

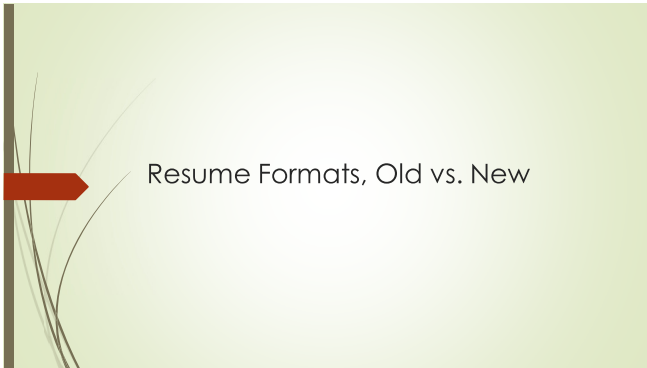
Modern Resume Writing

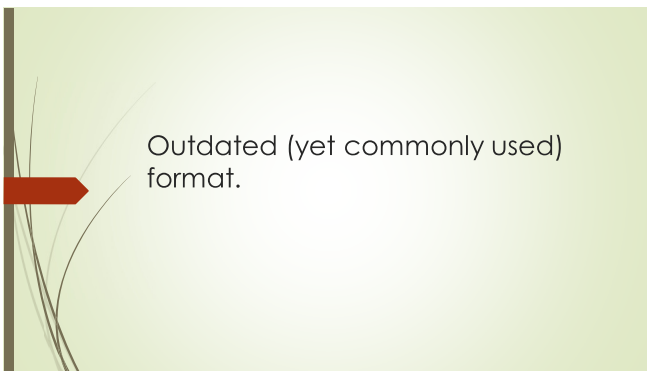
Presentation By: Adam Zajac, NCRW

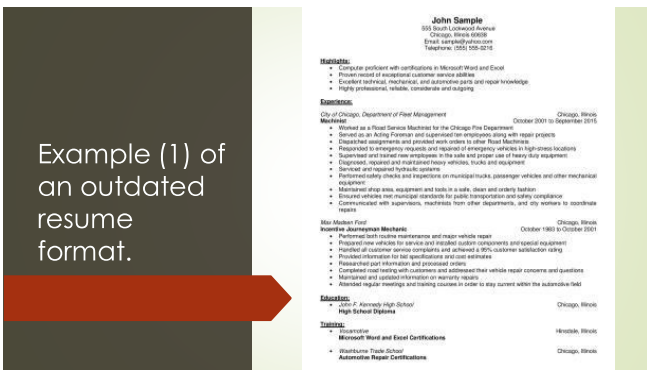
A little about my background...

Why Change the Way You Write Résumés for Your Clients?

- **Increased rates of interview attainment:**
 - Since Vocamotive began using the new résumé writing techniques in 2014, client interviews have increased nearly 75%!
- **Support of interview success:**
 - Clients have provided feedback indicating that the résumé development process used by Vocamotive helps them better prepare for and conduct themselves within interviews.
- **Increased engagement with employers and recruiters:**
 - Hiring officials and recruiters report the new styles of résumé developed for our clients not only increases the chance of landing an interview, but also leads to more meaningful interview conversations and outcomes.







So what do new (and improved) resume formats look like?

[illegible]

So what do new (and improved) resume formats look like?

[illegible]

PROFESSIONAL EXPERIENCE

KHS WEALTH AND INSURANCE SERVICES **Burr Ridge, IL**
Insurance and Financial Analysis Intern June 2017 – August 2017

- **Customer Service:** Enhanced client satisfaction ratings by speeding up response and data retrieval times.
- **Insurance Management:** Ensured client satisfaction and organizational compliance by evaluating, updating and transferring insurance data to application/database (Profomex) in alignment with system specifications.
- **Financial Analysis:** Supported management of fiscal operations by conducting analyses of costs, revenues, risks, budgets, and forecasts. Participated in leadership meetings around financial planning and performance reporting.
- **Administrative and Project Support:** Supported executive leadership team with administrative matters. Handled document and data conversion/migration activities. Logged and tracked receipts and other important information.

VeePax Inc. **Hodgkins, IL**
Supply Chain Intern June 2016 – August 2016

- **Vendor Communications:** Liaised with suppliers to ensure proper quantities of raw materials were available for manufacturing needs.
- **Supply Chain Planning:** Improved operational efficiency by supporting demand planning, delivery scheduling/expediting, logistics, forecasting and production planning.
- **Procurement:** Enabled consistency in production process through accurately determining need, assisting with purchasing of required materials and guaranteeing components were on hand for use.
- **Cost Containment:** Helped reduce operating costs by controlling product flows to coincide with need. Utilized MRP (material requirements planning) system to manage orders and shipments.

Closeup of experience (modern bulleted format).

Example of a modern hybrid (paragraph/bulleted) resume format.

ALEX DEMO
 Culver City, CA 90230 | 310-350-0100 | alex.demo@gmail.com

BUILDING INSPECTION AND CODE ENFORCEMENT PROFESSIONAL

Plan Review - Safety Inspection - Construction Trades

Experienced and dedicated building inspection and construction professional with over 15 years of building expertise. Knowledgeable of all building codes, safety protocols, and construction methods. Skilled in plan review, safety inspection, and construction trades. Proven ability to manage complex projects, ensure compliance, and deliver high-quality results.

EMPLOYMENT HISTORY

WestCo, Inc. **Chicago, IL**
Electrician 2008 – 2009
 Supervised jobsites and crews. Installed, tested and maintained cabling and wiring for video, alarm, monitoring, communications and computer systems. Inspected electrical components and identified problems utilizing variety of diagnostic devices. Trained and directed apprentices. Read and interpreted blueprints and technical diagrams. Ensured adherence to applicable electrical codes.

- **Rapidly promoted to oversee jobsites and teams** and provided work truck within second year of employment. Typically electricians were not provided vehicle until 6 to 10 years on job.
- **Entrusted to oversee high-profile install** of wireless, networking and monitoring systems at MacNeal Hospital.

WestCo, Inc. **Chicago, IL**
Electrician 2005 – 2008
 Installed and upgraded systems including CAT 5/6, PBX phone, local area networks (LANs), and VOIP. Troubleshot and repaired electrical issues in efficient manner. Estimated time and material needs for jobs.

