

WORKSOURCE PORTLAND METRO  
**Resume Workshop  
Guidebook**



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## Top 3 Rules

Regardless of resume type or format:

Make sure your resume is error free.



Get others' opinions and feedback before sending your resumes out.



Ask yourself: "Is my resume working?"

**Y**our resume is a key job seeking tool. While the purpose of a resume has always been to get an employer to invite you to an interview, the elements of what makes a great resume may have changed since you last looked for work. Resume writing has been influenced by the increased use of Social Media by employers, an increased reliance on resume scanning technology, as well as local job market and industry trends. This workbook provides WorkSource Portland Metro's collection of best practices for developing your resume based on our extensive experience working with local businesses and with job seekers.

### Two Basic Resume Types

**Chronological:** The chronological resume lists work history by job title, company name and dates (month and year) worked. List most recent job first, next most recent, etc. Also include a summary of skills section, focusing on accomplishments and skills used in each job. Target these sections to the specific job for which you are applying. (See example on page 3.)

**Functional:** The functional resume lists work history by groups of skills used. It emphasizes the groups of skills that are used in the targeted job goal. Functional resumes typically include a section after the skills that lists work history with company names, job titles and dates worked. This resume type works well for people changing careers or with gaps in employment. (See example on page 4.)

### Four Resume Formats

**Scannable:** Both chronological and functional resumes may be scanned electronically. Using key words prominent from the job description and on the employer's website is key to creating a resume that successfully makes it through the scanning process. Typically, resumes that get noticed use the right keywords in the summary of qualifications, experience, and skill sections.

**Internet:** In this format, information is entered into a system which auto populates the resume to the employer's format. (Avoid including your mailing address on Internet formatted resumes.)

**Template:** While templates are available to help you format your resume, avoid those that limit your ability to make changes. For example, Word templates are tables making changing items in this format difficult. If you use a template, save your resume so that it can be sent to the employer in a readable format.

**Creative:** This format involves creating a resume in a unique way such as a resume that looks like a brochure, or file folder, delivering it on blueprint paper, etc. Be cautious when using this approach. Sometimes it can be distracting for employers to read.

## Top Ten Resume Pointers

*Recruiters take an average of six seconds to review<sup>1</sup> your resume before they decide if you're a fit or not. Based on an eye-tracking study by TheLadders, here's our 10 top tips for taking advantage of those six seconds.*

### Tips for Sending Your Resume Electronically

- Avoid using symbols, numbers or bullets. They may not "translate."
- Enter spaces instead of tabs to center or indent text.
- Use left alignment.
- Do not use bold, underline or italics.
- Hit enter key to create line breaks
- Use spell check and proofread before sending.
- Send from a professionally appropriate email address.

<sup>1</sup> Eye Tracking Online Metacognition: Cognitive Complexity and Recruiter Decision Making. Will Evans, Head of User Experience Design TheLadders 2012.

1. Tailor your resume to the specific position for which you're applying.
  - Your resume is a sales tool. Mold the information in it to reflect your true potential.
  - Study each company's website for repeated words and phrases, taglines, and hints about the company and its business approach. Mirror that information in your resume.
  - Don't get too attached to one resume. You need to be able to make changes when needed.
2. Put your name and contact information at the top of your resume.
  - Make your name stand out. Use bold face and/or all capital letters.
  - Include your full street address, home and/or cell phone number, email address. Make sure your email address reflects professionalism. Omit your home address when responding to blind or confidential ads.
  - Your resume can be one to two pages long depending on your years of relevant experience and what's standard in your industry.
3. Create your personal resume template.
  - It's easy to spot resume templates from word processing programs. Don't use them.
  - Use a format relevant to your industry.
  - Use white space to draw the reader's eye to specific items.
  - Make it pleasing to look at. Judicious use of bullets, italics and bold font can help with emphasis and break up text.
4. Keep information about your education as short as possible.
  - List the name of your college and your degree. If you're a recent graduate, add the year you graduated.
5. Don't list your hobbies.
  - If you list a hobby that doesn't align with the company culture, you may inadvertently eliminate yourself from further consideration.
6. Don't list your references on your resume or say "references available upon request."
  - This is implicit. Include references on a separate page if requested.
8. Use keywords wisely. Choose terms deliberately to make the right impression.
  - Pick key words from the job posting or the company's website.
  - Search the web for keywords common to the industry.
9. Only include work experience relevant to the position to which you're applying.
  - Target your resume. You don't need to include every single job you've had. Too many jobs on your resume can hurt your chances of landing a new position.
  - Highlight your transferable skills. These are skills that you can use from one job to another – regardless of the position title. (See "Skill Mapping" handout.)
10. Whenever possible, quantify your accomplishments
  - Your resume should clearly reflect your accomplishments and experience. It's not the place for vague or subjective traits such as "great leadership skills" or "creative innovator."

