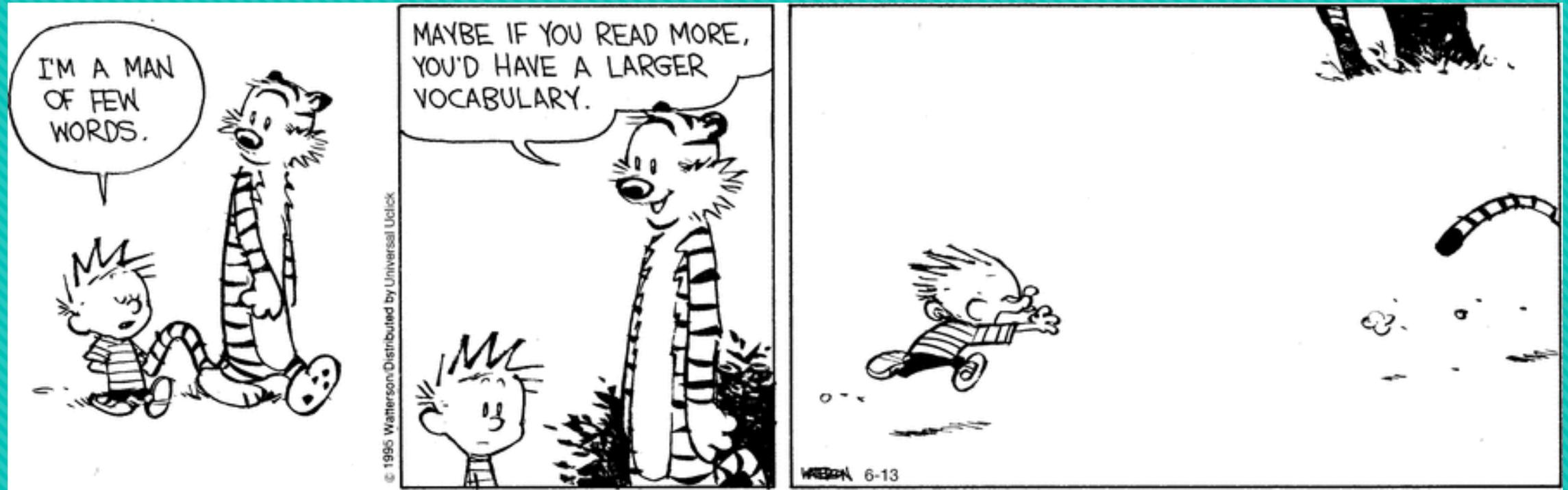
- Complete the **entire application** in full. Employment dates, reason for leaving, education, etc.
 - Always assume your application will go to the City Manager. Present your material accordingly.
- If you have been with the same agency and have been promoted, list those ranks **separately** and list accomplishments with each position.
- Share big accomplishments you've had!



Remember: Take credit for your accomplishments, but don't stretch the truth



Collaboration with a team on projects is fine... but if they hire you thinking you can do something you can't.... You only hurt yourself.



In Closing...

Prepare and apply for a job once a year... and actually interview!
You never know who will meet!