- **As new apprentice (and working on one of first jobs with employer), saved over \$9000** by completing work 2 weeks ahead of schedule.
- **Assigned to work on notable jobsites** including: Merchandise Mart, McCormick Place and Smurfit Building.

EDUCATION

WestCo, Inc. **Chicago, IL**
Construction Management 2008

WestCo, Inc. **Chicago, IL**
Construction Management 2008

CERTIFICATIONS

NECA International Code Council, 2012 BC Residential Building Inspector 2010

NECA International Property Maintenance Code 2010

Residential Building 2010

NECA Level 1 and 2 Installer (Updated) 2010

TRAINING

WestCo, Inc. **Chicago, IL**
Microsoft Office (Word, Excel, and Outlook) Certification 2010

WestCo, Inc. **Chicago, IL**
Microsoft Project Certification 2010

Microsoft Office

EMPLOYMENT HISTORY

VeePax Inc. **Highland, IN**
Electrician 2008 – 2009

Supervised jobsites and crews. Installed, tested and maintained cabling and wiring for video, alarm, monitoring, communications and computer systems. Inspected electrical components and identified problems utilizing variety of diagnostic devices. Trained and directed apprentices. Read and interpreted blueprints and technical diagrams. Ensured adherence to applicable electrical codes.

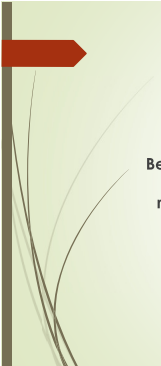
- **Rapidly promoted to oversee jobsites and teams** and provided work truck within second year of employment. Typically electricians were not provided vehicle until 6 to 10 years on job.
- **Entrusted to oversee high-profile install** of wireless, networking and monitoring systems at MacNeal Hospital.

KELSO BURNETT **Chicago, IL**
Electrician 2005 – 2008

Installed and upgraded systems including CAT 5/6, PBX phone, local area networks (LANs), and VOIP. Troubleshot and repaired electrical issues in efficient manner. Estimated time and material needs for jobs.

- **As new apprentice (and working on one of first jobs with employer), saved over \$9000** by completing work 2 weeks ahead of schedule.
- **Assigned to work on notable jobsites** including: Merchandise Mart, McCormick Place and Smurfit Building.

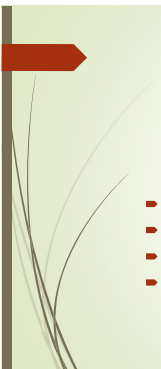
Closeup of experience (modern hybrid format).



Writing and Style

Before examining individual resume components, let's start by defining the product as a whole. In short, excellent résumés are sales-focused, relevant, visually appealing, quality-oriented, and succinct.

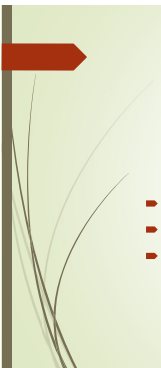
- The following writing tips are espoused by the National Résumé Writers' Association (NRWA) in accordance with its Writing Excellence standards.



Writing and Style

Sales-Focused

- Sell benefits instead of features.
- Use action/active verbiage.
- Emphasize successes, contributions, and achievements.
- Exude quality and project the appropriate "image."



Writing and Style

Relevant

- Emphasize key information and keywords.
- Prioritize qualifying data.
- Exclude or de-emphasize non-relevant information or include only pertinent information that targets the job.

Writing and Style

Visually Appealing

- Utilize classic design elements.
- Use white space effectively.
- Complement the client's profession through appropriate page design and paper choice.

Writing and Style

Quality-Oriented

- Meticulously proofread and error-free.
- Consistent in formatting, capitalization, punctuation, number use, line spacing, and abbreviations.
- When printed, done so in a high-quality manner on laser or laser-quality printer. When prepared for digital distribution, the document should be created in a universal format.

Writing and Style

Succinct

- Present information in first person (without personal pronouns such as "I" or "my").
- Use a telegraphic writing style (with limited use of articles—"the," "an," and "a").
- Avoid overwriting and verbose or pretentious language.
- Exclude extraneous data that does not support candidacy.

Writing and Style

Section/Category Positioning

Category position should strategically place the candidate's best qualifications first based on the match between their background/experience and the target position.

- Manipulate the order of categories to best sell the candidate's relevant qualifications. In most cases, a new college graduate will list education first.
- If the candidate has a strong, relevant work history, placing the professional experience section before education will help the new graduate compete with experienced professionals and not be discounted as an "inexperienced recent graduate."

Writing and Style

Date Positioning

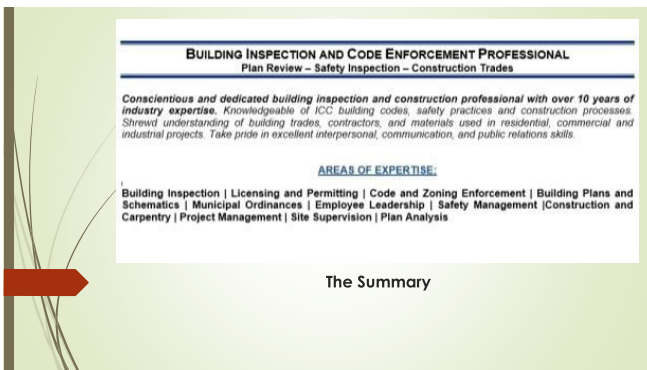
Positioning of dates can either highlight or take focus away from a candidate's work history.

- Drawing the dates out to the right makes them more visible and can emphasize a candidate's strong loyalty and solid work history.
- If the candidate has short stints of employment, consider moving the dates in to just behind the title or company name.
- Eliminating months creates a more consistent history and is standard on many résumés.*
- As dates are almost never a better selling point for a candidate than job title, avoid putting dates along the left margin where the reader's eye is naturally drawn first.

A section by section break down of a modern resume.