## **Stephen Harvey**

Concord, MA 55125  
617-730-7686  
[sharvey@comcast.net](mailto:sharvey@comcast.net)

**Objective:** Airline Pilot

### **Summary of Qualifications:**

A results-driven, team-oriented management professional with more than 15 years of broad-based experience and hands-on skill in the cost effective management of high-level operations, mission critical projects and highly effective training strategies.

### **Work History:**

Airline Pilot  
AAA Airlines-Atlanta, GA  
January 1991-Present

- Responsible for both pre and post-flight oversight in addition to supervising the entire flight team, including co-pilots, flight attendants, and ground crews.
- Maintained a working knowledge of applicable regulatory compliance requirements, operational policies, flight safety standards that were mandated by OSHA and the Federal Aviation Administration.
- Developed a reputation for maintaining effective communications with airline passengers, flight crews, and flight school clients.
- Analyzed airport landing strips using operational and directional controls, resulting in efficient and increased fuel usage.

Top Flight Training-Lexington, KY  
June 1988-December 1990

- Provided comprehensive flight instruction and ground training to 20 students in 16 single-engine and multi-engine aircraft.
- Successfully developed and completed numerous flight training hours with different instructional clients, resulting in the training of new pilots.
- Prepared summary business reports and operational support documentation including monthly billing and accounts receivables statements for more than 250 instructional clients.
- Coordinated ground control training for staff of 15, using different phases of document control software to increase flight efficiency.

### **Education:**

Massachusetts State University  
Bachelor of Science in Business Administration  
ATP Flight School  
Certified Commercial Airline Pilot

# Stephen Harvey

4556 East Lincoln Drive Concord, Massachusetts 55125  
617-730-7636 [sharvey@comcast.net](mailto:sharvey@comcast.net)



**Objective:** Airline Management

**Summary of Qualifications:**

A results-driven, team-oriented Management Professional with more than 15 years of broad-based experience and hands-on skills. Experienced in effective management techniques, high-level operations and mission critical projects.

Skilled communicator, instructor and project leader with the flexibility and experience required to adjust to rapidly changing schedules and frequently shifting priorities.

**Professional Experience:**

Management

- Promoted to Airline Captain responsible for both pre- and post-flight oversight in addition to supervising entire flight teams including co-pilots, flight attendants and ground crews.
- Maintained working knowledge of applicable regulatory compliance requirements, operational policies, and flight safety standards that were mandated by OSHA and the FAA.
- Prepared summary business reports and operational support documentation including monthly billing and accounts receivable statements for more than 250 clients.

Training

- Successfully completed and passed all regulatory and company mandated recurrent training and bi-annual flight check rides.
- Completed and passed comprehensive training programs for four different aircraft.
- Provided comprehensive flight instruction and ground training to 20 students in 16 single-engine and multi-engine aircraft.

**Education:**

Massachusetts State University-Bachelors in Business Administration

**Work History**

<b>Airline Captain</b> AAA Airlines-Atlanta, GA	1980 - Present
<b>Flight Instructor</b> Top Flight Training-Lexington, KY	1988 -1990

# Resume Writing Rules

## What you say:

### Do:

- Focus on the skills that the employer states they need.
- Include non-paid and voluntary experience related to the position for which you are applying.
- Stress applicable successes, accomplishments, improvements.
- Revise as needed for certain positions.
- List your education, work history and skills using the order that makes the most sense.
- Be careful with personal information you put on your resume.