[illegible][illegible][illegible]


The Experience



Important Elements – Job Descriptions

- Job descriptions should never “parrot” the official job announcement or simply list job duties.
- A job description must convey value by revealing relevant challenges, actions, and results using “action” verbs and quantifiable information – not vague statements.
- A strong job description prioritizes information in accordance to employer needs. It also uses keywords relevant to the target industry.
- Paragraphs are concise, categorized by function, and written in first person without the personal pronoun.

The Experience



Important Elements - Achievements

- Frontloading accomplishments and following with the why and how not only makes for a more interesting read but it makes sense because the reader scans from the left to right.
- To capture attention quickly, all quantifiable data should be positioned at the start of each accomplishment (unless there is a good reason not to do so).
- For Example:
 - Instead of writing: “Designed new sales training program which resulted in employees selling 50% more each year.”
 - Try this: “Increased revenue 50% by designing new sales training program which amplified individual sales rep performance.”

EDUCATION

UNIVERSITY OF WISCONSIN
Associate of Science (A.S.), Biology

Madison, WI

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

Certified Hazard Analysis and Critical Control Points (HACCP) Auditor

Serve Safe Certification

Key Performance Indicators (KPI) Expert Trainer

Continuous Process Improvement (CPI) Trainer

Education and Professional Development

EDUCATION	
University of Wisconsin Associate of Science (A.S.) Biology	Matinee, R.
CERTIFICATIONS & PROFESSIONAL DEVELOPMENT	
Certified Hazard Analysis and Critical Control Points (PACCP) Auditor	
ServSafe Food Certifications	
King Performance Initiatives (KPI) Expert Trainer	
Continuous Process Improvement (CPI) Trainer	

Important Elements - Education

- *Dates – to list or not to list?*
- *Order of education.*
- *Use of "coursework."*
- *Incomplete education.*
- *Irrelevant education.*
- *Abbreviations.*

EDUCATION	
University of Wisconsin Associate of Science (A.S.) Degree	Madison, WI
CERTIFICATIONS & PROFESSIONAL DEVELOPMENT	
Certified Hazard Analysis and Critical Control Points (HACCP) Auditor	
ServSafe Certification	
Key Performance Indicators (KPI) Expert Trainer	
Continuous Process Improvement (CPI) Trainer	

Important Elements - Certifications

- **Dates** – to list or not to list?
- **Certification issuer and abbreviations.**
- **Expired certifications.**
- **Irrelevant certifications.**

EDUCATION	
Undergraduate of Wisconsin Diploma of Science (B.S.) Biology	Matrices, B
CERTIFICATIONS & PROFESSIONAL DEVELOPMENT	
Certified Hazard Analysis and Critical Control Points (P HACCP) Auditor	
ServSafe Food Certification	
Key Performance Indicators (KPI) Expert Trainer	
Continuous Process Improvement (CPI) Trainer	


Important Elements - Trainings

- *Dates – to list or not to list?*
- *Training provider.*
- *Name and description of training.*
- *Irrelevant trainings.*



Other Things Found on Résumés

<ul style="list-style-type: none"> ■ Maybe Include... ■ Volunteer Work ■ Board Work ■ Skill Section ■ Tech Proficiencies ■ Publications / Media References 	<ul style="list-style-type: none"> ■ (Almost) Never Include... ■ Interests Section ■ References ■ Highly Personal Data ■ Picture
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Resume Practice Activity



Applicant Tracking Software (ATS) Systems

What is an applicant tracking software system?

- An Applicant Tracking Software (ATS) system is just one part of an HR management software package.
- The ATS system itself makes up a small portion of a much larger software package.
- They are intended to streamline the hiring process.
- They also drive websites of companies, recruiters, and even job boards like Indeed, Monster, Career-BUILDER, The Ladders, Glassdoor, LinkedIn, etc.

The ATS Engine:

- Behind every ATS is an "engine" that runs the parsing, scoring, and keyword searches.
- A few companies create almost all of the parsing engines used by applicant tracking software systems.

Recent ATS Changes:

- The number of companies using ATS systems.
- The types of companies using ATS systems.
- The cloud-based nature of ATS and SaaS.
- The sophistication of ATS systems.
- Artificial intelligence and concept searches.
- The format requirements for resumes.

What does this mean for you and your clients?

- Everything has changed in recent years!
- From the mid-1990s until about 10 years ago, most résumés were mailed/faxed and then scanned into ATS systems, so the format of résumés was critical.
- Today, electronic files that are uploaded into ATS systems are read electronically, not using OCR (optical character recognition).
- That means fonts, underlining, graphics, lines, white text, etc., are no problem for modern ATS systems.

Text matters, not format codes.

- Formatting codes are ignored by these new-generation ATS systems, so italics, bold, underlines, and hyperlinks are fine to use.
- Today's ATS systems are very different from the old ones. It's not about the way the resume format looks on paper but how it was formatted "underneath."
- This allows you more design freedoms. However, you still need to be a method and consistency to your resume design which the system can interpret.

2 types of ATS systems:

- The first type of ATS system runs simple **keyword searches** and does not look for concepts.
- The second type of ATS is **concept driven**, although it still uses keywords as the basis of its search methods. This semantic search is more like artificial intelligence.

Simple Keyword Searches:

- A good way to think of these is like the search feature in Windows.
- You enter a term like "project coordination" and every document on your drive with those two words pops up.
- Systems use data logic with operators like "and" or "or" to tie words together and create more sophisticated searches, but it still comes down to a simple keyword match.
- All applicant tracking software systems use simple keyword searches in one way or another.

Concept-based Searches:

- These think more like a human being, using concept-based searching, sometime called "semantic" searching.
- Can interpret the meaning behind words and concepts.
- Ranks resumes based on how relevant and recent a job seeker's qualifications are. Information on page one is considered more recent and more relevant.
- Recognizes alternate job title names, related skills, relationships between concepts, and punctuation variations.
- Can assume that the keywords "project coordination" are a match even though the sentence in the resume reads "Coordinated complex construction projects...."
- It still comes down to identifying keywords first.

Common Questions:

- What if a keyword is spelled wrong in the job lead and the resume spells it right? Will it be considered a "hit" in a keyword search?
 - **NO!**
- What about abbreviations? If "research and development" are keywords on a job req, what happens if the resume says R&D instead?
 - **Synonym dictionaries are powerful enough to see these as the same. When in doubt, spell it out, or use them both.**
- What about the difference between MBA and M.B.A. or BS versus Bachelor of Science?
 - **Generally not a problem. Again, use both if you are not sure.**
- Are cover letters considered in keyword searches?
 - **No! And it hurts your resume's score if you make the first page of your resume the cover letter.**

More Common Questions:

- Does the number of times a keyword appears in a resume affect its ranking during a search?
 - **Yes!**
- What about the position of the keyword on the resume? Top, bottom, a list of keywords, or integrated into sentences?
 - **The keywords on page one are scored higher than ones found on page two. A list of keywords isn't penalized, though.**
- What if the job req requires experience with MS Word and the resume says "MS Office"?
 - **Yes and no. It is always safest to list the parts of a software package.**

Just a Couple More Items:

- Integrate skills into the body of the work experience, even if you have a separate skills list.
 - **Why? Because all ATS systems calculate number of years of experience with a certain skill from the dates in the work experience section.**
- For the same reason, never omit dates on experience.
 - **Yes, that means functional resumes are not the way to go when applying through ATS systems.**

Keywords are Critical!

- Now that you know how ATS systems work, you understand how critical keyword selection can be to your client's job search success.
- When possible, your client should integrate keywords from the job lead into a customized résumé.
 - **This is a burden, but one that can mean the difference between success and failure.**
- Knowing that, let's spend help you understand what a keyword really is...

What are Keywords?

- The "buzzwords" of your client's industry.
- Keywords can be nouns, adjectives, or short phrases.
- They usually are not verbs.
- They describe your client's unique knowledge, skills, abilities, education, and experience.
- They are tools used to search an ATS database of resumes.
- And they are used to "score" or "rank" resumes.

Hard Skills (concrete, demonstrable):

- MS Word
- UNIX
- Fiber optic cable
- Project management
- Spanish
- Well-known company names (Microsoft, Google)
- Colleges or universities (Harvard, University of Illinois).

Soft Skills (hard to prove until hired):

- Oral and written communication skills
- Problem solving
- Leadership
- Team player
- Productivity
- Customer retention
- Strategic planning
- Performance

How Do I Find Industry Buzzwords?

- Online job advertisements
- Performance evaluations
- Professional and technical associations
- Dictionary of Occupational Titles
(<http://www.occupationalinfo.org/>)
- College career centers
- Recruiters and HR departments
- Local government workforce centers

But the Most Important Source is...

- The most important source for keywords is the actual job advertisement for which your client is applying.
- Your client needs to make sure that he or she is using the keywords from that ad in the resume.
- That means that every resume submitted needs to be customized for ideal results.
 - *Training your clients to do this, or doing it for them, will significantly amplify results!*

A Few No-no's:

- If your client doesn't have an experience or skill, don't use the keyword.
 - *Don't try to hide keywords so they can't be seen by the naked eye by...*
 - *This includes using formatting "tricks" to confuse the ATS system.*
- Once a resume is parsed, all of these tricks are revealed and your client's resume will be discarded.

Audience Questions?

Collecting Employment Data from Your Clients to be Used in Creating Resumes

Step 1: Collect a detailed job history.

- This can be accomplished during:
 - *Initial Evaluation/Client Interview.*
 - *Detailed Vocational Evaluation.*
 - *Client Orientation (Verbal or Written Process).*

Step 2: Dig deeper into the client's job history.

- This can be accomplished with a resume focused questionnaire:
 - *Either a General Questionnaire, or...*
 - **A 2 Part Questionnaire Process (Ideal):**
 - *Part 1: Get the client's own reporting on their responsibilities and achievements.*
 - *Part 2: To ask specific questions of the client based on what he or she first reported.*

Questionnaire Part 1: Client self-reports his/her responsibilities.

Vocamotive
PERSONAL CAREER COACHING

120 East Ogden Avenue, Suite 15A, Hinsdale, IL 60521
Phone 630-789-2519 | Fax 630-789-5071 | info@vocamotive.com

Client Name
 Street Address
 City, State Zip
 Email
 Telephone:
 |

Experience:
 Most Recent Employer Name
 City, State
 Job Title
 Starting Date (Month and Year) to Ending Date (Month and Year)*:
 Job Description (Paragraph):

Minimum of 3 Notable/Quantifiable Work Achievements (Specific):

- Employment Achievement 1
- Employment Achievement 2
- Employment Achievement 3

Questionnaire Part 2: You ask the client for specifics based on job targets.

If applicable, what products/services were you (and your team) responsible for selling or supporting in this role?

What is/was the scope of your leadership contributions (if of personnel (direct/indirect reports), departments, territories, programs/initiatives, etc.) in this role?

How did/did impact or support company growth and success in this role?

Please elaborate on your customer engagement related responsibilities and successes in this role:

What is/was the scope of your strategic contributions in this role (strategic planning, setting marketing policy or growth strategy, determining vision, introducing new products/services, structuring/restructuring operations, etc.)?

What tech related initiatives were you involved in while in this role?

If applicable, what is/was the scope of your P&L management in this role?

If applicable, what are/were the scope of your business development responsibilities in this role?

The Cover Letter

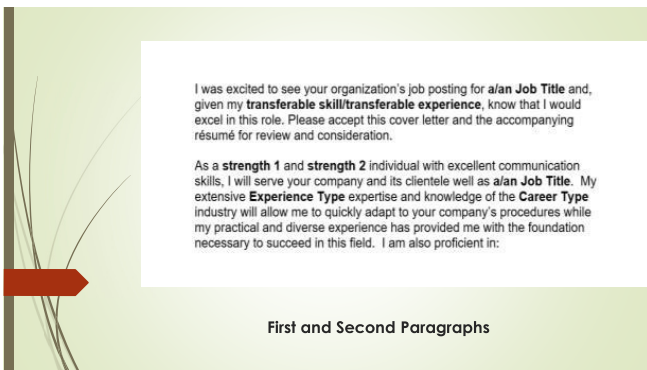
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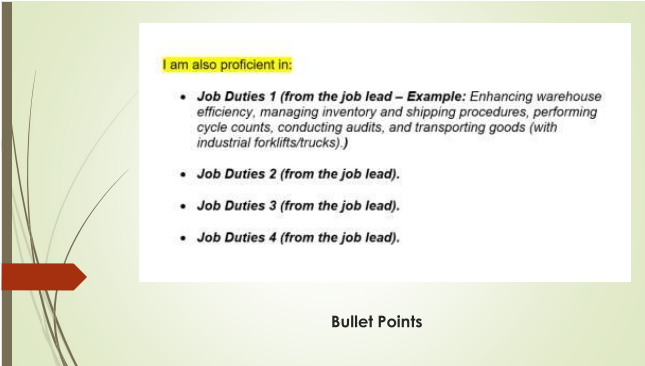
Step 1: Develop a Template for Your Clients