### Don't:

- Include references on your resume, this takes up valuable real estate on the page.
- Include information that doesn't pertain to the position such as hobbies.
- Provide personal information such as height, weight, picture, marital status, religion, citizenship.
- Use the pronoun "I."
- Use the word "resume" anywhere on the resume.

## How you say it:

### Do:

- Be succinct and clear. Use one page, if possible.
- Use simple, easy-to-understand words and phrases.
- Use terms that transfer between jobs.
- Use action verbs. Remember that verb tenses must agree throughout your resume.
- Use correct grammar.
- Use neutral colored paper.
- Use white space to make reading easier and enable the reader to see the key points.
- Get others' opinions and feedback before sending it off.
- Refine and change your resume for different positions.

### Don't:

- Let your resume become a cluttered mess.
- Have a resume longer than two pages.
- Use statements that are vague and not quantifiable.

## Beyond Your Resume

### Do:

- Network whenever and wherever possible.

## JOB APPLICATIONS

### Employer Pet Peeves

- Illegible handwriting.
- Incomplete applications.
- Words scribbled out or crossed out messily.
- Crumpled up or smudged with fingerprints.
- Smudged with food or drinks.
- Seeing "Anything" or "Whatever Available" for type of work sought.
- Written in teeny, tiny handwriting.
- Missing name or address.
- Bad contact information.
- Applications filled out with soft, faint handwriting.
- Applications filled out with pencil.
- Poorly written job descriptions in listed duties.
- Seeing questions left blank, or with a line drawn through them.
- Reversed work history with the most recent job listed at the bottom of the application.
- Receiving an application that is not signed or dated.

*Once you have written the perfect resume, resist the temptation to make dozens of copies, because you'll be refining and changing it for different positions.*

# How to Write Accomplishment Statements\*

Accomplishment Statements are your “success stories.” They are specific examples of what *YOU* did, and the effect of *YOUR* efforts in previous positions. Drawn from your work history, volunteer experience, community involvement, military experience, and education, accomplishment statements provide written proof of your ability to succeed in projects and efforts relevant to the position for which you’re applying. Properly written, they demonstrate what’s unique about you and show a prospective employer the value you’ll bring to their organization.

## Step 1

Start writing meaningful accomplishment statements by answering these questions:

### Have I ever?

- Invented something, or improved a process?
- Achieved more with fewer resources or money?
- Saved my company money?
- Reduced costs?
- Improved the productivity or operation?
- Saved time?
- Increased sales?
- Did something newsworthy or noteworthy?
- Designed a new process, program or product?
- Developed and implemented a new procedure or program?
- Completed something ahead of schedule?
- Completed something ahead of budget?
- Identified new markets?
- Demonstrated outstanding leadership skills?

## Step 2

### Form accomplishment statements.

For each identified accomplishment, write down:

The Problem, challenge or opportunity that existed.

The Action you took to solve the problem.

The Results or outcome of your efforts.

### Example:

#### Problem:

Company was experiencing more than 20 customer complaints monthly about how hard the software was to install and how difficult the installation instructions were to understand.

#### Action:

Collaborated with research and development to develop a more user-friendly installation package. Established a hotline to handle these complaints. Purchased and implemented software to track customer complaints and resolutions.

#### Result:

Decreased number of complaints from 20 to fewer than five per month.

#### Accomplishment Statements for Resume:

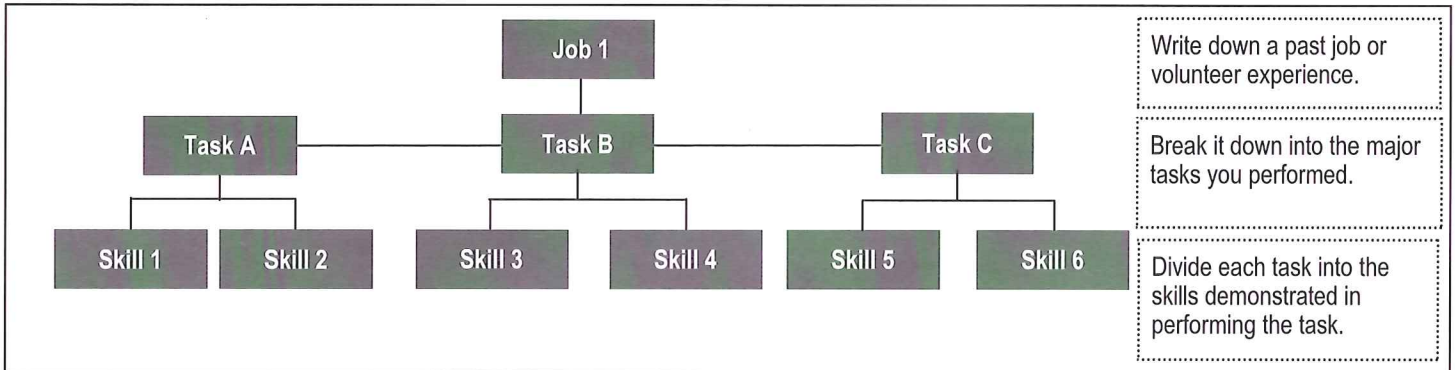
Decreased customer complaints by 75% monthly by initiating the design of a user-friendly installation package.

Recommended and implemented a new customer hotline and software application, resulting in increased customer satisfaction and timely resolution of customer complaints.

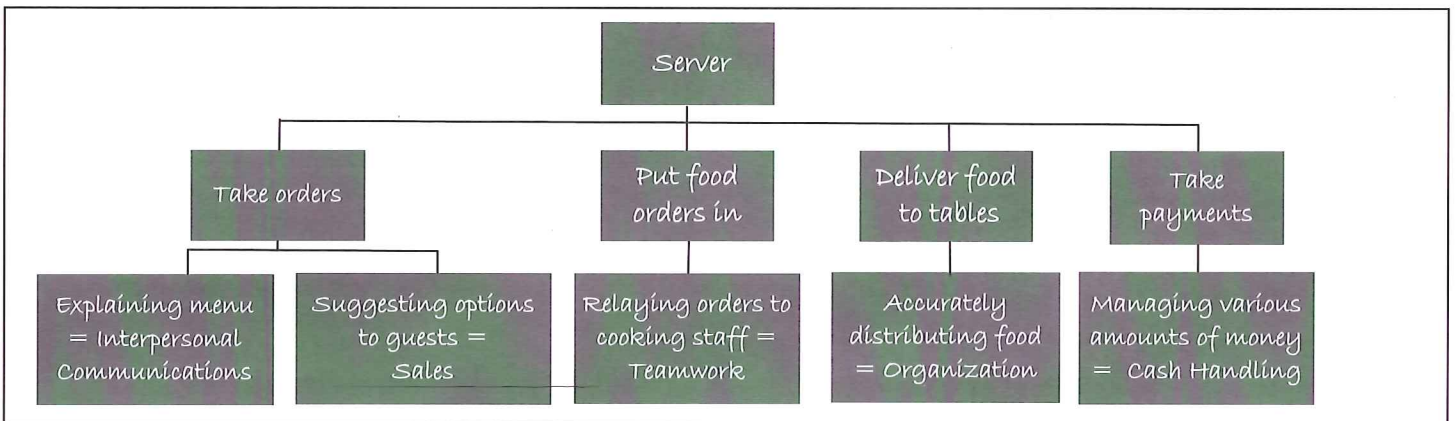
\*Information reproduced from Babson MBA Center for Career Development.

# Transferable Skills: Map it Out

In his classic job search handbook *What Color is Your Parachute?* Richard Bolles provides a method to analyze your past work experience and identify transferable skills that might apply to the position you're seeking.



You can create a map for any job you've held. For example, if you ever waited tables in a restaurant, your skills map could look like this example (2002 edition of *What Color is Your Parachute?*).



Get started in the space below. Write down the name of your last job and start breaking it down into tasks.