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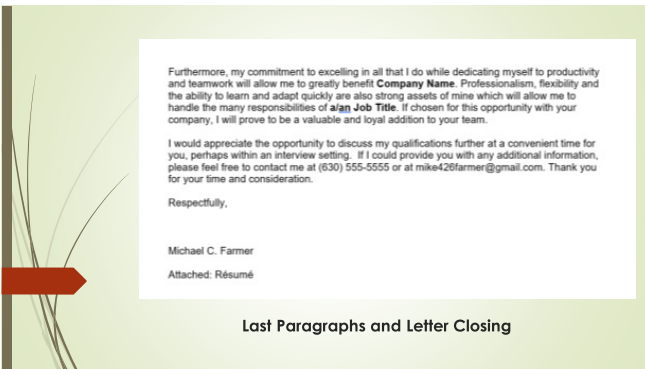




I am also proficient in:

- **Job Duties 1 (from the job lead – Example:** *Enhancing warehouse efficiency, managing inventory and shipping procedures, performing cycle counts, conducting audits, and transporting goods (with industrial forklifts/trucks).)*
- **Job Duties 2 (from the job lead).**
- **Job Duties 3 (from the job lead).**
- **Job Duties 4 (from the job lead).**

Bullet Points



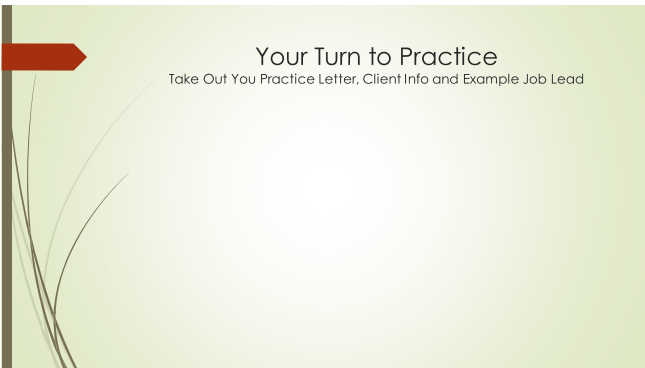
Furthermore, my commitment to excelling in all that I do while dedicating myself to productivity and teamwork will allow me to greatly benefit **Company Name**. Professionalism, flexibility and the ability to learn and adapt quickly are also strong assets of mine which will allow me to handle the many responsibilities of **align Job Title**. If chosen for this opportunity with your company, I will prove to be a valuable and loyal addition to your team.

I would appreciate the opportunity to discuss my qualifications further at a convenient time for you, perhaps within an interview setting. If I could provide you with any additional information, please feel free to contact me at (630) 555-5555 or at mike426farmer@gmail.com. Thank you for your time and consideration.

Respectfully,

Michael C. Farmer
Attached: Résumé

Last Paragraphs and Letter Closing



Your Turn to Practice

Take Out Your Practice Letter, Client Info and Example Job Lead

Cover Letter Practice

Regarding: _____

Dear _____,

I was excited to see your organization's job posting for **_____** and, given my **transferable skills/transferable experience** _____, know that I would excel in this role. Please accept this cover letter and the accompanying résumé for review and consideration.

As a **strength 1** _____ and **strength 2** _____ individual with excellent communication skills, I will serve your company and its clientele well as **_____**.

My extensive **Experience Type** _____ expertise and knowledge of the **Career Type** _____ industry will allow me to quickly adapt to your company's procedures while my practical and diverse experience has provided me with the foundation necessary to succeed in this field. I am also proficient in:

- **Job Duties 1:** _____
- **Job Duties 2:** _____
- **Job Duties 3:** _____

Furthermore, my commitment to excelling in all that I do while dedicating myself to productivity and teamwork will allow me to greatly benefit **Company Name** _____. Professionalism, flexibility and the ability to learn and adapt quickly are also among assets of mine which will allow me to handle the many responsibilities of **_____**. If chosen for this opportunity with your company, I will prove to be a valuable and loyal addition to your team.

I would appreciate the opportunity to discuss my qualifications further at a convenient time for you, perhaps within an interview setting. If I could provide you with any additional information, please feel free to contact me at (650) 555-5555 or at michael@tortue.com. Thank you for your time and consideration.

Regarding: Warehouse Supervisor

Dear Mr. Franks:

I was excited to see your organization's job posting for a Warehouse Supervisor and, given my skill set and previous warehouse leadership and logistics management experience, believe that I will excel in this role. Please accept this cover letter and the accompanying résumé for review and consideration.

As an organized and analytical leader with excellent communication skills, I will serve your company and its clientele well as a Warehouse Supervisor. My extensive warehousing and shipping expertise and knowledge of the inventory management and distribution industries will allow me to quickly adapt to your company's procedures while my practical and diverse experience has provided me with the foundation necessary to succeed in this field. I am also proficient in:

- **Handling all staff management activities, including scheduling, training and development, performance evaluation, disciplinary actions, and direction.**
- **Enhancing warehouse efficiency, managing inventory and shipping procedures, performing cycle counts, conducting audits, and transporting goods (with industrial forklift/trucks).**
- **Supporting safe work conditions by maintaining safety standards, compliance and training.**
- **Delivering operations support including database management, documentation processing, vendor management, and cost control.**

Furthermore, my commitment to excelling in all that I do while dedicating myself to productivity and teamwork will allow me to greatly benefit Tortue Parts. Professionalism, flexibility and the ability to learn and adapt quickly are also strong assets of mine which will allow me to handle the many responsibilities of a Warehouse Supervisor. If chosen for this opportunity with your company, I will prove to be a valuable and loyal addition to your team.