*It's a good idea to create a skills map for the job to which you're applying.  
It will help you more clearly see where your skills overlap.*



# Strong Verbs & Phrases

Use action verbs to make your accomplishments more compelling. The list below provides a sampling of action verbs to get you started. For more lists of action verbs, visit the following web sites:

<http://career.opcd.wfu.edu/files/2011/05/Action-Verbs-for-Resumes.pdf>

<http://careercenter.umich.edu/article/resume-action-words>

<http://jobsearch.about.com/od/resumes/a/actionverb.htm>

## A

*Accelerated*

*Accounted* for more than 25% of company's revenues.

*Achieved*

*Assumed* P & L responsibility for administrative departments.

## B

*Boosted* sales from \$450,000 to \$2.6 million.

*Broadened*

## C

*Changed*

*Clarified*

*Closed* \$15 million in contract negotiations with new customer.

*Consolidated*

## D

*Decreased* inbound call volume into help desk support systems.

*Designed* and managed multi-level marketing campaign targeted at specified niche departments.

## E

*Educated* employees and the public about school funding operations.

*Enabled*

*Expanded* business markets to China resulting in a 30% increase in revenue.

## F

*Facilitated*

*Formulated* basic strategy, prepared proposals for company products and services.

## G

*Gathered* extensive competitive data. Used this data to enhance business's market share.

## H

*Hired*, trained and supported account executives in six related industries.

*Honored*

## I

*Implemented* cost savings program within existing machine shop processes.

*Initiated*

## J

*Juggled* multiple projects on tight deadlines covering diverse areas.

## L

*Leveraged*

*Lowered* customer returns by \$500,000 annually through implementing process changes.

## M

*Managed* successful launch of new product line during holiday shopping season.

*Minimized* wasteful production streams, resulting in savings of \$100,000.

## N

*Negotiated*

## O

*Opened* new channels of communication between production floor employees and company management resulting in increase in morale.

*Orchestrated*

## P

*Participated* in developing and implementing new computer design program, increasing IT department efficiency.

*Partnered*

## Practice, Practice, Practice!

Pick three to four skills that you identified in your transferable skills map. Write down an accomplishment (see p. 6) related to that skill using an action verb. Remember to start your statement with a verb.

- \_\_\_\_\_  
\_\_\_\_\_
- \_\_\_\_\_  
\_\_\_\_\_
- \_\_\_\_\_  
\_\_\_\_\_
- \_\_\_\_\_  
\_\_\_\_\_

Continued on page 8

## Q

*Qualified* new accounts via the company credit analyzer website.

## R

*Ranked* in Top 1% of company of-ficers.

*Realized*

*Reviewed* and applied healthcare structure for employee benefits.

## S

*Secured* \$5 million during funding freeze to save critical programs: secured 33% funding increase.

*Selected*

*Shifted* manual procedures to an automatic process, saving the company \$50k in payroll processing.

*Streamlined*

## T

*Taught*

*Tracked* and collected data for survey of current and former customers.

*Trained*

*Transferred* proprietary budget coding information into new system, resulting in accounting efficiency and improvements.

*Transformed*

## U

*Updated*

*Used* strong presentation skills to train new employees in the proper usage of safety gear.

## V

*Verified*

*Visited*

*Volunteered* to take on name change project for 100+ year old company.

## W

*Won*

*Wrote*

## Filing Out Employment Applications

- Tell the truth, stating things in a positive way.
- Never falsify information.
- Follow instructions.
- Read the application completely before beginning.
- Spell correctly and print neatly.
- If questions do not apply to you, write: "Not Applicable" or "None" in space provided.
- Provide up-to-date contact information where the employer can reach you or leave a message.
- Be specific about the position or type of work for which you're applying.
- When asked about desired salary, write: "Open," "Negotiable," or "Prevailing Wage."
- If you did not finish high school, indicate highest grade level completed.
- Be specific and complete about schools and past employment.
- List all skills relevant to the position you are applying for, including volunteer activities.
- When you write about your skills, mirror the words used in the job announcement.
- If asked about health, physical limitations, or availability, give only the information relevant to your ability to perform the job.
- If a question centers on a past negative experience (e.g., being fired or convicted) write: "Now resolved" or "Will Discuss." This may keep you from being screened out.
- Carefully proofread your application, sign and date it before you hand it in.
- Remember, an application is a legal document.

# Cover Letters

Your cover letter needs to attract employer attention, stimulate interest and generate action.

Cover letters typically have an introduction, which speaks to who you are, a middle which contains your sales pitch and a closing in which you propose further action. Cover letters are typically three to four paragraphs long.

**STEPHEN HARVEY**  
4556 East Lincoln Drive ~ Concord, Massachusetts 55125  
617-730-7686 ~ sharvey@comcast.net

Date

Leslie Owner  
Personnel Director  
Linn Val Industries, Inc.

300 9<sup>th</sup> Street

Portland, OR 97201

Dear (name and title):

State why you are writing, identify the position for you would like consideration, and indicate how you heard about the position. Mention any individuals who may have referred you to the position. If you are sending an inquiry letter, simply indicate the type of work or position you are seeking.

Your goal here is to show how you can be valuable to the organization. Describe what strengths you have to offer this employer. You might want to use one of the following approaches:

- \*Identify three reasons for the employer to consider you
- \*Describe your previous accomplishments as they relate to the position
- \*Illustrate the relationship between your skills/experience and the position

Refer the reader to your resume for additional information.

End your letter by stating something similar to the following: I look forward to meeting with you to discuss my qualifications in more detail. I can be reached at (insert the best contact number for you).

Sincerely,

(signature)

Typed name  
Contact number

Your contact information using the same format/font as on your resume

Avoid using: "To Whom it May Concern"

## Cover Letter Pointers

Ask yourself the following questions before writing:

- What does the prospective employer need?
- What are my objectives?
- What are 3-5 qualities that I bring to this employer and this position?
- How can I match my experience to this particular job?
- Why do I want to work for this particular organization?

### DO:

- Address your cover letter to an individual
- Clearly state your objective
- Research the company
- Use industry specific terms
- Make it one page
- Make it easy to read and clear
- Maintain focus on that particular employer

### DON'T:

- Start with "Enclosed please find my . . ."
- Be unprofessional
- Make promises you can't keep
- Accent shortcomings
- Say "I feel that I . . ."
- Use colored paper
- Send a photo
- Describe yourself without concrete examples

## Additional Resources

These websites can also assist individuals working on their resumes. Visit your local WorkSource office or go to [www.myworksource.org](http://www.myworksource.org) to learn about resume workshops in your area

- O\*Net—Find job requirements frequently associated with the type of position you're seeking. [www.onetcodeconnector.org](http://www.onetcodeconnector.org)
- *Researching Companies Online Tutorial* – A business research tutorial with the step-by-step process for finding company and industry information. <http://www.learnwebskills.com/company/>
- *CareerOneStop* – General job seeker support, and more pointers on resumes and cover letters. <http://www.careeronestop.org/>
- Information about occupations and industries and employment trends in Oregon. <http://www.qualityinfo.org/olmisj/OlmisZine>

To find out more about the services listed below, talk to WorkSource staff or visit [www.worksourceportlandmetro.org](http://www.worksourceportlandmetro.org).

### Workshops for Job Seekers

Every WorkSource Portland Metro Center offers workshops to help job seekers find employment. See what's available at My WorkSource at [www.worksourceportlandmetro.org](http://www.worksourceportlandmetro.org)

### Veterans' Services

WorkSource Portland Metro has specialized staff to assist Veterans with job placement and training services. Call your WorkSource office to talk to a Veteran Representative for more information.

### WorkSource Portland full-service offices:

#### Beaverton-Hillsboro :

241 Edgeway Drive, Beaverton  
503-526-2700

#### North Portland

30 N Webster, Suite E  
503-280-6046

#### East County:

19421 SE Stark Street, Portland  
503-669-7112

#### Southeast Portland:

7916 SE Foster Road, Suite 104  
503-772-2300

#### Tualatin:

7995 SW Mohawk Street  
503-612-4200



This program is financed with funds provided through Worksystems, Inc. from the U.S. Department of Labor. WorkSource is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. To place a free relay call in Oregon dial 711.