I would appreciate the opportunity to discuss my qualifications further at a convenient time for you, perhaps within an interview setting. If I can provide you with any additional information, please feel free to contact me at (650) 555-5171 or at michael@tortue.com. Thank you for your time and consideration.

Using LinkedIn

LinkedIn

Why Use LinkedIn for Your Clients?

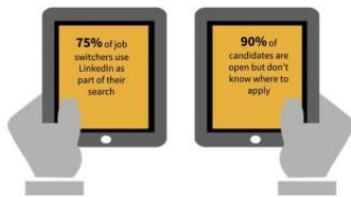
LinkedIn is the destination for quality applicants

40%

LinkedIn Jobs are rated 40% higher at delivering quality applicants when compared to job boards.

Why Use LinkedIn for Your Clients?

LinkedIn has become the leading social network for finding your next career opportunity



What Matters When Recruiters Search for a Candidate?

Rich in target keywords current/next role.	Keyword density
Keywords in Headline, job titles and skill section matter more	All content is scanned for skills, keywords, job functions.
Profile's industry, extremely important	Graduation date strategy leave dates on or off?
Location, should be where you want to work next?	Your activity, what you do on LinkedIn

Sections and Fields in a LinkedIn Profile

	Section/Field Type	# Char	Specific Search	Keyword Search	Add Notes		Section/Field Type	# Char	Specific Search	Keyword Search	Add Notes	
INTRO INFORMATION	First Name	20	X				Degree	100	X		Move	EDUCATION
	Last Name	40	X				Field of Study	100	X			
	Headline	120		X			Grade	80		X		
	Vanity URL	30					Activities & Societies	500		X		
	Summary	2,000		X	Visual		Description	1,000		X	Visual	
SKILLS + EXPERIENCE	Location (Database)		X				Publications	2,000		X	URL	OTHER
	Industry (Database)		X				Certifications	200		X	URL	
	Company Name	100	X				Patents	2,000		X	URL	
	Location	80		X			Courses					
	Job Title	100		X			Projects (20)	2,000			URL	
	Job Description	2,000		X	Visual		Honors & Awards	2,000		X		
	Volunteer	2,000		X	Move		Organizations	2,000		X		
	Skills	#50		X	Move		Languages		X			

Building a LinkedIn Headline

- 120-character limit (with spaces).
- Include top one or two position titles.
- Add short brand or value proposition.
- Content should relate to the resume headline. If there are multiple variants of the resume, the headline should be an appropriate combination of the headline variants.
- LI algorithms give headline keywords more weight.

Building a LinkedIn Headline

- From:** Warehouse Supervisor
- To:** Warehouse Supervisor Driving Efficiency & Fulfillment Success | Shipping/Receiving | Logistics Management | Training
- From:** Recent College Graduate
- To:** Recent Psychology Graduate - Targeting Roles in Nonprofit or Corporate Environments with a Focus in Mental Health
- From:** Designer and Real Estate Agent Seeking New Opportunities
- To:** Versatile Project Manager - Owners Representative - Interior Designer - Real Estate Agent

4 Core Components of Excellent LinkedIn Content

1. LinkedIn Content Must Always be WELL BRANDED
 - Is the clients personal brand clear?
 - How do you create a personal brand unique to the client?
 - Strong headline
 - Strong summary content (particularly the content that appears in the preview)
 - Professional profile picture
 - Cover photo that links back to their target roles/industry
 - Strong experience content
 - Strong additional supporting sections and related content
 - Is the resume and LinkedIn branding complimentary?
 - How does a clients personal brand vary from a resume to their LinkedIn?

4 Core Components of Excellent LinkedIn Content

2. LinkedIn Content Must be ENGAGING
 - Does the content grab the readers attention and does it hold their attention throughout the multiple sections of the profile?
 - Exactly how do you write content that is worthy of attention?
3. In Addition, Content Must be CONVERSATIONAL
 - Is the content written in first-person "I" language?
 - Is there ever an exception to this?
 - Does the content capture the clients voice?
 - Phone or in-person conversations help you to understand your clients personality and in turn, better capture their voice and truly make the content sound like them.

4 Core Components of Excellent LinkedIn Content

4. Value-Based
 - Are the clients core value propositions displayed prominently in the following sections:
 - Headline
 - Summary
 - Experience
 - Skills
 - Are a clients value propositions conveyed differently on LinkedIn than on the resume?

The Summary

Summary "rules" 2,000 character limit

- Expand upon the value propositions already outlined in the resume.
- View the LinkedIn summary as a professional resume summary on steroids.
- Incorporate extra context and personal touches that are not standard on resumes.
- First person perspective, tell stories, have a conversation with the reader.
- Stay away from heavy paragraphs they won't get read.

You need to engage the reader from the start.

- Desktop & Laptop ~ 280 characters show before you need to click show more.
- Mobile app ~ 120 characters show before you need to click to read more.

Summary = What You Have That They Need

- | | | |
|--|--|--|
| <ul style="list-style-type: none"> • PROBLEMS I FIX • WHAT I BRING TO THE TABLE • AREAS I EXCEL IN • WHAT DRIVES ME • WHAT AM I PASSIONATE ABOUT • HOW I IMPROVE TOP-LINE SALES • HOW I TREAT CUSTOMERS • MY ADDED VALUE • WHY PEOPLE LIKE DOING BUSINESS WITH ME • WHERE I SEE MYSELF IN 3 YEARS • MY TOP 5 COMPETENCIES • HOW I CONTRIBUTE TO TEAM GOALS • HOW MY CUSTOMERS DESCRIBE ME • WHAT MY MANAGERS SAY ABOUT ME • WHAT I'VE BEEN UP TO LATELY | <ul style="list-style-type: none"> • HOW I BUILD SUCCESS • HOW I MAKE A DIFFERENCE • MY LEADERSHIP STYLE • WHY A CAREER IN XYZ? • HOW I BALANCE IT ALL • MY FAVORITE QUOTES • HOW I GROW TOPLINE SALES • MY ADDED VALUE • HOW I GIVE BACK • MY VALUE STATEMENT • WAYS I BUILD PROFIT • WHY I ENJOY WHAT I DO • MY LIFE PASSIONS • MY PROUDEST MOMENTS • MY CAREER TARGET • MY TOPS RESULTS | <ul style="list-style-type: none"> • MY TOP CONTRIBUTIONS • MY CAREER HIGHLIGHTS • MY SPECIALTIES • MY DISC-style ASSESSMENT • HOW I MOTIVATE MY TEAM • MY COMMUNICATION STYLE • MY CAREER TRANSITION TO XYZ • MY BIGGEST MISTAKE • HOW I INFLUENCE OUTCOMES • MY NEGOTIATION STYLE • HOW I MEET DEADLINES • TECHNOLOGIES TOOLS I USE • MY PERFORMANCE REVIEW HIGHLIGHTS • HOW YOU CAN CONTACT ME • MY ATTITUDE |
|--|--|--|

Summaries = Stories, Brands & Strengths

<https://www.linkedin.com/in/shoresmary/>

BOLD - NO-NONSENSE - APPROACHABLE - TENACIOUS | When people think of me, those are the words I hope come to mind.

See, I have built a career and a business on the power of "Words That Work." As such, I believe to my core that the words that fill your inner monologue as well as the words you choose to say have a profound impact on your life and the lives of others.

To provide some proof, here is a (condensed) timeline of the trajectory of my life:

- ◆ In 1998 I opened a debt collection agency, Midstate Collection Solutions. Despite rough personal circumstances, I harnessed the power of positive words and thinking to do this.
- ◆ In 2005 I restructured my business model around my proprietary "Words That Work" method and a commitment to making those in debt happier at the end of a call with Midstate than they were at the beginning.
- ◆ The restructure worked and soon I shifted my focus to changing the debt collection industry as a whole. I began traveling and sharing the "Words That Work" method with businesses all over the country.
- ◆ I realized that words have the power to change not only businesses, but also people at their core and I set out to help others.
- ◆ In 2015 I authored and published a best-selling book with Hay House, "Conscious Communications: Your Step-by-Step Guide to Harnessing the Power of Your Words to Change Your Mind, Your Choices, and Your Life."
- ◆ After the success of the book, requests to speak, and professional development industry involvement, I launched The Mary Shores Brand, which aims to share what I have learned through various mediums including speaking engagements, workshops, retreats, podcasts, books, and more.

Today, I concurrently run the Midstate Collection Solutions business while also building The Mary Shores Brand. I LOVE what I do and get to do it because of the words I choose to say to myself and project to others.

I look forward to sharing the lessons I have learned with you.

Summaries =
Stories,
Brands
&
Strengths

<https://www.linkedin.com/in/dale-diedrich/>

As an IT professional with a non-traditional background, I offer a unique blend of technical expertise, creative perspective, and leadership acumen. My current role as an IT Database and Systems Administrator at Adient leverages my varied skills regularly.

After beginning my career in military and law enforcement, an incident in the line of duty altered my professional trajectory. Seeing that I always enjoyed and dabbled in IT even while in law enforcement, I made the decision to pursue a new IT career.

Prior to transitioning into IT fully, I already had years of experience carrying out independent projects for local individuals and companies. Once I made the decision to dive fully into the IT field I enrolled in classes to further my technical education, obtained Cisco certifications, gained experience in an Allstate contract based position.

Now that I am fully immersed in the profession, I often receive feedback that my varied background is one of my greatest assets. I hear that I approach issues differently, am able to take on leadership and project management roles effectively, and offer creative solutions that others would not have thought of due to my military and police background.

Over anything else, my life-changing accident taught me that I can handle any curveball and I look forward to seeing where my new career will take me.

You are welcome to contact me on LinkedIn or at client@gmail.com.

Summaries =
Stories,
Brands
&
Strengths

<https://www.linkedin.com/in/conception-it/ton>

THE VALUE I BRING

During over 20+ years of experience championing global marketing for key CPG stakeholders — Edgewell Personal Care and Procter & Gamble — I uphold a track record of driving growth and profitability. Product portfolio spans personal care, feminine care, and food and beverage segments. As a marketer and architect of change, I build and strengthen brands by developing strategies that win the "hearts and minds" of consumers. I foster a very collaborative yet result-driven team.

CAREER HIGHLIGHTS INCLUDE

- Cultivating marketing plans and full cycle RPO roadmaps from concept and product design to successful launch.
- Generating \$15 Million in cost savings by centralizing asset development for all Global brands and enabling the move to a value-added agency remuneration model.
- Surpassing strategic plan growth targets by transforming the Global Women's Systems (\$300 retail sales) NPD roadmap and paving the way for the launch on game-changing innovation.
- Delivering double-digit top- and bottom-line growth for Folgers and Pringles through revised pricing and promotional strategies.

MY PHILOSOPHY

I believe the consumer comes first. I drive a spirit of continuous improvement, challenging the status quo to strengthen my brands and to enhance the consumer and customer experiences. I retain-developing talent and strengthening the marketing capabilities of my teams.

HOW I DRIVE EXCELLENCE

I foster describe me as a driven team builder generating impact by offering hands-on guidance to foster team success. My key contributions include facilitating mentorship, crafting training programs, equipping targets, building a consumer-centric innovation pipeline, initiating cost-saving initiatives, and executing short- and long-term strategies.

EDUCATIONAL HIGHLIGHTS

- MBA from the Kellogg School of Management at Northwestern University

Profile Photo Is Important

1. Get 26 times more views than without a photo.
2. Smile, relax and look into the camera.
3. Choose a current photo – no sunglasses.
4. Use a photo of you, not a logo/object.
5. Professional-looking photo – no glamour shots.
6. No wedding, vacation or holiday photos.
7. Headshot – chest and up works best.
8. No other people in photo.
9. No distracting backgrounds.
10. Proper, professional attire.
11. Profile photo between 400 (w) x 400 (h) pixels and 7680 x 4320 pixels. Up to 8MB





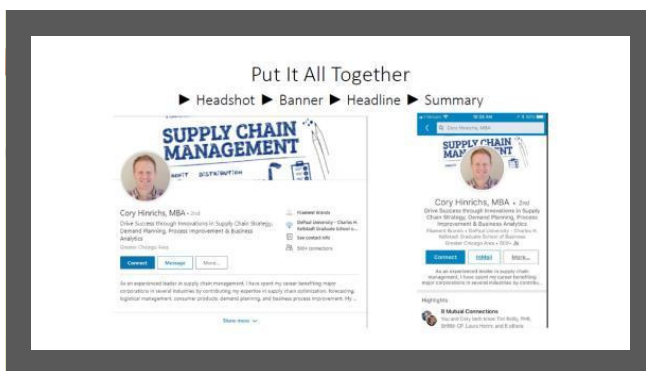
Banner Image = Brand Engagement

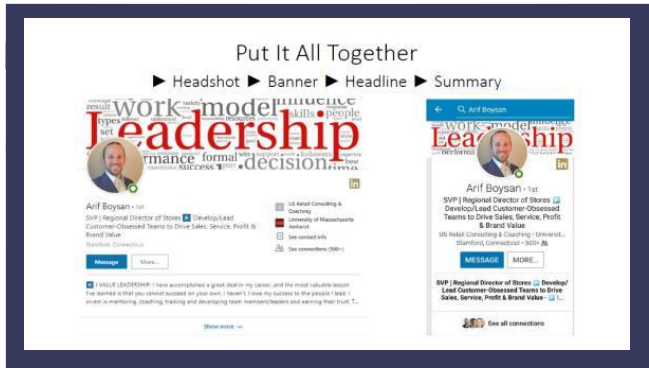
Recommended pixel dimensions are 1584 (w) x 396 (h) pixels. No larger than 8MB.

Creating a Positive Visual Experience

The visual experience should carry down to the written content as well!

- [illegible]





Writing Employment Content

Approach 1: Use the same content from the resume, making only minor edits with regards to style (switch from 1st person removed to casual 1st person).

- + Pro's: Ensures optimal performance with algorithms, reduces time spent on profiles, and allows for more time to perfect the summary.
- - Con's: No new information or context is being presented and the content may seem more formal and less engaging.

Writing Employment Content

Approach 2: Draft completely new content for the experience sections while still incorporating appropriate keywords.

- + Pro's: Presents brand new content to the reader. Provides an opportunity to show added context behind the career history and allows for more engaging content.
- - Con's: Takes more time and requires additional work to ensure keyword optimization.

Career Experience



Senior Human Resources Specialist

Target

Apr 2007 – Present • 11 yrs 3 mos
DeKalb, IL

Over the past 11 years with Target in a HR capacity I have taken on progressive roles that have allowed me to flex my HR skills. After starting as a HR Technician back in 2007, I eventually assumed the HR Generalist and ultimately the Senior HR Specialist role I am currently in.

Throughout these positions, my responsibilities have expanded to include the following:

RECRUITMENT & TALENT ACQUISITION: Application review, pre-screening, interviewing, extending employment offers, and coordination of pre-employment requirements (background checks and drug tests) for both exempt and non-exempt employees.

TRAINING & ONBOARDING: Coordination of orientation and onboarding activities for all new hires along with ongoing training and development for existing employees.

EMPLOYEE RELATIONS: Investigation and resolution regarding on-site employee relations matters in coordination with corporate team as well as involvement in continuous improvement efforts to enhance relations between employees and the company.

PERFORMANCE MANAGEMENT: Partnership with internal business partners to discuss team member performance based on reliability trends and associated coaching to improve performance.

HR ADMINISTRATION: Maintenance of employee and applicant documentation, payroll processes and salary adjustments as well as coordination on health benefits and during open enrollment periods.

Career Experience



Global Marketing Director, Women's Shaving

Edgewell Personal Care

May 2014 – Present • 4 yrs 4 mos
Greater New York City Area

■ **LEADERSHIP:** Strengthen portfolio strategy and deliver consumer-centric innovation to fuel top-line growth for the total company.

■ **SCOPE:** Global Women's Systems (\$380M Retail Sales); Portfolio: Intuition, Quattro for Women, and Hydro Silk

■ KEY HIGHLIGHTS:

- **Strategic Planning:** Surpassed long-term top-line growth targets by leading strategy and innovation planning for women's system.
- **Game-Changing Innovation:** Paved the way for the launch of Intuition f.a.b., the first-ever bi-directional female razor that safely shaves forward and back.
- **Advertising Development:** Led development of above-average scoring advertising for Hydro Silk, Trim Style and Intuition f.a.b.
- **"Out of the Box" Thinking:** Challenged conventional thought and developed an innovative business model to champion dermaplaning concept, a new way to apply blade expertise to emerging beauty trends.
- **Team Leadership:** Supervised, mentored, and promoted 2 direct reports to senior brand manager and marketing director.
- **Global Marketing Networking:** Spearheaded the strategic planning process for organizational change management. Strengthened collaboration and global networking outreach.

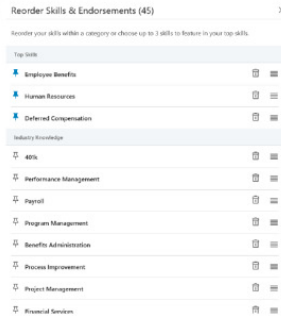
Experience Section Finishing Touches...



Creating a Positive Visual Experience:
Incorporating Media

Skills (50)

- This section is heavily weighted with LinkedIn's algorithms
- Use Keywords in LI database 50K+
- Fill this up with previously identified keywords.
- Be sure to arrange the skills as appropriate.
- Pin the most important "top skills."



Education & Volunteer Experience

Education

- If the education is over 10-15 years old remove dates (same as a resume) as well as any other information about clubs, activities, GPA, etc.
- If the education is between 5-10 years old keep the dates, but remove any other information.
- If the education within the past 5 years load up the content with everything from clubs, activities, honors, GPA, classes, etc.

Volunteer Experience

- Be sure to include anything unpaid (even board positions) in the volunteer section to differentiate UNLESS you did otherwise on the resume (ex: the client has little paid experience, is transitioning back into the workforce, etc.).
- Focus this content on accomplishments

The Accomplishments Section

- Use these sections to your clients advantage as much as possible.
- If you're uploading content on the clients behalf be sure to go through these sections and clean them up (information here tends to be overlooked and get outdated).
- Be sure to refer to information in these sections in earlier sections if possible.

